

Eighth Grade ▪ Entrepreneurship ▪ English

Competency:	13.4.8A Compare and contrast entrepreneurship to traditional employment, such as, but not limited to Benefits, Job security, Operating costs, Wages.
Lesson Topic:	What is an Entrepreneur?
Subject:	English
Length:	1 class period (this activity should be followed up with competency: 13.4.8B Evaluate how entrepreneurial character traits influence career opportunities).
Materials:	Paper and pencil
Evaluation:	Teacher and students will take part in defining and discussing the term entrepreneur and provide examples of famous entrepreneurs.

Procedure:

1. Teacher will first ask students if anyone knows the difference between entrepreneurship and traditional employment.
2. Teacher will define the word entrepreneurship to students.
Entrepreneurship: A person, who organizes, manages and assumes the risk of business. A person or group who start a business on their own based on an idea, product, or skill.
3. Students will be put in groups of 3 or 4.
4. Students will brain storm the difference between an entrepreneurship and traditional employment.

Ideas for students to consider:

- Benefits (include vacation time, sick time and health benefits)
- Job security
- Operating costs
- Wages
- Hours worked
- Job assistance

**Eighth Grade ▪ Entrepreneurship ▪ English, Social Studies,
History, Computer**

Competency:	13.4.8B Evaluate how entrepreneurial character traits influence career opportunities.
Lesson Topic:	Traits of an Entrepreneur
Subject:	English, Social Studies, History, Computer
Length:	Homework and 1 class period
Materials:	To become an entrepreneur worksheet homework assignment
Evaluation:	Through Internet research of famous entrepreneurs, students will learn how their character traits helped them to succeed.

Procedure:

1. Teacher explains the six character traits of an entrepreneur and requests students take notes:
 - 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. The teacher will provide students with the *To become an entrepreneur* worksheet homework assignment.

3. This homework assignment lists names of famous entrepreneurs and has students research how they became famous and what they did to become successful. (This could be a product, idea, etc).

See answer key on next page.

Answer Key

Walt Disney	Disney
Henry Ford	Founder of Ford Motor Company
Ben Cohen and Jerry Greenfield	Ben & Jerry Ice Cream
Simon Cowell	American Idol Judge, Record Producer, and Executive of BMG UK Records
Debbi Fields	Mrs. Fields Cookies
Wayne Huizenga	Blockbuster Founder and Owner of Miami Dolphins Football Team
Madame C.J. Walker	First female African American Millionaire
Coco Channel	Clothing and perfume designer
Jerry Yang	Yahoo Founder
Donald and Doris Fisher	Gap Inc. Stores
Ray Kroc	McDonald's Founder
Pierre Omidyar	eBay Founder
Dave Thomas	Wendy's Restaurants
Sam Walton	Wal-Mart
Anita Roddick	Founder of the Body Shop

To Become an Entrepreneur Worksheet

Name: _____

Research the names of these famous entrepreneurs and list the following:

How did they become famous and what for?

1. Walt Disney

2. Henry Ford

3. Ben Cohen and Jerry Greenfield

4. Simon Cowell

5. Debbie Fields

6. Wayne Huizenga

7. Madame C.J. Walker

8. Coco Channel

9. Jerry Yang

10. Donald and Doris Fisher

11. Ray Kroc

12. Pierre Omidyar

13. Dave Thomas

14. Sam Walton

15. Anita Roddick

Why do you think these entrepreneurs were able to become so successful?

Which of the entrepreneurs interested you the most and why?



**Eighth Grade ▪ Entrepreneurship ▪ English, Social Studies, Math,
Computer**

Competency:	13.4.8C Identify and describe the basic components of a business plan, such as, but not limited to: Business idea, Competitive analysis, Daily operations, Finances/Budget, Marketing, Productive resources, Sales forecasting.
Lesson Topic:	Getting Down to Business Project
Subject:	English, Social Studies, Math, Computer
Length:	1 class period for discussion, project due date
Materials:	Business Plan Assignment Sheet
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 research a company 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 whatever 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:

Research a company's business plan and report on the terms listed above. In addition, answer the following questions.

1. What was the business idea?
2. Who are their competitors?
3. How do they operate?
4. What is the company's budget?
5. How do they market their product?

**Be creative and have fun! You can add pictures, samples, graphs, chart, or drawings. **