

Lesson Plan —Is Entrepreneurship Right for You?

Course Title: Entrepreneurship

Session Title: Is Entrepreneurship Right for You?

Performance Objective:

- Upon completion of this lesson, the student will be able to identify the characteristics of successful entrepreneurs and assess whether they have what it takes to succeed in their own business.

Specific Objectives:

- Students will identify the characteristics of successful entrepreneurs.
- Students will identify the characteristics of good team members.
- Students will assess whether you have what it takes to succeed in your own business.

Preparation

TEKS Correlations:

This lesson, as published, correlates to the following TEKS. Any changes/alterations to the activities may result in the elimination of any or all of the TEKS listed.

- **124.12(c)(9)(B)**
use information about supply and demand to predict their influence on entrepreneurial activities
- **124.12(c)(7)(A)**
collect and analyze self-assessment information, including interests, aptitudes, and personal traits
- **124.12(c)(7)(B)**
research and assess opportunities for business ventures
- **124.12(c)(9)(A)**
identify economic wants and needs
- **124.12(c)(9)(B)**
use information about supply and demand to predict their influence on entrepreneurial activities
- **124.12(c)(20)(A)**
explain how entrepreneurs identify needs
- **124.12(c)(21)(A)**
categorize business risks as human, natural, and economic
- **124.12(c)(21)(B)**
classify business risks as pure or speculative, controllable or uncontrollable, and/or insurable or non-insurable
- **124.12(c)(14)(A)**
identify benefits and limitations of marketing research
- **124.12(c)(14)(C)**
explain how to use the marketing research process in order to identify potential markets, analyze demand, forecast sales, and make other decisions

Interdisciplinary Correlations:**English****110.42(b)(6)(A) – Vocabulary Development**

...expand vocabulary through wide reading, listening, and discussing

110.42(b)(6)(B) – Vocabulary Development

... rely on context to determine meanings of words and phrases such as figurative language, idioms, multiple meaning words, and technical vocabulary

110.42(b)(7)(F) – Reading/comprehension

...identify main ideas and their supporting details

110.42(b)(7)(G) – Reading/comprehension

...summarize texts

110.42(b)(7)(J) – Reading/comprehension

...read silently with comprehension for a sustained period of time

Accommodations for Learning Differences:

It is important that lessons accommodate the needs of every learner. These lessons may be modified to accommodate your students with learning differences by referring to the files found on the [Special Populations page](#) of this website.

Teacher Preparation:**References:**


1. Entrepreneurship Ideas in Action, Fourth Edition, Cynthia L. Greene, Southwestern Cengage
2. Making a Job: A Basic Guide to Entrepreneurship Readiness, Marilyn Kourilsky, Kauffman Foundation for Entrepreneurial Leadership
3. USA Today and local newspapers






Instructional Aids:




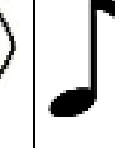



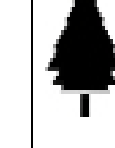

1. "Is Entrepreneurship Right for You?" PowerPoint Presentation
2. Design a T-Shirt Assignment #1
3. Design a T-Shirt Rubric
4. Career Day Poster Assignment #2
5. Career Day Poster Rubric
6. Successful Entrepreneurship Oral Presentation Assignment #3
7. Successful Entrepreneurship Rubric
8. Kourilsky, Kauffman foundation for Entrepreneurial Leadership "Making a Job" student personal journal assignment
9. Is Entrepreneurship Right For You? Assignment Sheet
10. Internet

Materials Needed:

1. Construction paper
2. Scissors and glue
3. Poster board
4. White T-shirts for each member of the class and fabric paint

