

**NEW**

# ENTREPRENEURSHIP

## Full Year Course Bundle

**66** Lessons, Projects, & Activities for your **FULL YEAR** Entrepreneurship Course!

Includes an Easy-To-Follow Lesson Library for the Teacher

All Easy-to-Use, Fillable Google Docs and Slides that easily convert to Microsoft Suite!

**NO PREP!**  
**SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

# A FULL YEAR ENTREPRENEURSHIP COURSE

## with **66** Lessons, Activities, & Projects

Includes:

- ✓ Teaching Sequence
- ✓ Pacing Guide
- ✓ Lesson Library
- ✓ 9 Entrepreneurship Units



**Entrepreneurship Research & Types**

<a href="#">LinkedIn (2 activities)</a>	Activity #1-Intro/discovery file of LinkedIn <b>10 min.</b> Activity #2-Student creates a LinkedIn profile <b>15 min.</b>
<a href="#">Entrepreneurship Intro to</a>	Activity #3-Student prepares a presentation on entrepreneurship. This activity takes about 15 minutes.
<a href="#">Women Entrepreneurs</a>	Activity #4-Student researches 8 entrepreneurs who have made a huge difference in their industry and business history. This is great to do as an independent assignment before homecoming week, or other times when it's hard to engage students. The entire file takes about 2 hours to complete.
<a href="#">Different Types of Entrepreneurs</a> Included a student created bulletin board!	This is a 9 slide activity file that prompts students to discover 13 different types of entrepreneurs. This takes about <b>90 min.</b> of class time to complete.
<a href="#">Entrepreneurial Traits</a>	Quick <b>10 min</b> assessment on personal traits.

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# A 10-PAGE LESSON LIBRARY INCLUDED

# The files are Google Docs and Slides that easily convert to Microsoft Office Suite.

## Entrepreneurship Research & Types

<a href="#">LinkedIn (2 activities)</a>	Activity #1-Intro/discovery file of LinkedIn <b>10 min.</b> Activity #2-Students create a LinkedIn profile <b>15 min.</b>
<a href="#">Entrepreneurs Introductory</a>	This intro to entrepreneurship takes about <b>40 min.</b> to complete.
<a href="#">Entrepreneurs Who Moved Mountains!</a>	This file is a collection of lessons on 8 entrepreneurs who made a huge difference in their industry and business history. This is great to do as an independent assignment before homecoming week, or other times when it's hard to engage students. The entire file takes about <b>2 hours</b> to complete.

## Entrepreneur Qualities & Traits

<a href="#">Workplace Expectations</a>	Discover several performance expectations on the job. Bonus**Includes all that you need for a student created bulletin board! <b>45 min.</b>
<a href="#">Leadership</a>	Students are presented with leadership qualities and have a moment to reflect about themselves. I go over the meaning of each of the 15 leadership qualities at the beginning of this lesson. <b>42 min.</b>
<a href="#">Communication Skills</a>	This file explores several different types of communication. GREAT discussion file. <b>42 min.</b>
<a href="#">Teamwork</a>	This is a file of situations that include teamwork. <b>42 min.</b>
<a href="#">Empathy</a>	This activity is a study done while viewing a video on empathy. This takes about <b>45 min.</b>
<a href="#">Management</a>	I recommend that you use paper plates for this activity.
<a href="#">Assessment</a>	Ma...
<a href="#">Ability Skills</a>	Se...

## Entrepreneur & the Business Plan

<a href="#">SMART Goals</a>	This is an introduction to SMART goals and prompts students to apply what they learned. <b>(45 min.)</b>
<a href="#">SWOT Analysis notes pages</a>	Project slide 2 on your white board and send slide 3 to your students.

## Marketing for Entrepreneurs Page 2

<a href="#">Why People Buy</a>	Great discussion activity <b>45-50 min.</b>
<a href="#">Branding</a>	A case study on colors and brands <b>30-40 min.</b>
<a href="#">Marketing Segmentation</a>	I work through this file with the students. <b>45 min.</b> to complete with discussion
<a href="#">Boardwalk Businesses Activity File</a>	The kids LOVE this file! Answers will vary. I had my students each complete a file, but allowed them to work together because I loved to hear the banter. It takes about <b>45 min to an hour</b> to complete.

