

City Collaborative™ Business Project!

Revolutionizing business education!



A truly immersive learning experience for all student entrepreneurs!!!

**Collaboration *Creativity *Critical Thinking
...While learning valuable business content!*

This resource is a whole course of instructions on how to create your own
**City Collaborative™
Project-Based Learning
Classroom**
and TONS of lessons...as well as grading and assessment suggestions!

This step-by-step extensive file will walk you through the process with ease.

**Take your teaching
to the NEXT LEVEL!**

**This is a perfect project for ENTREPRENEURSHIP
CLASS, MARKETING CLASS,
& BUSINESS ESSENTIALS CLASS**



Marketing Lessons Included



- What is Marketing?
- Marketing Mix
- SWOT Analysis
- Building My Brand
- What is Demographics?
- Who is my Customer Avatar?
- How will I advertise?
- Let's Get Social!...social media post activity.

These are all
Google Docs
and Google
Slides!

Business Law Lesson Included

- Intellectual Property:
Patents/Trademarks/Copyrights
- Labor Laws
- Consumer Rights
- Workers' Rights under OSHA



Entrepreneurship Lessons Included



These are all
Google Docs
and Google
Slides!



- Types of Businesses
- Types of Business Ownership
- What is an entrepreneur?
- Entrepreneur Self Assessment
- Small Business Study
- Business Plan Basics
- Lean Business Plan template & instructions
- Several lessons on city planning and business interests to help students select that right Business for them!



Over 40 Ready to Print building fronts! ...and instructional video!

Includes instructions on how to make the vision boards ...as well as directions on how to make your city platform and construction of the buildings!

The Vision Board



A recommended supply list is also included!

CONSTRUCTION OF THE CITY PLATFORM

Our shop department built two platforms from particle board to be the foundation for the two parts to our city. We had one platform for the urban area and one platform for the foundation for the suburb. (The Physics class built a bridge to connect the two parts of the city) A simple table top can be used as a platform. I would simply cover the table top with black paper.



I built the first 5 buildings myself. I told the students, "these 5 businesses have 2,500 city workers. We need to create businesses that provide the needs and wants for them." After that discussion, we created the 'wants and needs poster on slide 9.



There was a lot of discussion and collaboration as to where the roads and buildings would be placed. This took about three 42 minute class periods.



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Examples of how to get your school involved for a truly collaborative learning experience for all!



...as well as lessons to get your students joining other student entrepreneurs to create awesome collaborative marketing campaigns!

Join me...as I am REVOLUTIONIZING BUSINESS EDUCATION!!!



Entrepreneurship-Students will learn the very important components to being a business owner and risk taker!

Marketing-All learners will experience (first hand) how important marketing is to a business AND how important it is to market oneself!

Professionalism-Meeting deadlines, being neat and thorough, and wearing several hats is just a few ways that students will learn to be professional!

Occupations-Students will realize how many careers and skills are included in running just one business!

Work Readiness-When students learn such relevant content about labor laws, consumer laws, paying bills and running a business, they are prepared for real work!

Empathy-Every good entrepreneur must put themselves in their customers' shoes! They also must empathize with other business owners to create a community for the good of everyone!

Real World-This project is FILLED with so much real-world content...truly EMPOWERING our students and elevating their love for learning!

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Truly Next Level Teaching!



Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

