Internet Resources for Entrepreneurship Educators

Impact of the Internet on the Market Place

The Internet has drastically changed the way people do business, as well as how educators teach entrepreneurial skills and knowledge. Companies of all sizes have embraced the Internet and found new methods of peer-to-peer, business-to-business, and business-to-consumer communications. Businesses have found innovative ways to improve customer support, gather marketing research, and conduct new forms of advertising and sales.

How Businesses Use the Internet

- Disseminating information about goods and services
- Selling products and services directly to the end-user
- Ordering goods and services from suppliers
- Collecting information about potential and current customers
- Providing entertainment to the public
- Facilitating better communications within the company
- Focusing customer service for maximum effectiveness and efficiency
- Providing “permission promotion” rather than intrusive advertising

Best Use of the Internet in Classrooms

The Internet classroom of today allows for more "real world" access. Entrepreneurship educators must teach both theory and practice. Through extended learning experiences such as job shadowing, focused site visits, and more, students can be in actual contact with companies. For rural America, the web provides a fantastic tool for students to research business opportunities, learn about successful entrepreneurs, access information for developing business plans and see best practices from company web sites.

Ideas to Incorporate Internet on Using the Internet in the Entrepreneurship Classroom

- Teach the fundamentals of web design to allow students to design mock business sites
- Focus web instruction on the differences and similarities between traditional marketing and web marketing
- Incorporate student presentations of web pages for their proposed businesses into the curriculum
- Use search engines for students to do inquiry learning on entrepreneurial topics
- Encourage using email to write to companies requesting information on mission, products/services, opportunities
- Use the Internet to research how banks and other financial businesses serve entrepreneurs (financing, business services, etc.)
- Investigate and assess the availability of local, state, and national assistance for entrepreneurs (business planning, funding sources, managerial best practices, etc.)
- Use the Internet to conduct marketing research for proposed business ideas
Internet Resources for Entrepreneurship Educators

Web sites are ever-changing. It is imperative that before sharing a web site for students to use for research, that content is examined carefully for appropriateness. There are a wide variety of web sites devoted to topics of value to entrepreneurship students as well as entrepreneurs. This website contains links to sites which are not maintained by or under the control of the State of Nebraska.

Technical problems with outside links, other than a link that has been moved or changed, should be reported to the entity that maintains the site, not to the Nebraska Department of Education.

However, if you feel that the content of an outside link is inappropriate, or would like to suggest resources/topics you would like this site to include, please contact Gregg Christensen, Nebraska Career Education Specialist-Communications, Partnerships and Entrepreneurship Education, gregg.christensen@nde.ne.gov.

The following sites are listed alphabetically by general category

**Advertising**

- Creativity Online - [http://creativity-online.com/](http://creativity-online.com/)

**Business Law**

- Motion Picture Association of America (Copyrights, Creativity Protection, Piracy)- [http://www.mpaa.org/piracy.asp](http://www.mpaa.org/piracy.asp)
- Store Wars: When Wal-Mart Comes to Town - [http://www.pbs.org/itvs/storewars/](http://www.pbs.org/itvs/storewars/)

**Business - General**

- Economics Education Web - [http://ecedweb.unomaha.edu/K-12/home.cfm](http://ecedweb.unomaha.edu/K-12/home.cfm)

**Business Plan (Award Programs)**

- Hormel Family Foundation (Nebraska) - [http://www.hormelfamilyfoundation.com/](http://www.hormelfamilyfoundation.com/)

**Case Studies**

- EntrepreneurShip Investigation Curriculum: [http://4h.unl.edu/esi/](http://4h.unl.edu/esi/)
- The Times 100 Case Studies - [http://www.thetimes100.co.uk/index.php](http://www.thetimes100.co.uk/index.php)
Demographics/Trends/Research on the Internet

