

Introduction to Business (Business Essentials) FULL YEAR COURSE

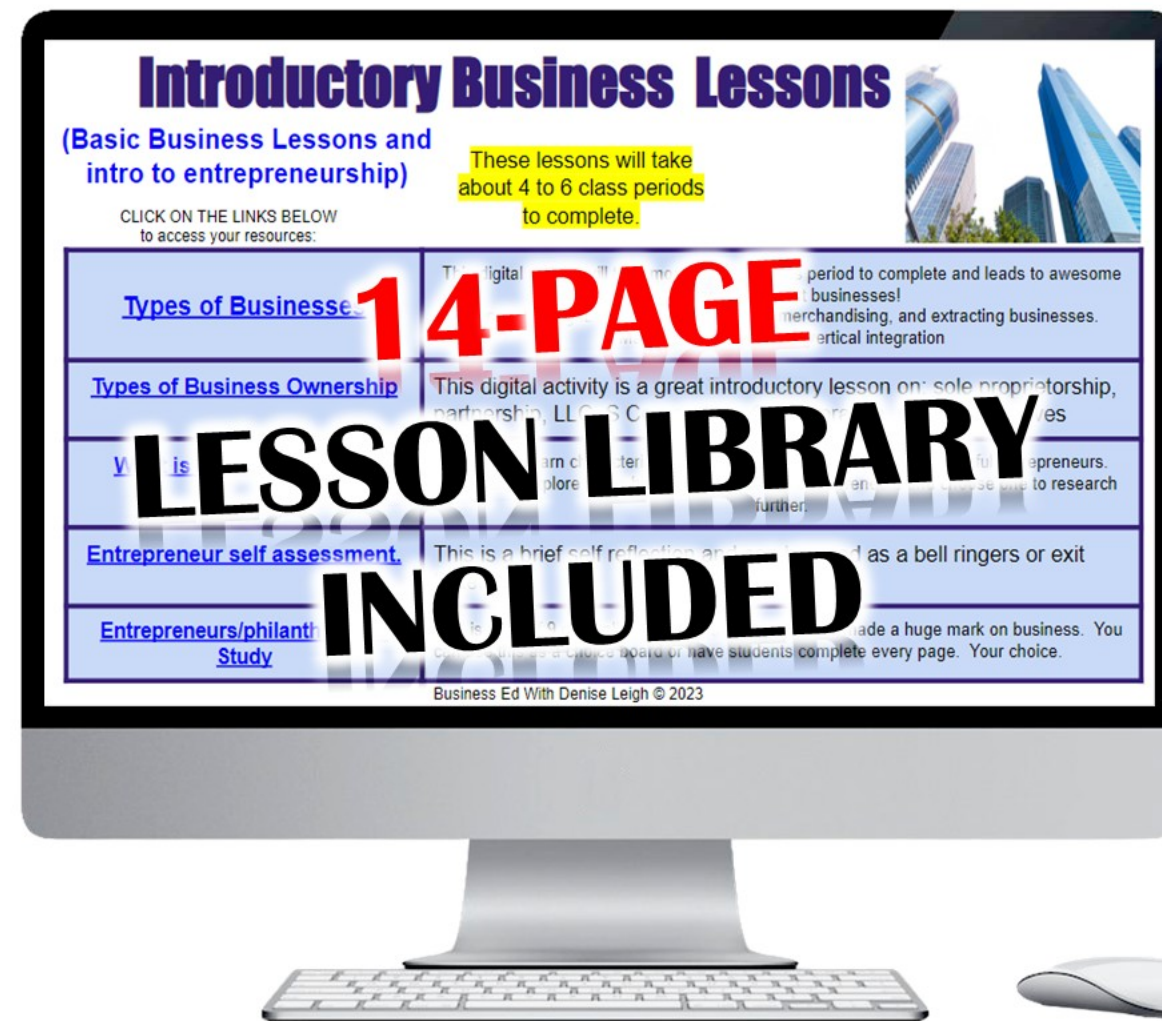
THE MULT-PREP BUSINESS EDUCATION TEACHER TOOL KIT

that will be your
Lifeline!

