

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.

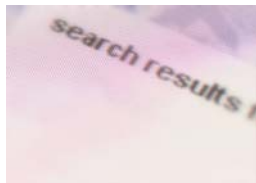


How Businesses Use the Internet

- 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

- Advertising Age Magazine - <http://www.adage.com/>
- Advertising Council - <http://www.adcouncil.org/>
- Branding - <http://www.brandchannel.com/start.asp>
- Creativity Online - <http://creativity-online.com/>
- Emergence of Advertising in America: 1850-1920 - <http://scriptorium.lib.duke.edu/ea/>
- Advertising and Social Responsibility - <http://www.listenup.org/>



Business Law

- Federal Trade Commission - <http://www.ftc.gov/>
- Motion Picture Association of America (Copyrights, Creativity Protection, Piracy)- <http://www.mpa.org/piracy.asp>
- Small Business Administration - <http://www.sbaonline.sba.gov/>
- Store Wars: When Wal-Mart Comes to Town - <http://www.pbs.org/itvs/storewars/>



Business - General

- Economics Education Web - <http://ecedweb.unomaha.edu/K-12/home.cfm>
- Fed101: The Federal Reserve Today - <http://www.kc.frb.org/fed101/>
- Quotations - <http://www.quotationspage.com/>



Business Plan (Award Programs)

- Hormel Family Foundation (Nebraska) - <http://www.hormelfamilyfoundation.com/>
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Case Studies

- EntrepreneurShip Investigation Curriculum: <http://4h.unl.edu/esi/>
- The Times 100 Case Studies - <http://www.thetimes100.co.uk/index.php>



Demographics/Trends/Research on the Internet

- American Society on Aging - <http://www.asaging.org>
- American Society for Baby Boomers - <http://www.babyboomers.com>
- Bureau of Labor Statistics - <http://www.bls.gov>
- Bureau of the Census - <http://www.census.gov>
- Census Abstract - <http://www.census.gov/statab/www/>
- E-Mail Address Search - <http://www.whowhere.com/>
- Gallup Polls Organization - <http://www.gallup.com/>
- International Trade (Nebraska) - <http://international.neded.org/>
- KnowMarketing, internet virtual library - <http://www.knowthis.com>
- MTV - <http://www.mtv.com>
- Nanotechnology - www.smalltimes.com
- Nielsen TV Ratings - <http://www.nielsenmedia.com/>
- Seventeen Magazine - <http://www.seventeen.com>
- Society for Human Resources Management - <http://www.shrm.org>
- Survey.net - <http://www.survey.net/>
- Teen Research Unlimited (considered the nation's lead teen researcher) - <http://www.teenresearch.com>
- Workforce Issues - <http://www.workforceonline.com>
- Yankelovich Partners - <http://www.yankelovich.com/>



Education-Related

- Biz Info Library - <http://bizinfo library.org/>
- Classroom Connect - <http://www.classroom.net/>
- Consortium for Entrepreneurship Education - <http://www.entre-ed.org>
- Education Communication and Resource Center - <http://www.ehhs.cmich.edu/>
- Eduhound (Classroom Resources) - <http://www.eduhound.com/>
- Electronic School Magazine - <http://www.electronic-school.com>
- ERIC Digests - <http://ericacve.org/>
- Global Schoolhouse - <http://www.gsn.org/>
- Kauffman Foundation-Entrepreneurship - <http://www.emkf.org/>
- Legal Advice (Free) - <http://FreeAdvice.com/>
- Marketing Education Resource Center (MarkED) - <http://www.mark-ed.com>
- McREL Educator Resources - <http://www.mcrel.org/resources/links/hotlinks.asp>
- Microsoft in Education - <http://www.microsoft.com/education/>
- Nebraska Center for Entrepreneurship - <http://www.cba.unl.edu/outreach/ent/>
- National Center for Research in Vocational Education - <http://ncrve.berkeley.edu>
- Nebraska Department of Education - <http://www.nde.state.ne.us>
- Network Lingo-Technology Dictionary - <http://www.netlingo.com/>
- Newspapers in Education - <http://nieonline.com/>
- PBS Teacher Source - <http://www.pbs.org/teachersource/tvteachers.htm>
- Teacher Resources and Ideas - <http://www.teachnet.com/>
- Teachers Helping Teachers - <http://www.pacificnet.net/~mandel/>
- Texas Education Agency Curriculum - <http://www.tea.state.tx.us/>