- American Society on Aging - [http://www.asaging.org](http://www.asaging.org)
- American Society for Baby Boomers - [http://www.babyboomers.com](http://www.babyboomers.com)
- Bureau of the Census - [http://www.census.gov](http://www.census.gov)
- Census Abstract - [http://www.census.gov/Statistical/Pop estimates](http://www.census.gov/Statistical/Pop estimates)
- Gallup Polls Organization - [http://www.gallup.com](http://www.gallup.com)
- International Trade (Nebraska) - [http://international.neded.org/](http://international.neded.org/)
- KnowMarketing, internet virtual library - [http://www.knowthis.com](http://www.knowthis.com)
- MTV - [http://www.mtv.com](http://www.mtv.com)
- Nanotechnology - [www.smalltimes.com](http://www/smalltimes.com)
- Seventeen Magazine - [http://www.seventeen.com](http://www.seventeen.com)
- Society for Human Resources Management - [http://www.shrm.org](http://www.shrm.org)
- Teen Research Unlimited (considered the nation’s lead teen researcher) - [http://www.teenresearch.com](http://www.teenresearch.com)
- Workforce Issues - [http://www.workforceonline.com](http://www.workforceonline.com)
- Yankelovich Partners - [http://www.yankelovich.com](http://www.yankelovich.com)

Education-Related

- Classroom Connect - [http://www.classroom.net/](http://www.classroom.net/)
- Consortium for Entrepreneurship Education - [http://www.entre-ed.org](http://www.entre-ed.org)
- Education Communication and Resource Center - [http://www.ehhs.cmich.edu/](http://www.ehhs.cmich.edu/)
- Eduhound (Classroom Resources) - [http://www.eduhound.com/](http://www.eduhound.com/)
- ERIC Digests - [http://ericacve.org/](http://ericacve.org/)
- Global Schoolhouse - [http://www.gsn.org/](http://www.gsn.org/)
- Legal Advice (Free) - [http://FreeAdvice.com/](http://FreeAdvice.com/)
- Marketing Education Resource Center (MarkED) - [http://www.mark-ed.com](http://www.mark-ed.com)
- Nebraska Center for Entrepreneurship - [http://www.cba.unl.edu/outreach/ent/](http://www.cba.unl.edu/outreach/ent/)
- National Center for Research in Vocational Education - [http://ncoe.berkeley.edu](http://ncoe.berkeley.edu)
- Nebraska Department of Education - [http://www.nde.state.ne.us](http://www.nde.state.ne.us)
- PBS Teacher Source - [http://www.pbs.org/teachersource/tvteachers.htm](http://www.pbs.org/teachersource/tvteachers.htm)
- Teacher Resources and Ideas - [http://www.teachnet.com/](http://www.teachnet.com/)
- Teachers Helping Teachers - [http://www.pacificnet.net/~mandel/](http://www.pacificnet.net/~mandel/)
- Texas Education Agency Curriculum - [http://www.tea.state.tx.us/](http://www.tea.state.tx.us/)
Entrepreneurship and Business Management

- Business to Business Marketing (Terrecom) - [http://terrecom.com/](http://terrecom.com/)
- Center for Women's Business Research - [http://www.nfwbo.org](http://www.nfwbo.org)
- Economics Education Homepage - [http://ecedweb.unomaha.edu](http://ecedweb.unomaha.edu)
- EntreWorld - [http://www.entreworld.com](http://www.entreworld.com)
- Etiquette (International) - [http://www.executiveplanet.com/](http://www.executiveplanet.com/)
- Media-Internet Marketing - [http://www.studio23.com](http://www.studio23.com)
- Mapquest (mapping/travel planning) - [http://www.mapquest.com/](http://www.mapquest.com/)
- Mapblast (mapping/travel planning) - [http://www.mapblast.com/](http://www.mapblast.com/)
- MoneyHunter-Entrepreneurship Information - [http://www.moneyhunter.com](http://www.moneyhunter.com)
- Small Business Advancement National Center - [http://www.sbaer.uca.edu](http://www.sbaer.uca.edu)
- Small Business Innovative Research/Small Business Technology Transfer - [http://nbdc.unomaha.edu/SBIR/home.cfm](http://nbdc.unomaha.edu/SBIR/home.cfm)