## Introduction to Business

<a href="#">Types of Business Industries</a>	Great intro file on the 4 types of business industries. This activity sparks great conversation. <b>90 min.</b>
<a href="#">Types of Business Ownership</a>	Describes and defines the types of business ownership. <b>60 min.</b>
<a href="#">Supply and Demand</a>	Explore 12 components of supply and demand. <b>60 min.</b>

## Marketing for Entrepreneurs Page 1

<a href="#">Demographics Intro</a>	I do this with my students. Go over the graphics at the top with them... give them time to complete the prompts... and have volunteers share their responses. Takes about <b>40 min.</b> to complete with discussion.
<a href="#">Demographic Activities</a>	This can be done independently or done as a guided lesson. All responses are subjective. Takes about <b>60 min.</b> to complete with discussion.
<a href="#">Selling to the Generations</a>	There is 7 activities in this unit. Each take about 15-25 min to complete and prompt GREAT discussion. <b>This is a week-long unit.</b>
<a href="#">Google Ads</a>	Intro to Google Adwords <b>15-20 min.</b>
<a href="#">Promotional Materials</a>	Page 2 of this file is best effective when done at home looking in a pantry or closet. <b>20 min.</b>

## Entrepreneur Projects and Activities

<a href="#">Business Quest</a>	Get kids out of their seats and "gamefy" their business lesson. They will need scissors, glue, markers. Be sure to display these! My students look <b>three 42 min.</b> Class periods to complete this.
<a href="#">Holiday Market Pop-up Project</a>	It took my students about <b>five 42 min.</b> class periods to complete this project.
<a href="#">Paper Airplane Project</a>	Great assessment! Students need to have learned SWOT Analysis, Marketing Mix, and USP. <b>45 min.</b> to complete the file.
<a href="#">Billionaire Research</a>	Collaborative slide file what can be made into classroom decor or a student-created bulletin board. <b>45 min.</b>

## Law & Business Ethics

<a href="#">Intellectual Property</a>	
<a href="#">Worker's Right under OSHA</a>	
<a href="#">Eight Basic Consumer Rights</a>	This activity takes about <b>45-50 min.</b>
<a href="#">Labor and Employment Laws</a>	This covers discrimination, minimum wage, overtime pay, etc. This activity takes students about <b>30 min.</b>
<a href="#">Federal Consumer Agencies</a>	Exploring the SEC and agencies that business owners need to be aware of. <b>40-50 min.</b>
<a href="#">Intro to Legal Documents</a>	This takes about <b>40-45 min.</b>
<a href="#">Workplace Bias</a>	There are TWO resources about Bias. The first one is an intro to bias and takes about <b>45 min.</b> The second one is about unconscious bias and takes about <b>an hour to complete.</b>
<a href="#">Age Discrimination Case Study</a>	This is a great case study for discussion. It takes about <b>40 min. (with discussion)</b>
<a href="#">Famous Class Action Lawsuits</a>	Takes about <b>45 min.</b>

## Personal Business

<a href="#">Business Plan</a>	This is an interactive file where students move the container ships to the busiest ports. File takes <b>45 min.</b> Project takes about 4 days.
<a href="#">Shipping Ways</a>	This file focuses on waterways and how we get goods from overseas. <b>45-50 min.</b>

## Accounting, Finance, and Marketing for Entrepreneurs

<a href="#">Cash Handling</a>	
<a href="#">New York City Financial District Tour</a>	

