

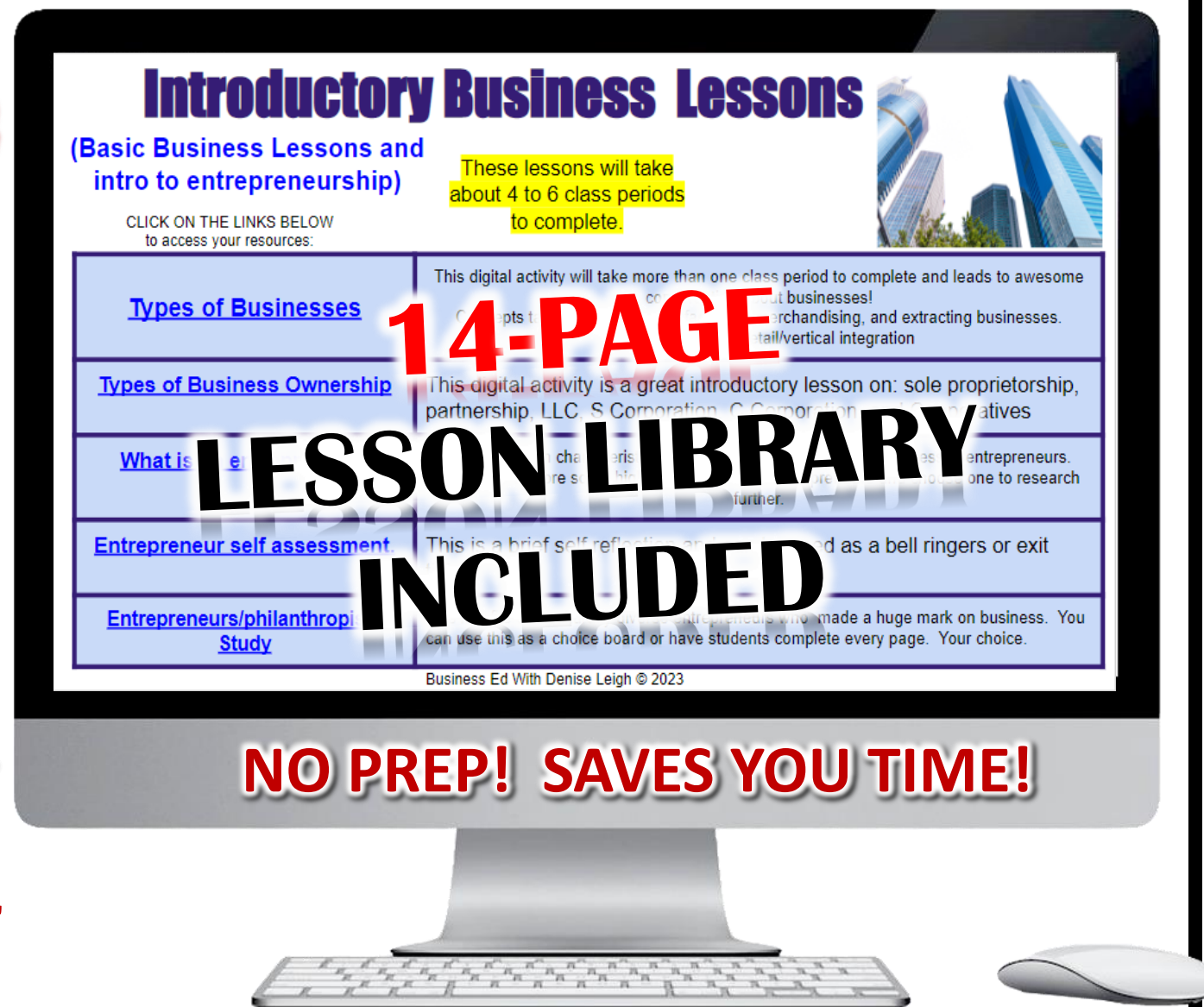
Introduction to Business (Business Essentials)

FULL YEAR COURSE

This is the **MOTHERLODE** of resources that will be your lifeline!

TONS of lessons!

10 Standard-Based Business Education Units... Enough for an **ENTIRE SCHOOL YEAR!**



Introductory Business Lessons
(Basic Business Lessons and intro to entrepreneurship)

These lessons will take about 4 to 6 class periods to complete.