Entrepreneurship and Business Management

- American Marketing Association - <http://www.MarketingPower.com>
- Better Business Bureau - <http://www.bbb.org/>
- Business to Business Marketing (Terrecom) - <http://terrecom.com/>
- Business Resource Center - <http://www.morebusiness.com/>
- Center for Women's Business Research - <http://www.nfwbo.org>
- Consumer Information Center - <http://www.pueblo.gsa.gov/>
- Economics Education Homepage - <http://ecedweb.unomaha.edu/>
- EntreWorld - <http://www.entreworld.com>
- Etiquette (International) - <http://www.executiveplanet.com/>
- Insurance Issues for Small Business - <http://www.insureonline.org/smallbusiness/>
- Making Cent\$ International - <http://www.makingcents.com>
- Media-Internet Marketing - <http://www.studio23.com>
- Mapquest (mapping/travel planning) - <http://www.mapquest.com/>
- Mapblast (mapping/travel planning) - <http://www.mapblast.com/>
- Metacrawler-Search Engine - <http://www.metacrawler.com/>
- MoneyHunter-Entrepreneurship Information - <http://www.moneyhunter.com>
- Signage for Your Business - <http://www.nyssbdc.org/whatsyoursignage/>
- Small Business Advancement National Center - <http://www.sbaer.uca.edu>
- Small Business Innovative Research/Small Business Technology Transfer - <http://nbdc.unomaha.edu/SBIR/home.cfm>



Entrepreneurship Organizations

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



Hispanic/Latino Based Business

- Latin Business Association - <http://www.lbausa.com/>
- Latin Business Association Institute - <http://www.lbainstitute.com/>
- National Society for Hispanic Professionals - <http://www.nshp.org/>
- Nebraska Hispanic Chamber of Commerce - <http://www.cchnebraska.org/abouthcc.htm>
- Pew Hispanic Center - <http://pewhispanic.org/>



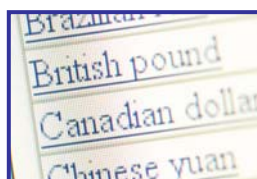
Government Sites-Federal

- Agricultural Trade Reports - <http://www.fas.usda.gov/aboutfas.asp>
- Census Abstract - <http://www.census.gov/compendia/statab/>
- CIA World Fact Book - <http://www.odci.gov/cia/publications/factbook/index.html>
- Consumer Information Center - <http://www.pueblo.gsa.gov/>
- Dept- Housing-Urban Development - <http://www.hud.gov/>
- Federal Agencies - <http://www.fedworld.gov/>
- Federal Business Opportunities - <http://www.fedbizopps.gov/>
- Federal Trade Commission - <http://www.ftc.gov>
- Foreign Agriculture Service - <http://www.fas.usda.gov/>
- General Services Administration - <http://www.gsa.gov/>
- IRS - <http://www.irs.ustreas.gov>
- Small Business Administration - <http://www.sba.gov/>
- Small Business Training Network - <http://www.sba.gov/services/training/index.html>
- The Whitehouse - <http://www.whitehouse.gov>
- U. S. Census Bureau - <http://www.census.gov/>
- U.S. Department of Commerce - <http://www.doc.gov/>
- U.S. Department of Education - <http://www.ed.gov>
- U.S. Gov Documents Search - <http://www.gpoaccess.gov/databases.html>
- U.S. House of Representatives - <http://www.house.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 Marketing Information - <http://www.knowthis.com/internl.htm>
- Global Market Place Insights - <http://www.consumerpsychologist.com/international.htm>
- International Business Resources - <http://gloaledge.msu.edu/ibrd/ibrd.asp>
- International Marketing Careers - <http://www.careeroverview.com/international-marketing-careers.html>
- LatinFocus - <http://www.latin-focus.com/>



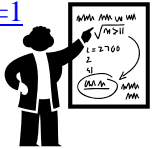
Invention/Innovation

- 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/>
- Modern Marvels Invent Now! Challenge - <http://www.history.com/invent/>
- United States Patent and Trademark Office - <http://www.uspto.gov/>



Lesson Plans

- Curriki-Global Education and Learning Community - <http://www.curriki.org>
- Hot Shot Business - <http://spapps.go.com/hsb4/landing/>
- National Council on Economic Education - <http://www.econedlink.org/lessons/index.cfm?LessonTypeID=1>
- Entrepreneur-in-the-Classroom (NFIB) - <http://www.nfib.com/page/nfibEITC.html>
- New York Times Lesson Plans - <http://www.nytimes.com/learning/teachers/lessons/archive.html>
- Targeted Teaching Topics <http://www.nde.state.ne.us/entrepd/targetedteachingtopics.html>
- USA Today Education - <http://www.usatoday.com/educate/home.htm>



