



11th 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 to investigate an entrepreneur. In this assignment, they must answer the following questions. (This assignment can be combined with 13.4.11B.)
 - Do any of your career goals match those of the person you researched?
 - How did their personal career goals help them achieve success?
 - How did they achieve success in the corporate world?
 - What obstacles did they face while trying to achieve their goals?
 - What did they do to overcome their obstacles?
 - Do you have what it takes to become an entrepreneur? Why or why not?
2. Invite a local business person from your community 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 entrepreneurial attitude can help in a corporate environment. Students can explore ways to help the environment.



11th 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 one class period
Materials:	Homework
Evaluation:	Through self-exploration, students will evaluate themselves to see if they possess the 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 using these definitions:
 - Adaptability—The ability to change or be changed
 - Creative thinking—Creating something new or original
 - Ethical behavior—Doing the right thing
 - Leadership—The ability to get others to follow
 - Positive attitude—Certainty in feelings, beliefs, and values
 - Risk taking—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 (in paragraph form) of each of the entrepreneurship personal character traits.
3. Students turn in the assignment for class credit.



**11th 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	One class period for discussion, project due date
Materials	Homework
Evaluation	Students will learn about a business plan model through exploring and researching a company.

Procedure:

1. Students must create a business and product of their choice and provide the company's business plan in a project format. Students can be creative by providing samples, charts, marketing materials, etc.
2. The teacher will assign the Business Plan Project to students. Teacher can make assignments however they choose to. Suggestions include:
 - Individual or group project
 - PowerPoint presentation
 - Poster board presentation with report
3. Teacher can provide classroom time for research and assign the project due date.
4. Projects can be presented to the class and can be graded on presentation and content.
5. 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 can come from looking at the world and seeing what is needed or can be 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 determines how the money is going to be used.
- **Marketing**—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**—These natural, human, and capital resources are used to produce goods and services. Natural resources are 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**—Businesses make a prediction based on past sales of how much money they may be able to make in the future.

The Assignment

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