



8th 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	One class period (This activity should be followed up with 13.4.8B Evaluate how entrepreneurial character traits influence career opportunities).
Materials	Paper, pencil
Evaluation	Teacher and students will take part in defining and discussing the term entrepreneur and provide examples of famous entrepreneurs.

Procedure:

1. Teacher first asks students if anyone knows the difference between entrepreneurship and traditional employment.
2. Teacher defines the word entrepreneur to students.

Entrepreneur—A person who organizes, manages, and assumes the risk of business. A person or group who starts a business on their own based on an idea, product, or skill.

3. Divide students into groups of three or four.
4. Students brainstorm the difference between 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



**8th 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, one class period
Materials	<i>To Become an Entrepreneur</i> worksheet
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:
 - 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. Teacher provides students with the *To Become an Entrepreneur* worksheet for homework.
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.)



To Become an Entrepreneur Worksheet

Name: _____

Research the names of these famous entrepreneurs. How did they become famous and what for?

- Walt Disney
- Henry Ford
- Ben Cohen and Jerry Greenfield
- Simon Cowell
- Debbie Fields
- Wayne Huizenga
- Madame C.J. Walker
- Coco Chanel
- Jerry Yang
- Donald and Doris Fisher
- Ray Kroc
- Pierre Omidyar
- Dave Thomas
- Sam Walton
- Anita Roddick

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

Which of these entrepreneurs interests you the most and why?



To Become an Entrepreneur Worksheet

ANSWER KEY

Walt Disney	Disney
Henry Ford	Ford Motor Company
Ben Cohen and Jerry Greenfield	Ben & Jerry's ice cream
Simon Cowell	American Idol judge; record producer; executive of BMG UK Records
Debbie Fields	Mrs. Fields Cookies
Wayne Huizenga	Blockbuster; owner of the Miami Dolphins football team
Madame C.J. Walker	First female African-American millionaire
Coco Chanel	Clothing and perfume designer
Jerry Yang	Yahoo founder
Donald and Doris Fisher	Gap Inc.
Ray Kroc	McDonald's
Pierre Omidyar	eBay
Dave Thomas	Wendy's restaurant
Sam Walton	Wal-Mart
Anita Roddick	The Body Shop



**8th 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	One class period for discussion, project due date
Materials	Business Plan Project
Evaluation	Students will learn about a business plan model through exploring and researching a company.

Procedure:

1. Teacher provides students with the Business Plan Project and discusses the terms listed on it.
2. Students must 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 assigns the Business Plan Project to students and can make assignments however they choose to do so.

Suggestions include:

- Individual or group project
 - PowerPoint presentation
 - Poster board presentation with report
4. Teacher provides classroom time for research and assigns 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 can come from looking at the world and seeing what is needed or can be something accidentally discovered.
- **Competitive analysis**—In business, you must identify your competitors and evaluate 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**—Businesses must do marketing to get their product in the hands of customers. Marketing can include things such as printed materials, commercials, sales, pricing, packaging, and distribution.
- **Productive resources**—Natural, human, and capital resources 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**—Based on past sales, a business may be able to predict how much money they will make 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 is 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.