



Youth Entrepreneurship Summer (YES) Camp

The Youth Entrepreneurship Summer (YES) Camp provides high school students with the opportunity to explore their entrepreneurial interests and talents. This three college credit course helps students understand the role that free enterprise and entrepreneurship plays in achieving economic growth, community prosperity, and individual success.

Program Curriculum

During 40 hours of classroom instruction and a 35 hour field-based practicum, students research the feasibility of a business idea of their choice and produce a business plan. At the end of the course, students present their business plans to a panel of business men and women from the community in a “best” business plan contest for honors and awards.

The course curriculum includes:

- What is entrepreneurship?
- Characteristics of a successful entrepreneur.
- Rewards and challenges of entrepreneurship.
- The importance of entrepreneurs in the American economy.
- Supply and demand forces in the economy.
- How to select a business.
- How a successful business satisfies a consumer need.
- Market research - knowing potential customers and what they want.
- The essence of selling is teaching.
- Hiring, training and retaining good employees.
- Understanding business costs.
- How to set up, monitor and use financial records and information.
- Financing strategy: Borrow and Sell?
- Raising capital for a business.
- Developing a business plan.
- Business ethics and social responsibility.

Scholarship & Fees


Students pay \$75 and receive a \$675 scholarship to cover the balance of the program cost. The cost of the program per student is \$750, which includes tuition & fees, books, educational materials and associated administrative program costs. Scholarship funds for the program will be raised from the community.

Requirements

1. Completed NMSU application for undergraduate admission
2. Official high school transcript
3. Minimum 2.5 high school GPA
4. Completed YES Camp Application

When

June 1 - July 7, 2009
M-Th, 9:00am - 11:30am



NMSU YES Camp
*“Leadership and Business
Training for the Future”*



NMSU's first YES Camp Graduates
Class of 2008

*YES Camp is a shining example
of active university and
community collaboration
providing high school students
with expanded educational
opportunities and access to higher
education, while at the same time
strengthening the community's
future.*

J. Michael Patrick
Community Resources &
Economic Development Specialist
Cooperative Extension Service
New Mexico State University
MSC 3169, P.O. Box 30003
Las Cruces, NM 88003-8003
575-202-4253
jmpat@nmsu.edu



YES Camp
Youth Entrepreneurship
Summer Camp



Live, Learn and Thrive.