TONS of **NO PREP**
lessons

10 Standard-Based
Business Education
Units...

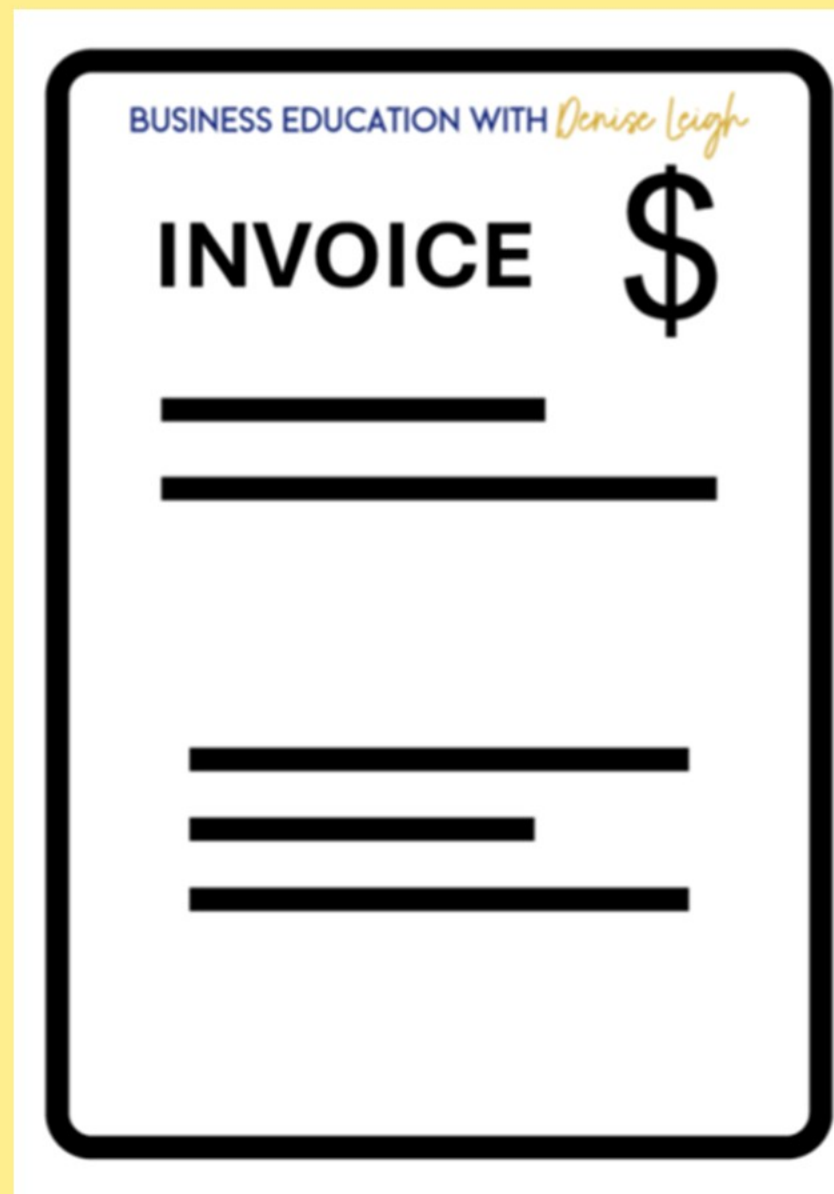
Enough for an
ENTIRE SCHOOL YEAR!



BUSINESS EDUCATION WITH *Denise Leigh*

I accept School District Purchase Orders

Go to www.business-ed.com/purchase-orders to learn how



This makes me so happy!



'I have used Denise's lesson for year, and I finally had my district by me this bundle for my Business class. For the first time I finally feel organized and confident in what I'm teaching. I can't say enough about how wonderfully laid out this product it (sic). So seamless. Love and will continue to purchase Denise's products.' –Meredith C.



This Massive Resource Bundle comes with a
14-Page Lesson Library
organized in the order
I recommend to teach these lessons.

[illegible]

**14-PAGE
LESSON
LIBRARY!**

**HOURS &
HOURS
OF WORK
DONE FOR
YOU!**

Introductory Business Lessons

(Basic Business Lessons and intro to entrepreneurship)

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 prop partnership, LLC, S Corporation, C Corporation, and Co
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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These lessons will take about 4 to 6 class periods to complete.

5 Business Intro Lessons!

International Business Project and Interactive File

Watch this first

Students do this first

CLICK HERE for the interactive file

CLICK HERE for the interactive file

CLICK HERE for the interactive file

CLICK HERE for the interactive file

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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 Interr File. Each commodity file takes about 42-60 minu

International Business Project and Commodities Studies

**A FULL YEAR'S
WORTH OF
LESSONS!**

OR

**BREAK IT UP AND
USE IN YOUR
DIFFERENT PREPS!**

Marketing

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! 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.
Marketing Mix Teacher Copy	
SWOT Analysis for my business.	This is a simple graphic organizer. Delete the first slide project the second slide on your white board, have students complete the third slide relation to 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 to collaborate. Have students share their SWOT with the business owner.
More practice with SWOT	
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.
Marketing Segmentation Teacher suggestions	
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!

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.
Marketing 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!