Equipment Needed:		
<ol style="list-style-type: none"> 1. Computers for students to complete projects 2. Projector for PPT 		
Learner Preparation:		
<ol style="list-style-type: none"> 1. Using the reference book <u>Making a Job: A Basic Guide to Entrepreneurship Readiness</u>, students complete “Identifying Entrepreneurs” worksheet in the “Making a Job” personal journal. 2. Students complete “What is an Entrepreneur?” worksheet in the “Making a Job” personal journal. 		
Lesson Plan		
Introduction (LSI Quadrant I):		
<ol style="list-style-type: none"> 1. Conduct a class discussion about why research and planning are important before starting a new business. Then ask students to give examples of businesses in their community that have gone out of business. Explain how a lack of planning may have resulted in business failure. 2. Ask students to use the Internet to learn about the history of a favorite brand they have purchased or a store/restaurant/hotel that they think is successful. Tell students to print the article(s) they locate, highlight the main points, and be prepared to share their findings with the rest of the class. 3. Ask students to complete the self-assessments in the “Making a Job” Personal Journal (pages 3 and 4). Then ask students if they agree with their results from the survey. 		
Important Terms for this Lesson:		
<ul style="list-style-type: none"> • Self-assessment - evaluation of your strengths and weaknesses • Aptitude - ability to learn a particular kind of job 		
Outline		
Outline (LSI Quadrant II):		
Instructors can use the PowerPoint presentation, slides, handouts, current events, the Internet, and note pages in conjunction with the following outline.		
MI	Outline	Notes to Instructor
	<ol style="list-style-type: none"> I. Characteristics of Successful Entrepreneurs <ol style="list-style-type: none"> A. Independent B. Self-confident C. Demonstrate Determination and Perseverance D. Goal Oriented E. Have a Need to Achieve and To Set High Standards for Themselves F. Able to Act Quickly G. Keep Up to Date with Technology 	Ask students to look at each of the characteristics for successful entrepreneurs and explain situations where they have demonstrated these characteristics.

		<p>Describe the importance of perseverance for entrepreneurs during hard economic times and the need to have finances for unpredictable situations.</p>
 	<p>II. Characteristics of Good Team Members</p> <ul style="list-style-type: none"> A. Commitment B. Competency C. Communication D. Cooperation E. Creativity 	<p>Ask students to list an example of when they had to work on a team. Then ask students if they were the leader or a participant on the team. How do team leaders surface to the commanding position? Explain how communication is essential for a team to function properly.</p>
 	<p>III. Are You Right for Entrepreneurship?</p> <ul style="list-style-type: none"> A. Self-Assessment <ul style="list-style-type: none"> 1. Assess your interests 2. Assess your aptitude - ability to learn a particular kind of job B. Assess Advantages of Entrepreneurship <ul style="list-style-type: none"> 1. Entrepreneurs are their own bosses 2. Entrepreneurs can choose a business that interests them 3. Entrepreneurs can be creative 4. Entrepreneurs can make large sums of money C. Assess Disadvantages of Entrepreneurship <ul style="list-style-type: none"> 1. Entrepreneurship is risky 2. Entrepreneurs face uncertain and irregular incomes 3. Entrepreneurs work long hours 4. Entrepreneurs must make all decisions 	<p>Ask students to look at the results of their self-assessment tests in the “Making a Job” Personal Journal.</p> <p>Then ask students to list their selected major for college. What entrepreneurial opportunities are available for the selected majors?</p>

by themselves								
Copy and paste Multiple Intelligences Graphic in appropriate place in left column.								
								