## Additional Entrepreneurship Activities

<a href="#">Customer Service</a>	Great introduction to customer service and sparks awesome discussion. I assign each of the 16 customer service skills in section 3 of this activity to each student in my class. I give them 5 minutes to explore that skill, and then students take turns reporting their findings to the class while the class records in their activity. <b>1 hour</b>
<a href="#">Earth Day</a>	Includes 3 activities and a student-created bulletin board! <b>About 1 1/2 hours.</b>
<a href="#">Business Co-Op</a>	Intro lesson and student-created presentation file. Allow each student to present their own slide to the class. <b>About 1 hour</b>
<a href="#">Human Resources</a>	Two lessons. <b>40 min each</b>
<a href="#">Inventory Management</a>	This is a robust activity <b>2 hours</b>
<a href="#">Marketing Writing Prompts ... more writing prompts</a>	GREAT for bell-ringers or exit tickets. Each are about <b>5 minutes to complete.</b>

# THE 10-PAGE LESSONS LIBRARY

# Entrepreneurship Research & Types of Entrepreneurs

## Entrepreneurship Research & Types

PREVIEW

<a href="#">LinkedIn (2 activities)</a>	Activity #1-Intro/discovery file of LinkedIn <b>10 min.</b> Activity #2-Students create a LinkedIn profile <b>15 min.</b>
<a href="#">Entrepreneurs Introductory</a>	This intro to entrepreneurship takes about <b>40 min</b> to complete.
<a href="#">Entrepreneurs Who Moved Mountains!</a>	This file is a collection of lessons on 8 entrepreneurs who have made a huge difference in their industry and business history. This is great to do as an independent assignment before homecoming week, or other times when it's hard to engage students. The entire file takes <b>about 2 hours</b> to complete.
<a href="#">Women Entrepreneurs</a>	This is a collection of 4 women entrepreneurs can be used as a choice board or use as sub day lessons. Each take about <b>30 min</b> to complete.
<a href="#">Steps to Become an Entrepreneur</a>	I walk students through this file by discussing each page and then giving students time to complete each page. This takes about <b>2 ½ hours</b> of class time with discussion.
<a href="#">Different Types of Entrepreneurs</a> Included a student created bulletin board!	This is a 9 slide activity file that prompts students to discover <b>13 different types of entrepreneurs</b> . This takes about <b>90 min.</b> of class time to complete.
<a href="#">Entrepreneurial Traits</a>	Quick <b>10 min</b> assessment on personal traits.

Estimated Teaching Duration is the **YELLOW HIGHLIGHTED TEXT**

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# 7 Lesson Unit

# Introduction to Business



**Introduction to Business**

<a href="#"><u>Types of Business Industries</u></a>	Great intro file on the 4 types of business industries. This activity sparks great conversation. <b>90 min.</b>
<a href="#"><u>Types of Business Ownership</u></a>	Describes and defines the types of business ownership. <b>60 min.</b>
<a href="#"><u>Supply and Demand</u></a>	Explore 12 components of supply and demand. <b>60 min.</b>

**PREVIEW**

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## 3 Lesson Unit

# Entrepreneurship Qualities & Traits

## Entrepreneur Qualities & Traits

<u>Workplace Expectations</u>	Discover several performance expectations on the job. Bonus**Includes all that you need for a student created bulletin board! <b>45 min.</b>
<u>Leadership</u>	Students are presented with leadership qualities and have a moment to reflect about themselves. I go over the meaning of each of the 15 leadership qualities at the beginning of this lesson. <b>42 min.</b>
<u>Communication Skills</u>	This file explores several different types of communication. GREAT d... or...
<u>Teamwork</u>	This is a... de... or...
<u>Empathy</u>	This activity is a study done while viewing a video on empathy. This takes about <b>45 min.</b>
<u>Time Management</u>	I recommend that you use paper plates for this activity. With discussion, it takes about <b>35 min.</b>
<u>Traits Self Assessment</u>	Many character traits are discovered in this activity. It takes about <b>20 min.</b>
<u>Employability Skills</u>	Self Assessment <b>25 min.</b>



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## 8 Lesson Unit

# Entrepreneur & The Business Plan

## Entrepreneur & the Business Plan

**PREVIEW**

<u><a href="#">SMART Goals</a></u>	This is an introduction to SMART goals and prompts students to apply what they learned. (45 min)
<u><a href="#">SWOT Analysis notes pages</a></u>	Project slide 2 on your white board send slide 3 to your students
<u><a href="#">SWOT Application</a></u>	Application file to be used after the above. (35-40 min)
<u><a href="#">Business Plan File</a></u>	This file is a big hit with my students! They learn all of the parts and steps to a business plan and complete a lean version. I create these with a basic file folder, but you don't have to. It can be completed digitally and printed. This takes about 6-8 hours of class time.



