

## Business

**Business-Based learning** fits the learning objectives of schooling around starting and running a real world business.

Business-based learning adds the incentive and motivation to learn that the fictional environment of modern schooling can never find. Your teenager will gain the passion of learning that comes out of service and profit.

### Education that Creates Genuine Value!

Young people learn by doing, by providing value and service - in the real world.

Learning disconnected from value and busy-work thrown away teach the wrong things.

Another word for value is 'profit.' It is a simple fact of life that work that is of value profits. When teenagers produce work that people value, a sentiment expressed by purchasing that work, they themselves learn self-respect. They can do something that people want and need.



Learning that produces value.

We are hardwired to work, to produce value, with our hands, with our minds, with all of our ability. But

## -Based

value-less work strips the heart out of anyone. Self-respect comes from serving others.

The increase that comes by serving others is called 'profit.' What if we taught our children to serve others, to make things that people value enough to purchase? What if they saw people eager to buy what they have created while learning? What if we designed academic learning around the real and the practical?

What if our highschoolers were honored with an education that paid for itself, because what they did inside their learning was of significant value to others?

### This is Business-Based Learning!

*Micro-Business for HighSchoolers* is a nine-month course that leads teenagers to develop a real-world business, while they learn many high school learning objectives, and bring profit and value to their world.

### Course objectives include:

- Investigate business possibilities and choose a business craft.
- Obtain a business name, bank account, sales tax authorization.

## A Different Way to Learn

## Learning

### Learning by doing things.



- Learn and practice the craft of your business.
- Sell!
- Use the Internet to promote your business.
- Set up accounts and learn bookkeeping.
- Design business image and a publicity campaign

- logo, business card, brochures.

- Write a business plan.
- Learn business principles and skills.
- Learn about people as customers.
- Create a business website.
- Write well and persuasively.
- Develop a newsletter and email list.
- Study economic issues and develop critical thinking skills.
- Calculate profit, revenue, and loss, taxes and inventory, a capital spending plan.
- Prove out the books.
- Document and publish.
- Continue to practice the craft, the business, and making sales.
- And use your profits to pay for the cream of your own great education!

## Micro-Business for HighSchoolers

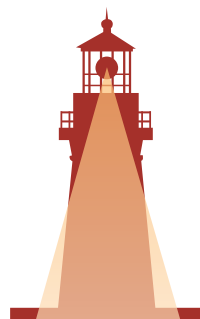
*Micro-Business for HighSchoolers* is a nine-month course that guides a teenager step-by-step in the creation of a real-world business, all the time integrating the learning objectives of high school.

- \* Writing skills that win readers.
- \* Math skills that calculate real accounts.
- \* Business skills that manage and analyze.
- \* People skills that set at ease and satisfy.
- \* Research skills that find and make useful.
- \* Personal skills of knowing strengths and weaknesses.
- \* Craft skills that create and serve.
- \* Design skills that imagine and inspire.

How well does your teen's present schooling do with these?



Buy the course for your teen now!  
at [www.YGuideAcademy.com](http://www.YGuideAcademy.com)



YGuide Academy  
YGuide Publishing, Inc.  
7914 Fernbank Dr.  
Houston, Texas 77049  
(281) 454-7182  
[www.YGuideAcademy.com](http://www.YGuideAcademy.com)



**Daniel Yordy**  
Director

# YGuide Academy



**Business-Based  
Learning**