Entrepreneurship Organizations

- Association for Enterprise Opportunity - [www.microenterpriseworks.org](http://www.microenterpriseworks.org)
- CDFI Fund, U.S. Department of Treasury - [www.cdfifund.gov](http://www.cdfifund.gov)
- Center for Rural Entrepreneurship (RUPRI) - [www.rupri.org/](http://www.rupri.org/)
- Center for the Study of Rural America-Federal Reserve Bank of Kansas City - [www.kc.frb.org/RuralCenter/RuralMain.htm](http://www.kc.frb.org/RuralCenter/RuralMain.htm)
- Coleman Foundation - [www.colemanfoundation.org](http://www.colemanfoundation.org)
- Community Development Venture Capital Alliance - [www.cdvea.org](http://www.cdvea.org)
- Consortium for Entrepreneurship Education - [www.entre-ed.org](http://www.entre-ed.org)
- Corporation for Enterprise Development - [www.cfed.org](http://www.cfed.org)
- EDTEC - [www.edtecinc.com](http://www.edtecinc.com)
- Edward Lowe Foundation - [http://edwardlowe.org/](http://edwardlowe.org/)
- FastTrac - [www.fasttrac.org](http://www.fasttrac.org)
- Kauffman Foundation - [www.entreworld.org](http://www.entreworld.org)
- Marketing Education Resource Center (MarkED) - [http://www.mark-ed.com](http://www.mark-ed.com)
- National Association for Community College Entrepreneurship - [http://www.nacce.com/](http://www.nacce.com/)
- National Association for Small Business Investment Companies - [www.nasbic.org](http://www.nasbic.org)
- National Association for State Venture Funds - [www.nasvf.org](http://www.nasvf.org)
- National Business Incubation Association - [www.nbia.org](http://www.nbia.org)
- National Foundation for Teaching Entrepreneurship - [www.nfte.com](http://www.nfte.com)
- National Venture Capital Association - [www.nvca.org](http://www.nvca.org)
- Nebraska Center for Entrepreneurship - [http://www.cba.unl.edu/outreach/ent/](http://www.cba.unl.edu/outreach/ent/)
- Service Corps of Retired Executives - [http://www.score.org](http://www.score.org)
- State Science and Technology Institute - [www.ssti.org](http://www.ssti.org)
- United States Association for Small Business and Entrepreneurship - [http://www.usasbe.org](http://www.usasbe.org)
Hispanic/Latino Based Business

- National Society for Hispanic Professionals - http://www.nshp.org/
- Nebraska Hispanic Chamber of Commerce - http://www.cchnebraska.org/aboutcc.htm
- Pew Hispanic Center - http://pewhispanic.org/

Government Sites-Federal

- Agricultural Trade Reports - http://www.fas.usda.gov/aboutfas.asp
- Census Abstract - http://www.census.gov/compendia/statab/
- Consumer Information Center - http://www.pueblo.gsa.gov/
- Foreign Agriculture Service - http://www.fas.usda.gov/
- General Services Administration - http://www.gsa.gov/
- Small Business Administration - http://www.sba.gov/
- The Whitehouse - http://www.whitehouse.gov
- U. S. Census Bureau - http://www.census.gov/
- U.S. Senate - http://www.senate.gov
- U.S. Small Business Administration - http://www.sbaonline.sba.gov/
- U.S. Standards and International Certification - http://www.ansi.org
- U.S. State Department - http://www.state.gov/
- U.S. Supreme Court - http://supct.law.cornell.edu/supct/justices/fullcourt.html

International Marketing

- Global Market Place Insights - http://www.consumerpsychologist.com/international.htm
- International Business Resources - http://globaledge.msu.edu/ibrd/ibrd.asp
- International Marketing Careers - http://www.careeroverview.com/international-marketing-careers.html
- LatinFocus - http://www.latinfocus.com/
Invention/Innovation

- Club Invention - http://www.invent.org/programs/2_4_0_club.asp
- Collegiate Inventors Competition - http://www.invent.org/collegiate/
- I-Bridge Network - www.iBridgeNetwork.org
- Invent Now! - http://www.invent.org/

Lesson Plans

- Targeted Teaching Topics http://www.nde.state.ne.us/entreped/targetedteachingtopics.html
- USA Today Education - http://www.usatoday.com/educate/home.htm

Entrepreneurship Magazines and Business-Related Publications

- Education World - http://www.education-world.com/a_curry/
- Entrepreneur Magazine - http://www.entrepreneur.com/
- Future CEO Stars - http://entre-ed.org
- PC World - http://www.pcworld.com/
- Web Marketing Today - http://www.wilsonweb.com/
- Young Money - www.youngmoney.com/entrepreneur