CLICK ON THE LINKS BELOW to access your resources:

| | |
|--|---|
| Types of Businesses | This digital activity will take more than one class period to complete and leads to awesome businesses! It covers manufacturing, merchandising, and extracting businesses. It also covers vertical integration. |
| Types of Business Ownership | This digital activity is a great introductory lesson on: sole proprietorship, partnership, LLC, S Corporation, C Corporation, and franchises. |
| What is Entrepreneurship? | This digital activity is a great introductory lesson on: sole proprietorship, partnership, LLC, S Corporation, C Corporation, and franchises. |
| Entrepreneur self assessment | This is a brief self-reflection activity that can be used as a bell ringers or exit ticket. |
| Entrepreneurs/philanthropy Study | This is a brief self-reflection activity that can be used as a bell ringers or exit ticket. |

14-PAGE LESSON LIBRARY INCLUDED

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NO PREP! SAVES YOU TIME!

This massive resource bundle comes with a **14-Page Lesson Library** organized in the order I recommend to teach these lessons.

Business Essentials and Entrepreneurship Course ☆ 📄 🔄

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Background Layout Theme Transition

1 **Business Essentials Mother Load!**

2 **Terms of Use**

3 **Join me... I am REVOLUTIONIZING BUSINESS EDUCATION!**

4 **Introductory Business Lessons**

5 **Marketing**

6 **Marketing**

7 **International Business**

8 **Management Lessons**

9 **Understanding Accounting for Business Students**

10 **Business Law**

11 **Business Plan**

12 **Business Career Exploration Lessons**

13 **Investing/Stock Market**

14 **I always appreciate opportunity to share my knowledge!**

14-PAGE LESSON LIBRARY!

Introductory Business Lessons

(Basic Business Lessons and intro to entrepreneurship)

These lessons will take about 4 to 6 class periods to complete.

CLICK ON THE LINKS BELOW to access your resources:

| | |
|---|---|
| Types of Businesses | This digital activity will take more than one class period to complete and leads to a conversation about businesses! Concepts taught: service, manufacturing, merchandising, and extract. Mark-up/wholesale/retail/vertical integration |
| Types of Business Ownership | This digital activity is a great introductory lesson on: sole proprietorship, partnership, LLC, S Corporation, C Corporation, and Corporation. |
| What is an entrepreneur? | Students learn characteristics of entrepreneurs and habits of successful entrepreneurs. They also explore some highly motivated teen entrepreneurs and choose one to follow further. |
| Entrepreneur self assessment. | This is a brief self reflection and can be used as a bell ringers or exit ticket. |
| Entrepreneurs/philanthropists Study | This is a file of 9 culturally diverse entrepreneurs who made a huge mark on business. You can use this as a choice board or have students complete every page. Your choice. |

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5 Business Intro Lessons!

A FULL YEAR'S WORTH OF LESSONS!

OR

BREAK IT UP AND USE IN YOUR DIFFERENT PREPS!

International Business Project and Commodities Studies

INTERNATIONAL BUSINESS PROJECT AND INTERACTIVE FILE

Watch this first! [CLICK HERE](#) for a brief overview of the interactive file.

Students do this first! [CLICK HERE](#) for the interactive file.

[CLICK HERE](#) for the digital file version of the Openness Review Set. To make it easy on yourself, make the printed instructions on page 2 of the file.

International Business

[International Business Unit and Project File](#)

This file and project is one of my best sellers and is interactive! It takes about 8 class periods to complete. (with 42 minute periods)

Commodities Studies

[Four Interactive Commodities Case Studies](#)

I always do these after the students finish the File. Each commodity file takes about 42



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Marketing

I spend about three weeks on marketing.

| | |
|--|--|
| What is marketing? | This is an introduction to marketing. |
| Marketing Mix Student Copy | This is a graphic organizer for the 4 P's of marketing. Project the teacher's key on the board while students complete the graphic organizer. Have students complete a marketing mix for THEIR business! |
| Marketing Mix Teacher Copy | The first 4 slides, the students complete notes (from the teacher's key to learn). Slides 6 and 7, students complete a marketing mix for THEIR business. |
| SWOT Analysis for my business. More practice with SWOT | This is a simple graphic organizer. Delete the first slide, project the second slide on your white board, have students complete the SWOT analysis for their business. Be sure they scan the city and take note of their competition. *Collaborative effort: Have students select another business from your city to complete a SWOT Analysis for collaboration. Have students share their SWOT with the business owner. |
| Functions of Marketing | This is a great introduction of the functions of marketing. Students are prompted to use their critical thinking skills to complete this activity. |
| What are Demographics? | This is a simple discovery activity that prompts students to think about ideal customers and demographic descriptors. |
| Practice with Demographics | This is an engaging activity that prompts students to think about demographic descriptors and customer groups. |
| Marketing Segmentation | This is an awesome resource that introduces the 4 types of marketing segmentation and prompts students to think, analyze and make decisions. |
| How will I advertise? | Students explore 70 ways to advertise. They are also prompted to create promotional material using Canva. |
| Let's get social. | This file is FUN! Have students create a social media post for each platform OR have them choose the best platform for their target market! |

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15 Marketing Lessons!

