

Lesson Plan

MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP (1 of 4)

MODULE OVERVIEW

This module introduces the topic of entrepreneurship, explores traits of entrepreneurs and leaders, examines examples of entrepreneurs, and provides guidelines for effective communication and dealing with conflict.

NBEA STANDARDS MET IN MODULE 1

- » **I. Entrepreneurs and Entrepreneurial Opportunities**
 - A. ROLE OF THE ENTREPRENEUR IN BUSINESS
 - B. CHARACTERISTICS OF AN ENTREPRENEUR
 - C. ENTREPRENEURIAL SKILLS AND ETHICAL RESPONSIBILITIES
 - D. IDEA GENERATION THROUGH INNOVATION AND PROBLEM SOLVING
- » **IV. Marketing**
 - C. KEEPING/INCREASING THE MARKET
- » **VII. Management**
 - C. LEADERSHIP AND TEAM BUILDING
 - E. MANAGING RISKS

KEY TERMS

- » **Entrepreneur:** Someone who owns, operates, and manages his or her own business.
- » **Entrepreneurial:** Activity and characteristics related to an entrepreneur.
- » **Entrepreneurship:** The process of identifying an opportunity and setting up and running a business to address that opportunity.
- » **Employee:** Someone who works for someone else.
- » **Integrity:** Consistency in actions, values, attitudes, principles, and methods; doing the right thing in the right way.
- » **Work Ethic:** Having a belief in work as a moral good that is reflected in a desire to work hard.

LEARNING OUTCOMES

- » Distinguish between entrepreneur, entrepreneurship, and employee.
- » Identify traits of an entrepreneur.
- » Recognize famous entrepreneurs.
- » Explain what it means to have a work ethic.
- » Describe ways to handle conflict.

GETTING STARTED

- » Administer module pre-test.
- » Review Key Terms.
- » Introduce the material and the digital platform experience.
- » Distribute the video listening guide for this module.

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MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP (2 of 4)

GETTING STARTED (CONTINUED)

VIDEO	LESSON	ACTIVITY
Introduction... (3 MIN)	What Is an Entrepreneur?	Small Business Owner Interview
Dave Ramsey's Story (2 MIN)	What Is an Entrepreneur?	N/A
Traits of an Entrepreneur (3 MIN)	Traits of an Entrepreneur	Developing a Work Ethic
Christy Wright's Story (5 MIN)	Examples of Entrepreneurs	N/A
Teen Entrepreneur: Amanda (4 MIN)	Communication and Interpersonal Skills	Dealing with Conflict Role Play

LESSON: DEFINITION

» **Video:** *Introduction to Foundations in Entrepreneurship* (3 MINUTES)

WHEN TO USE THIS VIDEO

- Use this video to begin the *Introduction to Entrepreneurship* material.

SUGGESTION FOR USE

- Before showing the video, direct students to complete the pretest for *Introduction to Entrepreneurship*.
- Provide a high-level overview of the course. Explain what you hope students will learn from the materials, outline some of the things students will do in personal and group activities, and introduce the student material and how students will interact with the material.
- Use this video to introduce the “What Is an Entrepreneur?” lesson in the material. Before showing the video, write the word *ENTREPRENEUR* on the board. Call for volunteers to say the word aloud. Say: Before we get started with the material, I want to show you a video that will introduce this course and give us a foundation from which to work.
- After showing the video, direct attention back to the word on the board. Ask: What is an entrepreneur? Allow time for responses.

» Discussion

- Identify examples of people whom you know who are entrepreneurs?
- What are some examples of jobs that an entrepreneur could start?
- What are some examples of jobs that a high school entrepreneur could start?
- Have you ever considered yourself an entrepreneur? Why or why not?

» **Video:** *Dave Ramsey's Story* (2 MINUTES)

WHEN TO USE THIS VIDEO

- Use this video after students have reviewed the “Definition” lesson in their materials.

SUGGESTION FOR USE

- Before showing the video, say: Dave Ramsey is a great example of an entrepreneur. Listen for one thing you can take-away from this video.
- After showing the video, call on students to share what they learned during the video related to being an entrepreneur.

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LESSON: WHAT IS AN ENTREPRENEUR? (CONTINUED)

» Discussion

- What was the main thing that led to Dave Ramsey starting a lawn mowing business?
- What positive elements did you hear in the way Dave’s dad encouraged him to approach the people in his neighborhood?
- How can the way you approach an entrepreneurial endeavor impact whether you will succeed or fail?

LESSON: TRAITS OF AN ENTREPRENEUR

» Video: *Traits of an Entrepreneur* (3 MINUTES)

WHEN TO USE THIS VIDEO

- Use this video to start the “Traits of an Entrepreneur” lesson of the material.

SUGGESTION FOR USE

- Before showing the video, explain that before students dig into the next lesson in the material that you have another video to share. Before showing the video, ask: What are some character traits you would identify as important for an entrepreneur?
- After showing the video, direct students to the review the “Traits of an Entrepreneur” lesson in their materials.

» Discussion

- Why is risk-taking a character trait of an entrepreneur?
- What aspects of entrepreneurs in this video resonated with you the most? Why?
- Dave mentioned most entrepreneurs being a “little ADHD”—why is that?

LESSON: EXAMPLES OF ENTREPRENEURS

» Video: *Christy Wright’s Story* (5 MINUTES)

WHEN TO USE THIS VIDEO

- Use this video to start the “Examples of Entrepreneurs” lesson in the material.

SUGGESTION FOR USE

- Before showing the video, review what students learned in the “Traits of an Entrepreneur” lesson in their materials. Say: Now let’s take a look at another example of an entrepreneur.
- After showing the video, review and discuss the “Examples of Entrepreneurs” in the material.

» Discussion

- What entrepreneurial traits did Christy’s mom demonstrate?
- How do you think those early childhood experiences impacted Christy?
- If you could start any type of business today, what would you start? Why?
- Why is it important to do something you enjoy doing?

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MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP (4 of 4)

LESSON: COMMUNICATION & INTERPERSONAL SKILLS

» **Video:** *Teen Entrepreneur: Amanda* (4 MINUTES)

WHEN TO USE THIS VIDEO

- Use this video after completing the “Examples of Entrepreneurs” in the material.

SUGGESTION FOR USE

- Before showing the video, say: One of the best ways to be inspired to start a business of your own is to hear from other students who have started their own businesses. Direct students to listen for business principles in the video.
- After showing the video, direct students—either separately or ideally in small groups—to create a list of business principles that were addressed in the video. Call for students/groups to share and discuss their lists of business principles.

OPTION

- If you are using the *The Entrepreneurship Project*, direct groups to continue to complete the activity by answering the questions related to the business principles they identified in the video.

» Discussion

- What are your “take-aways” from Amanda’s story?
- What are some of the positive things Amanda does when it comes to communicating with her clients?
- Why is it important to learn how to handle conflict when you own and operate a business?
- What does it mean to have, and demonstrate, integrity?

MODULE SUMMARY

- » Address any remaining questions from this module.
- » Administer module post-test.