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## 4 Lesson Unit

# Marketing for Entrepreneurs

## Marketing for Entrepreneurs Page 1

<a href="#">Demographics Intro</a>	I do this with my students. Go over the graphics at the top with them... give them time to complete the prompts....and have volunteers share their responses. Takes about <b>40 min.</b> to complete with discussion.
<a href="#">Demographic Activities</a>	This can be done independently or done as a guided lesson. All responses are subjective. Takes about <b>60 min.</b> to complete with discussion.
<a href="#">Selling to the Generations</a>	There is 7 activities in this complete
<a href="#">Google Ads</a>	Intro to Go
<a href="#">Promotional Marketing</a>	Page 2 of this is best effective when done at home looking in a pantry or closet. <b>20 min.</b>
<a href="#">Intro to Social Media Platforms</a>	This includes an activity file (I do with the students) and a Bulletin board that the students create. Activity File takes about <b>60 min.</b> with discussion & the bulletin board takes about <b>30 min.</b> to create.
<a href="#">Social Media Gallery Walk</a>	Two gallery walks. Great to get students out of their seats. <b>30-40 min. (with discussion)</b>

PREVIEW

Estimated Teaching Duration is the **YELLOW HIGHLIGHTED TEXT**

## Marketing for Entrepreneurs Page 2

<a href="#">Why People Buy</a>	Great discussion activity <b>45-50 min.</b>
<a href="#">Branding</a>	A case study on colors and brands <b>30-40 min.</b>
<a href="#">Marketing Segmentation</a>	I work through this file with the students. <b>45 min.</b> to complete with discussion
<a href="#">Boardwalk Businesses Activity File</a>	The kids LOVE this file! Answers will vary. I had my students each complete a file, but allowed them to work together because I loved to hear the banter. It takes about <b>45 min to an hour</b> to complete.

PREVIEW

# 11 Lesson Unit



# Law and Business Ethics for Entrepreneurs

<a href="#"><u>Intellectual Property</u></a>	Split the class into 4 groups and have each group complete one of the types of IP. They are to report to their class as the class records their findings. About <b>1 hour</b>
<a href="#"><u>Worker's Right under OSHA</u></a>	This activity is an introductory lesson and sparks some great conversation. It takes about <b>45 min.</b>
<a href="#"><u>Eight Basic Consumer Rights</u></a>	This activity takes about <b>45 min to 55 minutes</b>
<a href="#"><u>Labor and Employment Laws</u></a>	This covers discrimination, minimum wage, overtime pay, etc. This activity takes students about <b>30 min.</b>
<a href="#"><u>Federal Consumer Agencies</u></a>	Exp. need
<a href="#"><u>Intro to Legal Documents</u></a>	This t. about <b>30-45 min.</b>
<a href="#"><u>Workplace Bias</u></a>	There are TWO resources about Bias. The first one is an intro to bias and takes about <b>45 min.</b> The second one is about unconscious bias and takes about an <b>hour to complete.</b>
<a href="#"><u>Age Discrimination Case Study</u></a>	This is a great case study for discussion. It takes about <b>40 min. (with discussion)</b>
<a href="#"><u>Famous Class Action Lawsuits</u></a>	Takes about <b>45 min.</b>