Verbal Linguistic	Logical Mathematical	Visual Spatial	Musical Rhythmic	Bodily Kinesthetic	Intra- personal	Inter- personal	Naturalist	Existentialist
Application								
<p>Guided Practice (LSI Quadrant III): Using the PowerPoint presentation, the teacher will explain the characteristics that successful entrepreneurs possess. This lesson also focuses attention on the advantages and disadvantages involved with entrepreneurship.</p> <p>Break the class into teams consisting of two students. The students in the teams interview each other to learn more about their personalities. Then each student must list the entrepreneurial characteristics of the student they interviewed.</p>								
<p>Independent Practice (LSI Quadrant III):</p> <ul style="list-style-type: none"> <p>Design a Shirt Assignment #1 Break the class into teams consisting of two students. Then give each team a white t-shirt from the dollar store. Each team will design the shirt to define entrepreneurship. Each team will have fabric paint to design their shirt. The shirts will be evaluated for artistic and educational value, using the assigned rubric.</p> <p>Entrepreneurship Career Day Poster Assignment#2 Invite three entrepreneurs from the community to speak to the class about their experiences. Students must take notes. Then have students design posters that represent the entrepreneurs who presented to class. The posters should include pictures of the entrepreneurs, their backgrounds, education, and success stories. This project will be evaluated for complete content, creativity, and appearance, using the assigned rubric.</p> <p>Successful Entrepreneurs Oral Presentation Assignment #3 Put the names of 15 successful entrepreneurs in a hat. Split the class into teams consisting of two students. Each team draws an entrepreneur from the hat and must prepare an oral presentation about the entrepreneur. The teams will present their reports to the class. Three presentations each day will complete the entire project within a week. Presentations will be evaluated for content, creativity, and enthusiasm using the assigned rubric.</p> 								
Summary								

Review (LSI Quadrants I and IV):

Q: What are two advantages of being an entrepreneur?

A: Entrepreneurs are their own bosses, can choose businesses that interest them, can be creative, and can make large sums of money.

Q: What is aptitude?

A: Aptitude is the ability to learn a particular kind of job.

Q: What are three characteristics of successful entrepreneurs?

A: Successful entrepreneurs are independent, self-confident, determined, goal-oriented, creative and set high standards for themselves. Entrepreneurs are able to act quickly and they keep up to date with technology.

Q: What are three disadvantages of entrepreneurship?

A: Entrepreneurship is risky. Entrepreneurs face uncertain and irregular incomes, long hours of work, and they must make decisions by themselves.

Evaluation

Informal Assessment (LSI Quadrant III):

1. Instructor will observe students during Independent Practice.
2. Instructor will assist students as needed.

Formal Assessment (LSI Quadrant III, IV):

Use the assigned rubrics to evaluate the three Independent Practice Assignments (LSI Quadrant III).

Extension/Enrichment (LSI Quadrant IV):

GETTING THE HEAD START AS AN ENTREPRENEUR

Most successful entrepreneurs have gained experience through internships or jobs related to their fields of interest. Select a business field that you would possibly pursue as an entrepreneur. Then list five good companies to provide internship experience necessary to learn more about the industry. Choose several businesses that would provide good internships and use the Internet to learn more information about those companies. Prepare a "Top 20" list of information about the company. Also find the contact information to start pursuing an internship with the companies.

Entrepreneurship - Is Entrepreneurship Right for You? Independent Practice Assignment Sheet

Design a T-Shirt Assignment #1

Break the class into teams consisting of two students. Then give each team a white t-shirt from the dollar store. Each team will design the shirt to define entrepreneurship. Each team will have fabric paint to design their shirt. The shirts will be evaluated for artistic and educational value, using the assigned rubric.

Entrepreneurship Career Day Poster Assignment #2

Invite three entrepreneurs from the community to speak to the class about their experiences. Students must take notes. Then have students design posters that represent the entrepreneurs who presented to class. The posters should include pictures of the entrepreneurs, their backgrounds, education, and success stories. This project will be evaluated for complete content, creativity, and appearance, using the assigned rubric.

Successful Entrepreneurs Oral Presentation Assignment

Put the names of 15 successful entrepreneurs in a hat. Split the class into teams consisting of two students. Each team draws an entrepreneur from the hat and must prepare an oral presentation about the entrepreneur. The teams will present their reports to the class. Three presentations each day will complete the entire project within a week. Presentations will be evaluated for content, creativity, and enthusiasm using the assigned rubric.

