



Eleventh Grade ▪ Entrepreneurship ▪ Any

Competency:	13.4.11A Analyze entrepreneurship as it relates to personal career goals and corporate opportunities.
Lesson Topic:	Your goals
Subject:	Any

Suggestions:

1. Students are assigned a research assignment on an entrepreneur. In this assignment, they would be required to answer the following questions. (This assignment can be combined with 13.4.11B).
 1. Do any of your career goals match those of the person you researched?
 2. How did their personal career goals help them achieve success?
 3. How did they achieve success in the corporate world?
 4. What obstacles did they face while trying to achieve their goals?
 5. What did they do to overcome their obstacles?
 6. Do you have what it takes to become an entrepreneur? Why or why not?
2. Invite a local business person from your community in to speak to the class about entrepreneurship and their business.
3. Interested students could job shadow with local business owners to learn about the business and how their personal career goals played an influence in their business decision.
4. Go Green Ideas– Investigate how an entrepreneurship attitude can help in a corporate environment. Students can explore ways to help the environment.

Eleventh Grade ▪ Entrepreneurship ▪ English

Competency:	13.4.11B Analyze entrepreneurship as it relates to personal character traits.
Lesson Topic:	Entrepreneur traits
Subject:	English
Length:	Homework and 1 class period
Materials:	Homework
Evaluation:	Through self-exploration, students will evaluate themselves to see if they possess entrepreneurship personal character traits.

Procedure:

1. Students learn about the personal character traits associated with entrepreneurship. Teacher reminds students to take notes on the traits and definitions as an assignment will follow utilizing these definitions:
 - a. Adaptability: The ability to change or be changed
 - b. Creative Thinking: Creating something new or original
 - c. Ethical Behavior: Doing the right thing
 - d. Leadership: The ability to get others to follow
 - e. Positive Attitude: Feelings, beliefs and values are certain
 - f. Risk Taking: Is the willingness to make mistakes and go after or try to fix things/items that are difficult
2. Students will be assigned homework to provide an example of a time (in paragraph form) for each of the entrepreneurship personal character traits.
3. Students turn in the assignment for class credit.

Eleventh Grade ▪ Entrepreneurship ▪ English, Computer, Social Studies, Math

Competency:	13.4.11C Develop a business plan for an entrepreneurial concept of personal interest and identify available resources, such as, but not limited to: Community based organizations (chambers of commerce, trade/technical associations, industrial resource centers), Financial institutions, School based career centers, Small business administration (SCORE, small business development centers, entrepreneurial development centers) and Venture capital.
Lesson Topic:	A Business Plan
Subject:	English, Computer, Social Studies, Math
Length:	1 class period for discussion, project due date
Materials:	<i>Business Plan Assignment Overview Sheet</i>
Evaluation:	Students will learn about a business plan model through exploring and researching a company.

Procedure:

1. Teacher provides students with the *Business Plan Overview sheet* and discusses the terms provided on it.

2. Students will be required to create a business and product of their choice and provide the concepts of the company's business plan in a project format. Students can be creative by providing samples, charts, marketing materials, etc.

3. The teacher will assign the Business Plan Project to students and can be done in what ever way the teacher wishes to do so. Suggestions include:
 - Individual or group project
 - PowerPoint presentation
 - Poster board presentation with report

4. Teacher can provide classroom time for research and will assign the project due date.

5. Projects can be presented to the class and can be graded on presentation and content.

6. Projects can also be displayed if desired.

Business Plan Project

A business plan is a set of goals that a business wishes to achieve. It can include the reasons why the business can be successful and the plan for reaching the goals.

It is made up of things such as:

- **Business idea** – a business idea is something that can come from looking at the world and seeing what is needed or just can be something accidentally discovered.
- **Competitive analysis** – in business, this is identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to your own product.
- **Daily operations** – this is how the entire business works each and every day.
- **Finances/Budget** – a business sets aside a certain amount of money to operate and how the money is going to be used.
- **Marketing** – is what businesses do to get their product in the hands of customers. It can include things such as printed materials, commercials, sales, pricing, packaging, and distribution.
- **Productive resources** – are natural, human, and capital resources that are used to produce goods and services. Natural resources are the gifts from nature and the earth. Human resources are the people who work to produce the goods or service. Capital resources are goods produced and used to make *other* goods or services.
- **Sales forecasting** - is a prediction based on past sales of what a business may be able to make in money in the future.

The Assignment:

Create a business and product utilizing the business plan and report on the terms listed above.