**Law & Business Ethics**

**PREVIEW**


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## 9 Lesson Unit

# International Business Unit & Understanding Accounting for Entrepreneurs

International Business	
<a href="#">International Business Unit and Project</a> Included a student-created bulletin board	This is an interactive file where students move the container ships to the busiest ports. File takes <b>45 min.</b> Project takes about 4 days.
<a href="#">International Waterways</a>	This file focuses on waterways and how we get goods from overseas. <b>45-50 min.</b>
Understanding Accounting, Financial Statements, and Cash Handling for Entrepreneurs	
<a href="#">Introductory Accounting Unit</a> This is a collection of 4 lessons to create a unit.	What is Accounting? The Accounting Equation Financial Statements GAAP and Accounting Ethics Each file takes <b>45 min.</b>
<a href="#">Cash Handling</a>	Discovery of best practices in cash handling. <b>40-45 min.</b>
<a href="#">New York City Financial District Tour</a>	This activity takes students on a tour to New York City via Google Earth. I do the first page with the kids and they do the rest independently. <b>45-50 min.</b>




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Estimated Teaching Duration is the **YELLOW HIGHLIGHTED TEXT**

## 2 Lesson Unit / 3 Lesson Unit

# Entrepreneur Projects and Activities

Additional Entrepreneurship Activities	
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<a href="#">Earth Day</a>	Includes 3 activities and a student bulletin board! <b>About 1 hour</b>
<a href="#">Business Co-Op</a>	
<a href="#">Human Resources</a>	
<a href="#">Inventory Management</a>	This is a robust activity. <b>2 hours</b>
<a href="#">Marketing Writing Prompts</a> ...more writing prompts	GREAT for bell-ringers or exit tickets. Each are about <b>5 minutes to complete.</b>



## Entrepreneur Projects and Activities

<a href="#">Business Quest</a>	Get kids out of their seats and "gamefy" their business lesson. They will need scissors, glue, markers. Be sure to display these! My students took <b>three 42 min.</b> class periods to complete this.
<a href="#">Holiday Market Pop-up Project</a>	It took my students about <b>five 42 min.</b> class periods to complete this project.
<a href="#">Paper Airplane Project</a> Take students outside at the end of the project to fly their airplane!	Great assessment! Students need to have learned SWOT Analysis, Marketing Mix, and USP. <b>45 min.</b> to complete the file.
<a href="#">Billionaire Research</a>	Collaborative slide file what can be made into classroom decor or a student-created bulletin board. <b>45 min.</b>



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# 10 Projects and Activities

# Entrepreneur Bulletin Board & Classroom Décor also included

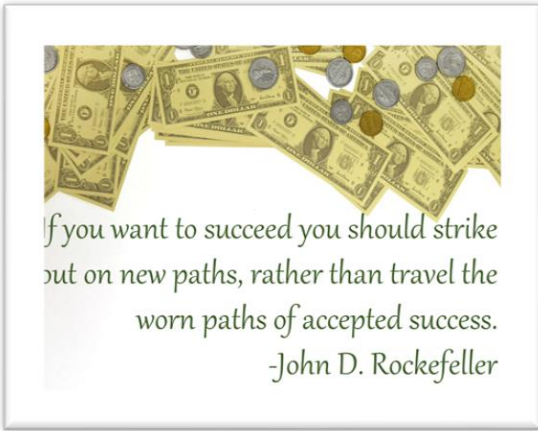
**ALSO INCLUDES  
3 ACTIVITY SHEETS  
TO ENGAGE YOUR  
STUDENTS**



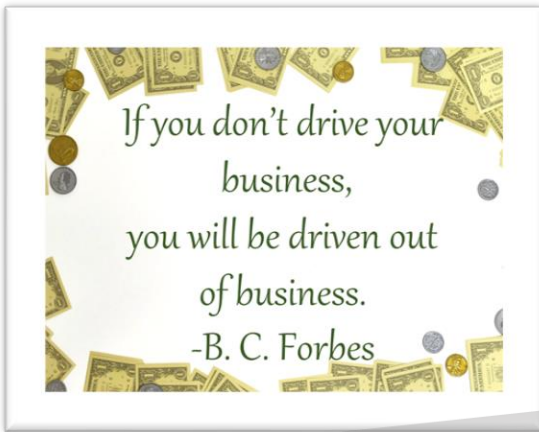
**JUST PRINT, CUT & HANG BULLETIN BOARD**

