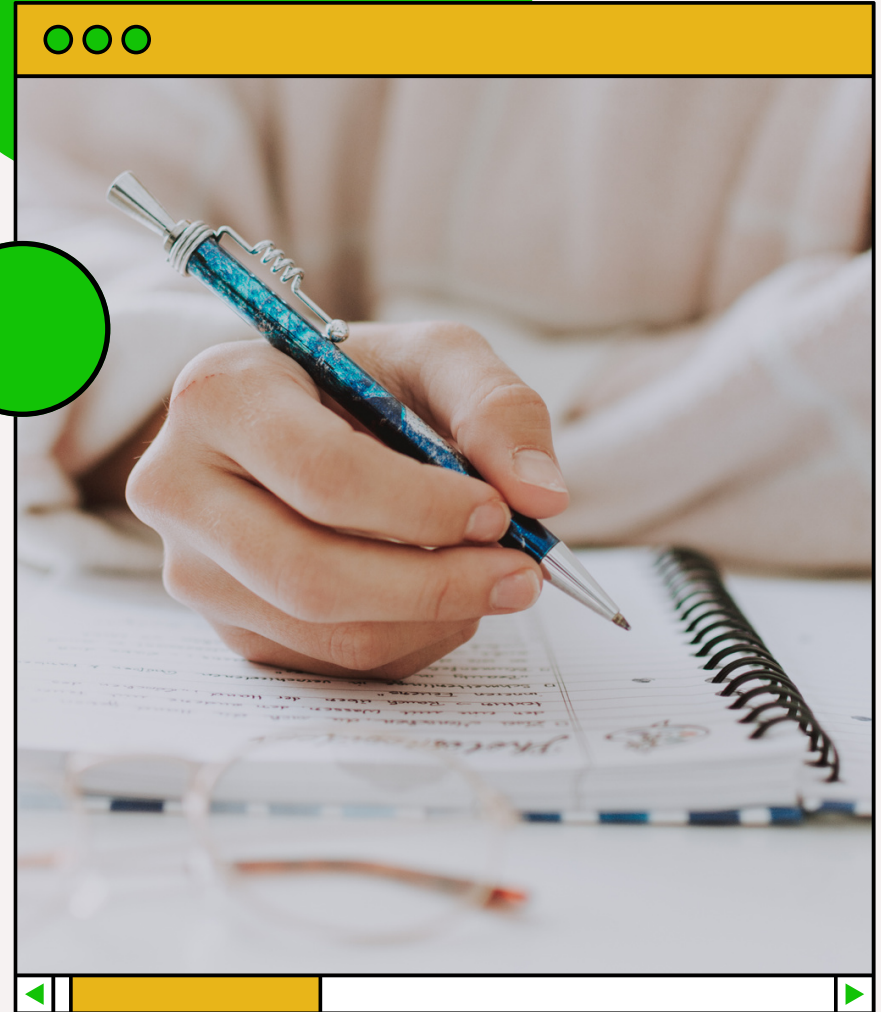


The CEO Program

COURSE OUTLINE



www.createeveryopportunity.org





Financial Literacy Basics

Budgeting
Saving and Investing
Income
Consumer Skills
Debt
Financing College
Insurance
Taxes
Basic Banking
Debit Cards
Credit Cards and Credit Score
Loans and Debt Management
Financial Empowerment
Buying goods and services
Loans
Fraud and Identity theft prevention

Entrepreneurship Basics

Types of Business Ownership
How to Start a Business
Essential Business Functions
Business Operations and Business Cycle
Setting Short Term and Long Term Goals
Presenting and Pitching in Business
Sales and Negotiating
Information Technology
Engineering Skills
Business Communications
Administration and Customer Service
Business Law and International Business
Advertising and Branding
Social Media Marketing
Customers and Feedback
Hospitality and Innovation

Common Sense Knowledge Basics

Decision Making
Focus
Consumer Awareness
Adversity
Stress Management
Mindset
Career Development
Time Management
Communication
Email and Computer Literacy
Ethic
Problem Solving
Collaboration



FINANCIAL LITERACY

According to a 2021 study, only 57% of adults in the United States are financially literate. Personal financial education is about establishing better spending habits, instilling confidence, and equipping the next generation with the real world skills to manage financial goals. That is why we have partnered with 50+ industry leaders to lend valuable real world experience and credibility to our program, along with maximum engagement for students.

Meet the Teacher



Robert D. Manfred Jr. is an American lawyer and business executive who is serving as the tenth commissioner of Major League Baseball. He previously served as MLB's chief operating officer. Manfred succeeded Bud Selig as commissioner on January 25, 2015



The CEO Program and Ohio

THE CEO PROGRAM

CEO has worked with acclaimed professors and business leaders to develop 300+ interactive learning modules on topics such as: the mechanics of bank accounts, money management, balancing a checkbook, loans, credit/debit cards, taxes, interest, investing, saving, cash flow, credit scores, and business planning and operations. Our program is modeled after national guidelines and is fine tuned for each state's bills and standards such as Bill 1054 in Florida and Bill 5190 in Michigan.

OHIO FINANCIAL LITERACY STANDARDS

The Financial Literacy Licensure Advisory Committee was established by Senate Bill 1. The work of this committee is to advise the Ohio Department of Education about what an educator needs to do to become licensed to teach financial literacy. Ohio law states the study and instruction of financial literacy shall align with Ohio's Financial Literacy Standards and Model Curriculum adopted by the State Board of Education in 2018 and 2019. In developing the curriculum for the study and instruction of financial literacy, schools may use available public-private partnerships and resources and materials that exist in business, industry and through the centers for economic education at higher education institutions.



ENTREPRENEURSHIP

Entrepreneurship teaches students confidence, creativity, and collaboration—and it's important that the course honors the same attributes. To create CEO's learning modules, we have partnered with world class businesses like Major League Baseball, Barstool Sports, AT&T, Boost Mobile, Canva, and industry leaders like MLB Commissioner Rob Manfred, author Jay Samit, Shark Tank entrepreneur Sabin Lomac, and many, many others!

Meet the Teacher



Erika Nardini is an American businesswoman and CEO of the digital media company Barstool Sports. Since 2017, she has consistently been ranked as one of the most powerful executives in sports media.



COMMON SENSE KNOWLEDGE

Common sense is a form of practical decision-making and the ability to imagine the consequences of something you do. It stops us making irrational mistakes and makes it easier to make choices on what to do. Our program is modeled on National Curriculum Standards for Financial Literacy from the Council for Economic Education and The Consortium for Entrepreneurship Education.

Meet the Teacher



David Rubenstein is an American billionaire businessman. A former government official and lawyer, he is a co-founder and co-chairman of the private equity firm The Carlyle Group, a global private equity investment company.

Thank You

CREATE EVERY
OPPORTUNITY



JOIN THE
Financial Literacy Education
Movement

↘ GET IN TOUCH

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