HOURS & HOURS OF WORK DONE FOR YOU!

2 Marketing Projects!

Marketing...Continued

| | |
|---|--|
| Promotional Activity File | Students learn about taglines and slogans. |
| Promotional Website WebSearch | In this activity, students are prompted to explore promotional websites and assess their purpose. **Some school blocking systems may not allow for students to go on promotional websites. |
| Labeling and Labeling Act | The teacher will want to bring in several (about 10-15) empty food boxes. I bring in cereal boxes, pasta boxes, cookie containers, or any food that has an easy to read label. |
| Consumer Behavior and Color Advertising | Great discovery activity on colors of packaging and why people buy what they buy. |
| Why would I buy this? Teacher's key | Why do people buy that they buy? This activity explains several reasons why we buy. |
| Paper Airplane Project | Fun project that includes many marketing components. Be sure to allow students to test their airplanes outside! |

DID I MENTION NO PREP?! 😊

ALL YOUR PREP IS DONE FOR THE YEAR!

Business Career Exploration Lessons

[Click here](#) → [Business Career Choice Board](#)



Use this as a choice board to have students complete each of the 9 activities.

**These are perfect for a sub day!

9 Business Career Lessons!



Investing/Stock Market

| | |
|---|---------------------------|
| Stock Market Discovery and NYC Tour | 35-45 minutes to complete |
| Types of Investments Teacher's Key | 35-45 minutes to complete |

Great Lessons for Sub Days!

5 Sub Day Lessons! ..and business writing prompts!

| | |
|---|--------------------------------------|
| Finance Expectations in the workplace | 35-45 minutes to complete |
| Interview Tips Digital Activity | |
| Resume Writing Tips | |
| Public Relations Case Study Teacher's Key | 50 minutes to 70 minutes to complete |
| Digital Citizenship for Teens | |



Management Lessons

| | |
|--|---|
| Management Styles | This is a great collection of three resources that are linked to videos demonstrating 3 different management styles. This takes about an hour and a half. |
| Leadership Qualities | A survey of leadership qualities. This takes 35 to 45 minutes. |
| Human Resources Management | This is a great intro to human resources management and includes 2 resources. It takes about an hour to an hour 20 to complete. |



Soft Skills for Business Students

| |
|---|
| Soft Skills Reflections |
| Skills Self Assessment |
| Communication Skills File |
| Time Management |
| Empathy Teacher's Key |
| Teamwork |

6 Management Lessons!

Business Law

Each lesson takes about 45 minutes to complete.

| | |
|---|---|
| Intellectual Property student copy Teacher's Key | Patents, trademarks, copyrights, and trade secrets. |
| Labor Laws student and teacher's key | What every business owner (and worker) needs to know about labor laws |
| Consumer Rights student's copy and teacher's key | Eight basic consumer rights that everyone should know. |
| Workers' Rights under OSHA student's copy and teacher's key | OSHA regulations and laws protecting workers that every business should know. |
| Contract Law | This activity takes about an hour as it is a longer one. |
| McDonald's Coffee Lawsuit | A famous case to investigate! |
| Cadbury Vs Hershey Lawsuit Case Study | Great case to spark great conversation. |
| American Eagle Lawsuit Case Study | Case study on the Telephone Consumer Protection Act Class Action Lawsuit |
| Federal Agencies that protect the law | Great survey of federal agencies and their purpose. |
| White Collar Crime | This activity is an intro to business and financial crime. |
| Insider Trading and the Law | Martha Stewart and Imclone Scandal |

11 Business Law Lessons!

Understanding Accounting for Business Students

4 Accounting Lessons!

| | |
|---|--|
| Accounting Sketch Notes | Accounting systems explained in a fun way! Project the teacher file on your white board and allow students to color and complete their copy while it is explained to them. |
| The Balance Sheet Explained Teacher's Key | Both of these activities are great introductions of these important financial statements. |
| The Income Statement Explained | Each take about 45 min to complete. |
| Accounting Departments | Short video with guide explaining accounting departments. Takes about 20 minutes to complete. |

Intro to a Business Plan Writing.

This is your **BUSINESS PLAN TEMPLATE** for students AND teacher's key/guide. I don't teach high school students how to write a full blown business plan. A true business plan is often 30-50 pages long. I make this template for students who are just getting started with true business writing. It will be. (If you are writing a business plan, you still want to use this as a notes guide.)