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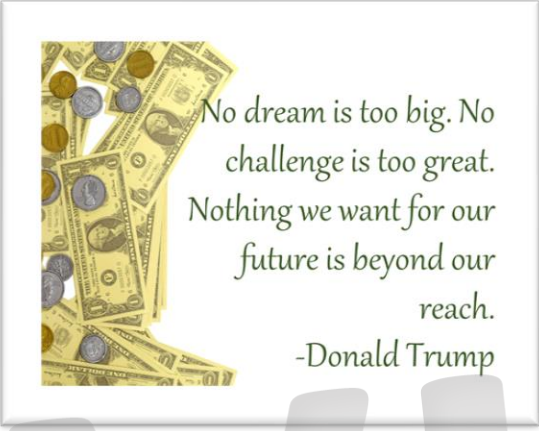
# 13 Quotes Posters from Entrepreneurs from Various Backgrounds



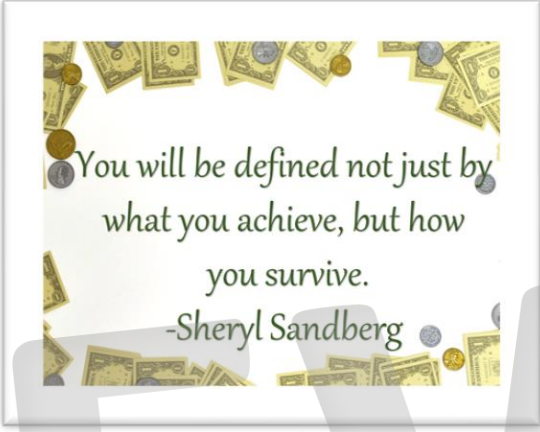
If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success.  
-John D. Rockefeller



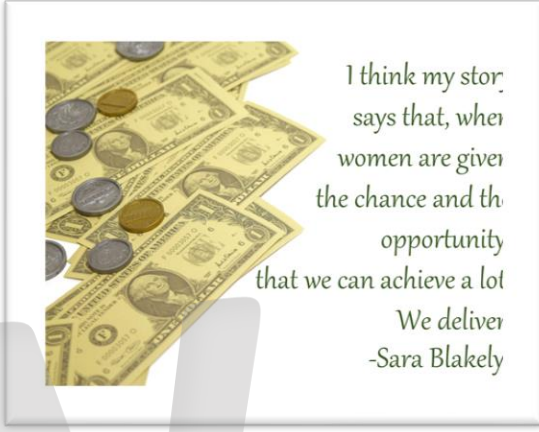
If you don't drive your business, you will be driven out of business.  
-B. C. Forbes



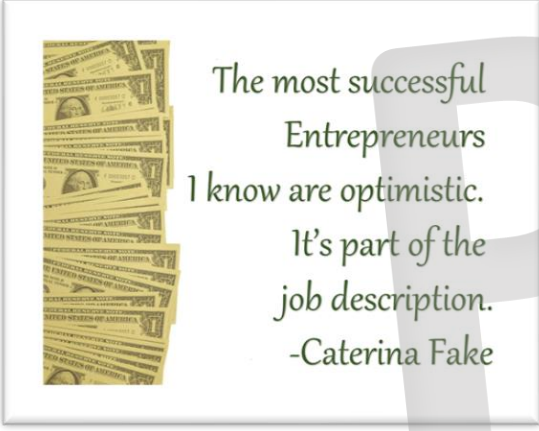
No dream is too big. No challenge is too great. Nothing we want for our future is beyond our reach.  
-Donald Trump