Entrepreneurship - Is Entrepreneurship Right for You? Designing an Entrepreneurship T-Shirt Rubric

Assignment #1

Student Name: _____

CATEGORY	25	20	15	10 or less
Creativity	Several of the graphics or objects used in the collage reflect an exceptional degree of student creativity in their creation and/or display	One or two of the graphics or objects used in the collage reflect student creativity in their creation and/or display.	One or two graphics or objects were made or customized by the student, but the ideas were typical rather than creative (.e.g., apply the emboss filter to a drawing in Photoshop).	The student did not make or customize any of the items on the collage.
Design	Graphics are trimmed to an appropriate size and interesting shape and are arranged well, some in front and some behind. Care has been taken to balance the pictures across the canvas.	Graphics are trimmed to an appropriate size and interesting shape and are arranged with some items in front and others behind. The canvas, however does not appear balanced.	Graphics have been trimmed to an appropriate size and shape, but the arrangement of items is not very attractive. It appears there was not a lot of planning of the item placement.	Graphics are untrimmed OR of inappropriate size and/or shape. It appears little attention was given to designing the collage.
Attention to Theme	The student gives a reasonable explanation of how every item in the collage is related to the assigned theme. For most items, the relationship is clear without explanation.	The student gives a reasonable explanation of how most items in the collage are related to the assigned theme. For many of the items, the relationship is clear without explanation.	The student gives a fairly reasonable explanation of how most items in the collage are related to the assigned theme.	The student's explanations are weak and illustrate difficulty understanding how to relate items to the assigned theme.
Time and Effort	Class time was used wisely. Much time and effort went into the planning and design of the collage. It is clear the student worked at home as well as at school.	Class time was used wisely. Student could have put in more time and effort at home.	Class time was not always used wisely, but student did do some additional work at home.	Class time was not used wisely and the student put in no additional effort.

Total Score _____
Maximum 100 Points

Entrepreneurship – Is Entrepreneurship Right for You? Career Day Poster Rubric Assignment #2

Student Name: _____

CATEGORY	20	15	10	5 or less
Content - Accuracy	At least 7 accurate facts are displayed on the poster.	5-6 accurate facts are displayed on the poster.	3-4 accurate facts are displayed on the poster.	Less than 3 accurate facts are displayed on the poster.
Required Elements	The poster includes all required elements as well as additional information.	All required elements are included on the poster.	All but 1 of the required elements are included on the poster.	Several required elements were missing.
Attractiveness	The poster is exceptionally attractive in terms of design, layout, and neatness.	The poster is attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.
Graphics - Originality	Several of the graphics used on the poster reflect a exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the poster reflect student creativity in their creation and/or display.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
Knowledge Gained	Student can accurately answer all questions related to facts in the poster and processes used to create the poster.	Student can accurately answer most questions related to facts in the poster and processes used to create the poster.	Student can accurately answer about 75% of questions related to facts in the poster and processes used to create the poster.	Student appears to have insufficient knowledge about the facts or processes used in the poster.

Total Score _____
Maximum 100 Points

Entrepreneurship – Is Entrepreneurship Right for You? Oral Presentation Rubric: Successful Entrepreneurs Assignment #3

Student Name: _____

CATEGORY	20	15	10	5 or less
Comprehension	Student is able to accurately answer almost all questions posed by classmates about the topic.	Student is able to accurately answer most questions posed by classmates about the topic.	Student is able to accurately answer a few questions posed by classmates about the topic.	Student is unable to accurately answer questions posed by classmates about the topic.
Enthusiasm	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked.	Very little use of facial expressions or body language. Did not generate much interest in topic being presented.
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Speaks Clearly	Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words.	Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word.	Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word.	Often mumbles or can not be understood OR mispronounces more than one word.
Posture and Eye Contact	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation.	Stands up straight and establishes eye contact with everyone in the room during the presentation.	Sometimes stands up straight and establishes eye contact.	Slouches and/or does not look at people during the presentation.

Total Score _____
Maximum 100 Points