

ESB
Entrepreneurship
and Small Business

The Value of Certification

The job of wisely allocating limited budgets and resources is an important and often challenging task. Putting limited resources to the best use is critical, and one question that should be asked is ‘What will be the ROI on this spend?’ When it comes to certification programs, the answer is a very strong ROI, and research supports it.

Certification Improves Academic Performance

A recent performance report¹ on the impact of certification when included with education shows:

	<i>Average GPA</i>	<i>Graduation Rate</i>
With certification	3.09	97.2%
Without certification	2.72	83.9%

A study by Grunwald Associates² suggests that when certification is added to curriculum, the following are observed:

- Improved academic performance
- Increased attendance
- Lower dropout rates
- Higher grade point averages

Certification Makes A Resume Stand Out



ESB Certification

The reasons and benefits for certification programs, and the resulting certified students is clear and compelling. Certifications are valuable for all students, even those who pursue a business-oriented track. The Entrepreneurship and Small Business (ESB) certification from Certiport is designed to teach students at the K-14 level — specifically high school and junior college students — the basic skills they need to start and run a business.

The official sponsor of ESB is Intuit. ESB is also endorsed by the Network for Teaching Entrepreneurship, and the American Council on Education, which qualifies ESB-certified students to three college credit hours.





ESB Certification Is Divided Into Six Objective Domains

1.

THE ENTREPRENEUR

Students must identify their strengths, weaknesses and risk tolerance.

4.

BUSINESS OPERATIONS

Students identify human capital needs, get information about required taxes and intellectual property issues, learn about standard operating procedures and more.

2.

OPPORTUNITY RECOGNITION

Students identify the benefits and drawbacks of starting a new business, purchasing an existing business or buying a franchise. They also analyze the demand for goods, services and opportunities in a specific environment, and identify potential customers for a business.

5.

MARKETING AND SALES

Students develop customer communications, and media and advertising strategies. They identify the characteristics of a successful sale, analyze the costs and benefits of finding customers, and learn how to build relationships with customers.

3.

STARTING A BUSINESS

Students learn the value of a business plan and the legal structures for a business. They also gain knowledge about business licenses and regulations.

6.

FINANCIAL MANAGEMENT

Students learn how to interpret basic financial statements, determine factors that influence the price to the customer, analyze cash flow, create a budget and identify the breakeven point for a business.

Each of these subject areas prepares students for the skills they need to start a business and gives them a realistic view of the challenges. The program is designed to complement teachings in secondary and vocational schools and community and technical colleges. At the end of the program, students take the ESB exam to demonstrate their knowledge and skills in entrepreneurial and small business principles.

For more information about ESB certification, visit: www.certipoint.com/esb

1—2017 IT Skills and Salary Report from Global Knowledge

2—Grunwald Associates LLC. (2012). Tracing Student Performance in Career and Professional Education: Technology Coursework Related to Better Attendance, Higher GPAs in Florida.