National Entrepreneurship Week (2008)

- Consortium for Entrepreneurship Education - www.entre-ed.org/E-week08
- Marketplace Nebraska - www.marketplacenepartnerships.org
- Nebraska Entrepreneurship Week Events – www.nde.state.ne.us/entreped/
Nebraska - Government and Association Sites

- Career Education-Nebraska - http://www.nde.state.ne.us/nce/
- Department of Agriculture - http://www.agr.state.ne.us/
- Department of Banking and Finance - http://www.ndbf.org/
- Department of Economic Development - http://www.neded.org/
- Department of Education - http://www.nde.state.ne.us/
- Department of Insurance - http://www.doi.ne.gov/
- Department of Labor - http://www.dol.state.ne.us/
- Department of Revenue - http://www.revenue.state.ne.us/index.html
- Library Resources on the Internet-Nebraska - http://www.metronet.lib.mn.us/lc/list1.cfm?state=Nebraska
- Nebraska Center for Entrepreneurship - http://www.cba.unl.edu/outreach/ent/
- Nebraska Library Commission - http://www.nlc.state.ne.us/
- Nebraska State Government - http://www.state.ne.us/
- Nebraska Business Development Center - http://nbdc.unomaha.edu/consulting/startup/
- Procurement and Technical Assistance Center (NBDC) - http://ptac.unomaha.edu/
- Unicameral - http://www.unicam.state.ne.us/

Nebraska – Information Resources

- Business and Entrepreneurs Toolkit - http://assist.neded.org/#direct
- Demographic Data - http://info.neded.org/
- Nebraska Angels (venture capital) - http://nebraskaangels.org
- Travel and Tourism - http://www.visitnebraska.org/

Nebraska Community and Economic Development Organizations

- Grow Nebraska - http://www.growneb.com/
- Industrial Agricultural Products Center at the University of Nebraska-Lincoln - http://agproducts.unl.edu
- Nebraska Advantage (financing and incentives) - www.NebraskaAdvantage.biz
- Nebraska Business Development Center - http://nbdc.unomaha.edu/
- Nebraska Business Diplomats - http://www.nediplomats.org/
- Nebraska Center for Entrepreneurship - http://www.cba.unl.edu/outreach/ent/
- Nebraska Enterprise Opportunity Network - http://neon.neded.org/
- Nebraska Industrial Competitiveness Alliance - http://nics.neded.org/
- Nebraska Investment Finance Authority - http://www.nifa.org/
- Nebraska Community Foundation - http://www.nebcommfound.org/
- Nebraska Economic Developers Association - http://www.neda1.org/
- Nebraska EDGE Program - http://nebraskacedge.unl.edu/
- Nebraska Entrepreneur Resource - http://www.nebraskacentrepreneur.com
- Nebraska Entrepreneurship Education - http://www.nde.state.ne.us/entreped
- Rural Enterprise Assistance Project - http://www.cfra.org/reap/
- University of Nebraska Food Processing Center - http://foodsci.unl.edu/
Policy/Advocacy/Information Organizations