2 Marketing Projects!

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 have students complete each of the 9 activities

**These are perfect for a sub day!

9 Business Career Lessons!

Investing/Stock Market

Tour	35-45 minutes to complete
Investing/Stock Market	35-45 minutes to complete

ys!

35-45 minutes to complete

es to 70 minutes etc



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.



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Soft Skills for Business Students

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

6 Management 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	Both of these activities are great introductions of these important financial statements.
Teacher's Key	
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.

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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 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
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

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11 Business Law Lessons!

Intro to a Business Plan Writing.

This is your **BUSINESS PLAN TEMPLATE** for students AND teacher's key/guide. I don't teach high

students how to write a full blown business plan. A true business plan is often 30 pages long. I make sure students know what a true business plan will be. (If you want to write a business plan, you 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.

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Business Ed With Denise Leigh

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 introduction 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 outline for the digital project. This is also linked on slide 7 of the student's file. This is editable. If you want to require different content or you want to add requirements, simply do so and be sure to link "YOUR" file with your notes to slide 7.	CLICK HERE for the passport pages to print for each student. I have students list 5 important things that they learned about each country on their passport pages. Each page 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 this file.
CLICK HERE for the classroom project guidelines. CLICK HERE for the grading rubric for the diploma.		

International Business

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 Marketing I spend about three weeks on marketing.	
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Marketing Mix Student Copy Marketing Mix Teacher 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! 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.
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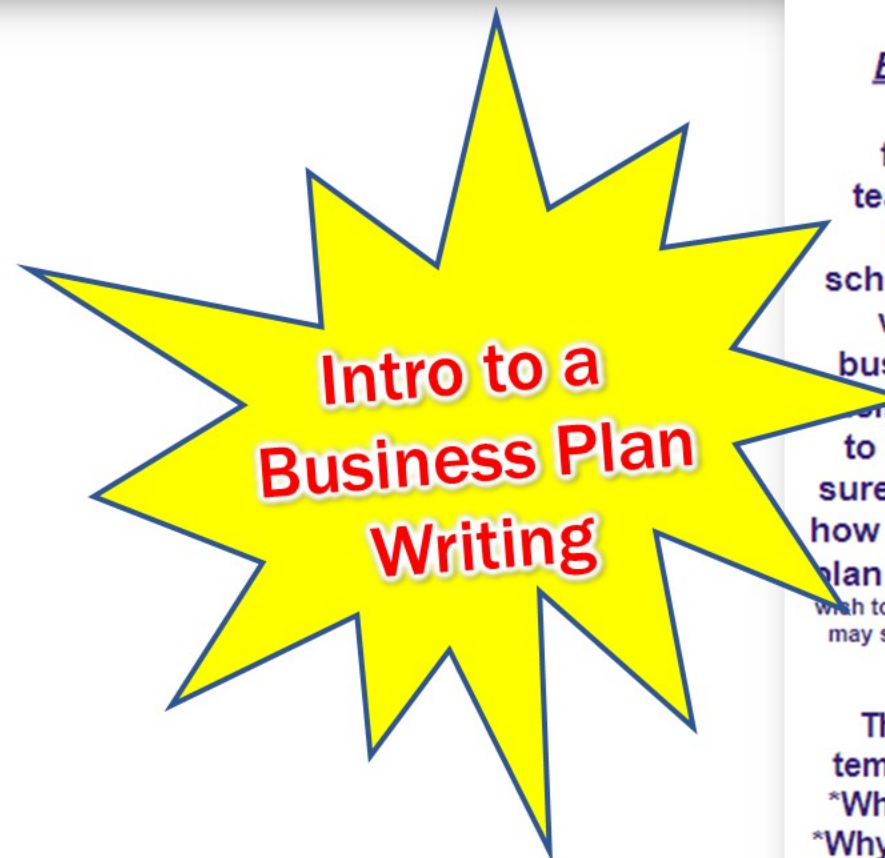
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[CLICK HERE](#)

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Business Career Exploration Lessons

Click here [Business Career Choice Board](#)



Business Ed With Denise Leigh © 2023

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**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!

[Performance Expectations in the workplace](#)

[Job 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



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

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Teacher Testimonials



Like many business teachers, I found myself teaching a new class (Intro to Business) with little time to prepare, little direction, no curriculum and standards, and no materials. If you find yourself in a similar situation--then **Denise Leigh needs to be your first "go to"**.



Awesome resources! I used this for a trimester Intro to Business class and the **students were engaged and learned a ton!**



My students are always engaged. They never complain "why are we doing this?" They like the content and the activities. I love that it's very low prep on my end. I **am extremely satisfied with all my purchases from Denise Leigh.** She is professional and makes our lives easier.

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.