Business Plan

I take 7 class days to complete this business plan.

| |
|---|
| THE BUSINESS PLAN Template STUDENTS WILL NEED TO SELECT A SMALL BUSINESS OF THEIR CHOICE IN ORDER TO COMPLETE THE TEMPLATE |
| Business Plan Basics Short video intro and reflection A short video and reflection explaining why one would write a business plan. CLICK HERE |
| **The Business Plan Template** AND Teacher's Key to Business Plan I use the Teacher's Key as a PowerPoint. I project it on my white board and use it as an instructional tool. I have students complete the notes (on their student copy) as I teach it to them. I send them another student copy and the students complete the second copy that they receive based on the components of the business that they chose to design and develop. OR... students can delete information from their notes as they complete their business plan. Students can complete by hand or digitally. CLICK HERE |

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5 Business Intro Lessons!

International Business Project and Commodities Studies

INTERNATIONAL BUSINESS PROJECT AND INTERACTIVE FILE



| | | |
|--|---|---|
| Watch this first CLICK HERE for a brief video of the project. | Students do this first CLICK HERE for the Student copy of the interactive file. | CLICK HERE for the Teacher's Key to the interactive file. |
| CLICK HERE for the Digital Fillable version of the Classroom Banner Set. | CLICK HERE for the passport pages to print for each student. I have slides to let it represent things that they learned about each country as they present their project. Each group of the Passport book is dedicated to a country. The student does not have to complete a page for the country that they are presenting. | CLICK HERE for the Digital Fillable version of the Classroom Banner Set. To make it easy on yourself, follow the printing instructions on page 2 of the file. |

International Business

[International Business Unit and Project File](#)

This file and project is one of my best sellers and is interactive! It takes about 8 class periods to complete. (with 42 minute periods)


Commodities Studies

[Four Interactive Commodities Case Studies](#)

I always do these after the students finish the International Business File. Each commodity file takes about 42-60 minutes to complete.




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15 Marketing Lessons!

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2 Marketing Projects!

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| Communication Skills File |
| Time Management |
| Empathy Empathy Teacher's Key |
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4 Accounting Lessons!

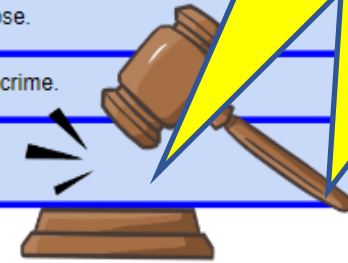
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Intro to a Business Plan Writing

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for students AND teacher's key/guide. I don't teach high school students how to write a full blown business plan. A true business plan is often 30 pages long and I make sure students know what a true business plan will be. (If you are looking for a business plan, you can still want to use this as a notes guide.)

This easy-to-navigate template teaching them:
 *What is a business plan?
 *Why might someone write a business plan?
 *What are the 7 parts to a business plan?



Business Plan

I take 7 class days to complete this business plan.

THE BUSINESS PLAN Template

STUDENTS WILL NEED TO SELECT A SMALL BUSINESS OF THEIR CHOICE IN ORDER TO COMPLETE THE TEMPLATE

Business Plan Basics

Short video intro and reflection
 A short video and reflection explaining why one would write a business plan.

[CLICK HERE](#)

The Business Plan Template

AND Teacher's Key to Business Plan

I use the Teacher's Key as a PowerPoint. I project it on my white board and use it as an instructional tool. I have students complete the notes (on their student copy) as I teach it to them. I send them another student copy and the students complete the second copy that they receive based on the components of the business that they chose to design and develop. OR...students can delete information from their notes as they complete their business plan. Students can complete by hand or digitally.

[CLICK HERE](#)

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Business Career Exploration Lessons

Click here [Business Career Choice Board](#)

Business Careers

| | | |
|---|--|--|
|  Manager |  Human Resources |  Social Media Manager |
|  Accountant |  Actuary |  Marketing |
|  Real Estate Agent |  Financial Analyst |  Public Relations/Communications |

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9 Business Career Lessons!

Use this as a choice board have students complete each of the 9 activities

**These are perfect for a sub day!

Investing/Stock Market



[Stock Market Discovery and NYC Tour](#)

35-45 minutes to complete

[Types of Investments](#)
[Teacher's Key](#)

35-45 minutes to complete

Great Lessons for Sub Days!

5 Sub Day Lessons!
..and business writing prompts!

[Finance Expectations in the workplace](#)

[Interview Tips Digital Activity](#)

[Resume Writing Tips](#)

[Public Relations Case Study](#)
[Teacher's Key](#)

[Digital Citizenship for Teens](#)

35-45 minutes to complete

50 minutes to 70 minutes to complete



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.