Entrepreneurship Magazines and Business-Related Publications

- Black Enterprise - <http://www.blackenterprise.com/>
- Business 2.0 - <http://money.cnn.com/magazines/business2/>
- Education World - http://www.education-world.com/a_curr/
- Entrepreneur Magazine - <http://www.entrepreneur.com/>
- Fast Company Magazine - <http://www.fastcompany.com>
- Forbes Business Magazine - <http://www.forbes.com/>
- Future CEO Stars - <http://entre-ed.org>
- Inc. Magazine - <http://www.inc.com>
- Microsoft Corporation - <http://www.microsoft.com/education/>
- PC World - <http://www.pcworld.com/>
- Thomson Learning - <http://www.thomsonedu.com/>
- Wall Street Journal Classroom Edition - <http://www.wsjclassroomedition.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.marketplacenebraska.org
- Nebraska Entrepreneurship Week Events - www.nde.state.ne.us/entrepd/



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?statex=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/>



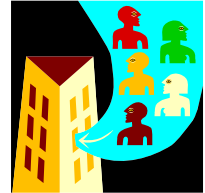
Nebraska Community and Economic Development Organizations

- Grow Nebraska - <http://www.growneb.com/>
- Heartland Center for Leadership Development - <http://www.heartlandcenter.info/index.htm>
- 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://nebraskaedge.unl.edu/>
- Nebraska Entrepreneur Resource - <http://www.nebraskaentrepreneur.com>
- Nebraska Entrepreneurship Education - <http://www.nde.state.ne.us/entreped>
- Rural Enterprise Assistance Project - <http://www.cfra.org/reap/>
- United States Department of Agriculture Rural Development-Nebraska - <http://www.rurdev.usda.gov/ne/>
- University of Nebraska Food Processing Center - <http://foodsci.unl.edu/>



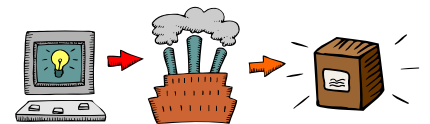
Policy/Advocacy/Information Organizations

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



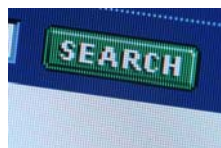
Product Development

- Consumer Product Safety Comm.- <http://www.cpsc.gov/>
- Copyright Basics - <http://www.fplc.edu/tfield/ipbasics.htm#pra>



Professional Organizations

- Association for Career and Technical Education - <http://www.acteonline.org/>
- Entrepreneurship Education Ambassadors - <http://entre-ed.org/contact/ambassadors.htm>
- Marketing Education Association - <http://www.nationalmea.org/>
- National Business Education Association - <http://www.nbea.org/>



Research (General)

- BiblioData - <http://www.bibliodata.com>
- BizStats - <http://www.bizstats.com>
- Bureau of Labor Statistics - <http://stats.bls.gov/>
- Business Publications Search Engine - <http://www.bpubs.com/>
- City Data - <http://city-data.com>
- College Journal (Wall Street Journal) - <http://www.collegejournal.com/>
- Commercenet - <http://www.commerce.net>
- Job Postings - <http://www.monster.com>
- News - <http://www.news.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/lis/>
- GoVenture Micro Business Simulation - <http://www.goventure.net/site/products/mb/>
- Hot Shot Business - <http://spapps.go.com/hsb4/landing/>
- Just for Clicks Business Game - <http://www.teachingkidsbusiness.com/just-for-clicks-business-game.htm>
- Lemonade Stand - <http://www.sonofsofaman.com/fun/lemonade-stand/default.asp>
- Lemonland - www.playlemonland.com
- Virtual Business - Retailing 2.0 - <http://www.knowledgematters.com>
- Virtual Business - Management - <http://www.knowledgematters.com>



Software

- Adobe Software Download - <http://www.adobe.com/downloads/>
- Internet Screening & Blocking - <http://www.cyberpatrol.com>
- Quick Time Player - <http://www.apple.com/quicktime/>
- 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>
- Nebraska DECA, An Association of Marketing, Management and Entrepreneurship Students - <http://www.nedeca.org>
- University of Nebraska-Lincoln Delta Epsilon Chi Chapter - <http://www.unl.edu/deltaepsilonchi/>



FBLA-Future Business Leaders of America

- FBLA/PBL National Web Site - <http://www.fbla-pbl.org/>
- 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.skillsusanebraska.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/