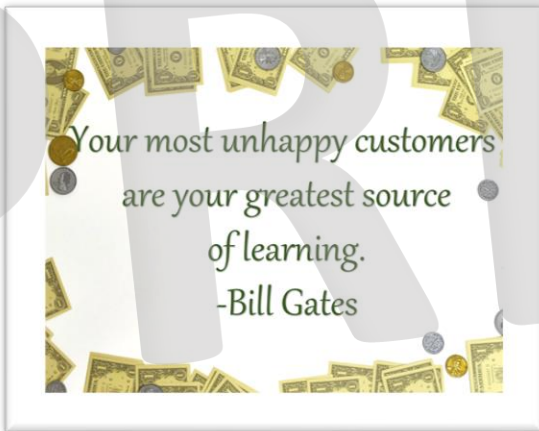
You will be defined not just by what you achieve, but how you survive.  
-Sheryl Sandberg



I think my story says that, when women are given the chance and the opportunity that we can achieve a lot. We deliver.  
-Sara Blakely



The most successful entrepreneurs I know are optimistic. It's part of the job description.  
-Caterina Fake



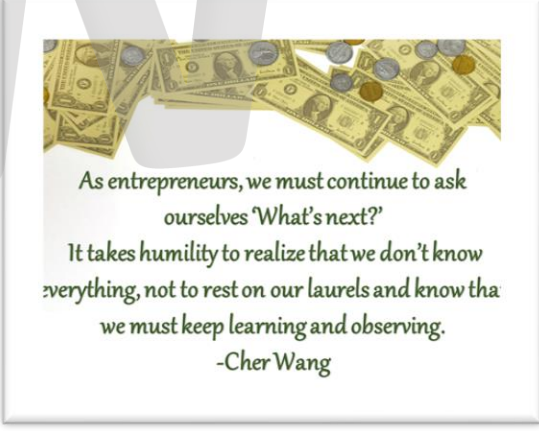
Your most unhappy customers are your greatest source of learning.  
-Bill Gates



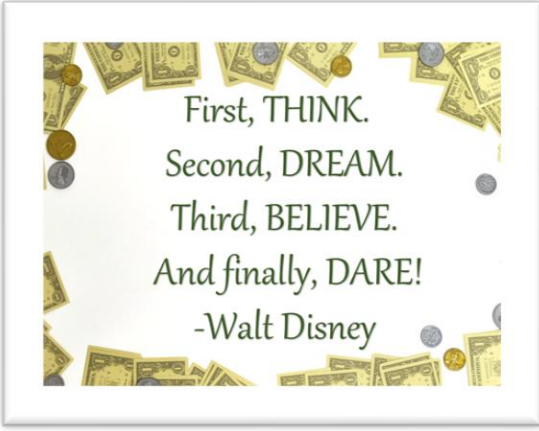
Do what you love and success will follow. Passion is the fuel behind a successful career.  
-Meg Whitman



Don't let others define you. Define yourself!  
-Ginni Rometty



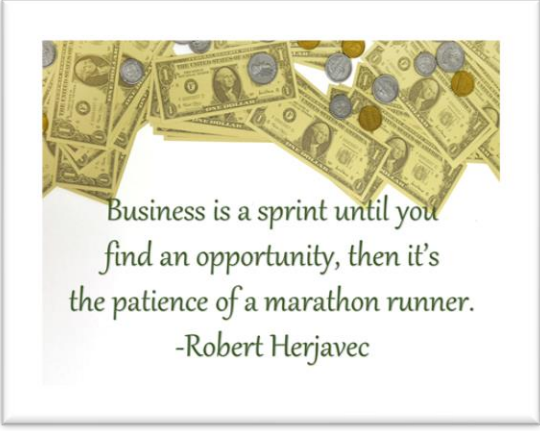
As entrepreneurs, we must continue to ask ourselves 'What's next?' It takes humility to realize that we don't know everything, not to rest on our laurels and know that we must keep learning and observing.  
-Cher Wang



First, THINK.  
Second, DREAM.  
Third, BELIEVE.  
And finally, DARE!  
-Walt Disney



Great things in business are never done by one person. They're done by a team of people.  
-Steve Jobs



Business is a sprint until you find an opportunity, then it's the patience of a marathon runner.  
-Robert Herjavec

**JUST PRINT & HANG!**

**Add Personality to your Entrepreneurship / Business Education classroom!**

**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.

