



Bridgedale Academy

School for Athletes

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Bridgedale Academy Complementary Course

Entrepreneurialism

Entrepreneurialism is quintessentially American. Whether it's the neighborhood child's lemonade stand or the nation's most sophisticated ".com" enterprise, there are certain core fundamentals at work that apply to every successful business venture.

Creative geniuses might conceive great inventions, but without entrepreneurs, without entrepreneurialism, these inventions merely languish on the sidelines.

Thomas Edison and Henry Ford were both geniuses of the highest order who changed the world. Their inventions (plus those of other great American entrepreneurs) did more to raise mankind out of poverty than virtually anything that has come before or since.

But was it merely the light bulb and automobile that accomplished this? Or was it the entrepreneurial genius of these men who brought these inventions to mass production that was the determinative factor? The answer should be obvious.

So how does a young person develop a sense for what it takes to be an entrepreneur?

In this introductory class, we will look at some of the fundamental concepts of American entrepreneurialism. In a fun and interactive setting we will introduce students to some of the basic tenets that lead to entrepreneurial success, helping them see opportunities where others might only see obstacles. We will explore:

How does someone become an entrepreneur?

- Opportunity and Initiative

What qualities of character lead to entrepreneurial success?

- Stick-to-itiveness: Habits and Mindset

Who were/are some of America's greatest entrepreneurs?

- Jobs, Gates, and The Myth of the Robber Barons