- Association of Small Business Development Center - [http://www.asbdc-us.org](http://www.asbdc-us.org)
- Association for Enterprise Opportunity - [http://www.microenterprise.org](http://www.microenterprise.org)
- Center for Women’s Business Research - [www.womensbusinessresearch.org](http://www.womensbusinessresearch.org)
- The Coleman Foundation - [http://www.colemanfoundation.org](http://www.colemanfoundation.org)
- Collegiate Entrepreneurs Organization - [www.c-e-o.org](http://www.c-e-o.org)
- Consortium for Entrepreneurship Education - [http://www.entre-ed.org](http://www.entre-ed.org)
- Corporation for Enterprise Development - [http://www.cfed.org](http://www.cfed.org)
- Edward Lowe Foundation - [http://edwardlowe.org/](http://edwardlowe.org/)
- Ernst and Young - [http://www.ey.com/global/content.ns?/International/Home](http://www.ey.com/global/content.ns?/International/Home)
- Federal Reserve Bank of Kansas City Community Affairs - [http://www.kc.frb.org](http://www.kc.frb.org)
- 4H Youth Workforce Preparation Programs - [www.fourhcouncil.edu](http://www.fourhcouncil.edu)
- Institute for Educational Leadership, Inc. - [www.iel.org](http://www.iel.org)
- Institute for Social Entrepreneurs - [www.socialent.org](http://www.socialent.org)
- International Council for Small Business - [www.icsb.org](http://www.icsb.org)
- Kauffman Foundation - [http://www.emkf.org](http://www.emkf.org)
- National Association for Community College Entrepreneurship - [www.nacce.com](http://www.nacce.com)
- National Association for the Self-Employed - [http://www.nase.org](http://www.nase.org)
- National Business Association - [www.nationalbusiness.org](http://www.nationalbusiness.org)
- National Business Incubation Association - [www.nbia.org](http://www.nbia.org)
- National Consortium of Entrepreneurship Centers - [http://www.nationalconsortium.org](http://www.nationalconsortium.org)
- National Youth Employment Coalition - [http://www.nyec.org](http://www.nyec.org)
- SBDC National Information Clearinghouse - [http://sbdcnet.utsa.edu/](http://sbdcnet.utsa.edu/)
- Small Business Advancement National Center - [http://www.sbaer.ucd.edu](http://www.sbaer.ucd.edu)
- Small Business Development Centers - [http://www.sbaonline.sba.gov](http://www.sbaonline.sba.gov)
- U.S. Association for Small Business and Entrepreneurship (USASBE) - [http://www.usasbe.org](http://www.usasbe.org)
- Women’s Business Center, U.S. Small Business Administration - [www.onlinewbc.org](http://www.onlinewbc.org)

Product Development

- Copyright Basics - [http://www.fplc.edu/tfield/ipbasics.htm#pra](http://www.fplc.edu/tfield/ipbasics.htm#pra)

Professional Organizations

- Entrepreneurship Education Ambassadors - [http://entre-ed.org/ contact/ambassadors.htm](http://entre-ed.org/ contact/ambassadors.htm)
Research (General)

- BiblioData - http://www.bibliodata.com
- BizStats - http://www.bizstats.com
- City Data - http://city-data.com
- Commercenet - http://www.commerce.net
- Job Postings - http://www.monster.com
- Running a Business - www.ehow.com/list_1026.html
- Switchboard (Telephone Numbers) - http://switchboard.com
- Weather Forecasts - http://www.intellicast.com

Simulations

- GoVenture Entrepreneurship Simulation - http://www.goventure.net/site/products/lle
- GoVenture Lemonade Stand - http://www.goventure.net/site/products/ls/
- GoVenture Micro Business Simulation - http://www.goventure.net/site/products/mb/
- Lemonland - www.playlemonland.com

Software

- Internet Screening & Blocking - http://www.cyberpatrol.com
- RealPlayer - http://www.realplayer-hq.com/
- Shockware Software - http://www.macromedia.com/shockwave/
Student Organizations – Career Student Organizations

DECA/Delta Epsilon Chi-Associations of Marketing, Management & Entrepreneurship Students

- DECA, Inc. - http://www.deca.org
- Delta Epsilon Chi - http://www.delta-hq.org
- University of Nebraska-Lincoln Delta Epsilon Chi Chapter - http://www.unl.edu/deltaepsilonchi/

FBLA-Future Business Leaders of America

- Nebraska FBLA - Nebraska FBLA http://www.nebraskafbla.org/

Family, Career and Community Leaders of America

- FCCLA  http://www.fcclainc.org/
- Nebraska FCCLA  http://www.nebraskafccla.org/

FFA Association

- FFA Association - http://www.ffa.org/
- Nebraska FFA Association - http://www.ffa.neaged.org/

SkillsUSA

- Nebraska SkillsUSA - http://www.skillsusanbraska.org/
- SkillsUSA - http://www.skillsusa.org/

Student Organizations – Entrepreneurship Related

- 4-H - http://www.4husa.org/
- Collegiate Entrepreneurs Organization - www.c-e-o.org
- Junior Achievement - www.ja.org
- Nebraska 4-H - http://4h.unl.edu/
- Students for the Advancement of Global Entrepreneurship - www.csuchico.edu/sage
- Students in Free Enterprise (SIFE) - www.sife.org
- Young Entrepreneurs Organization - www.yeo.org/