

ENTREPRENEURSHIP

Full Year Course Bundle

74 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!

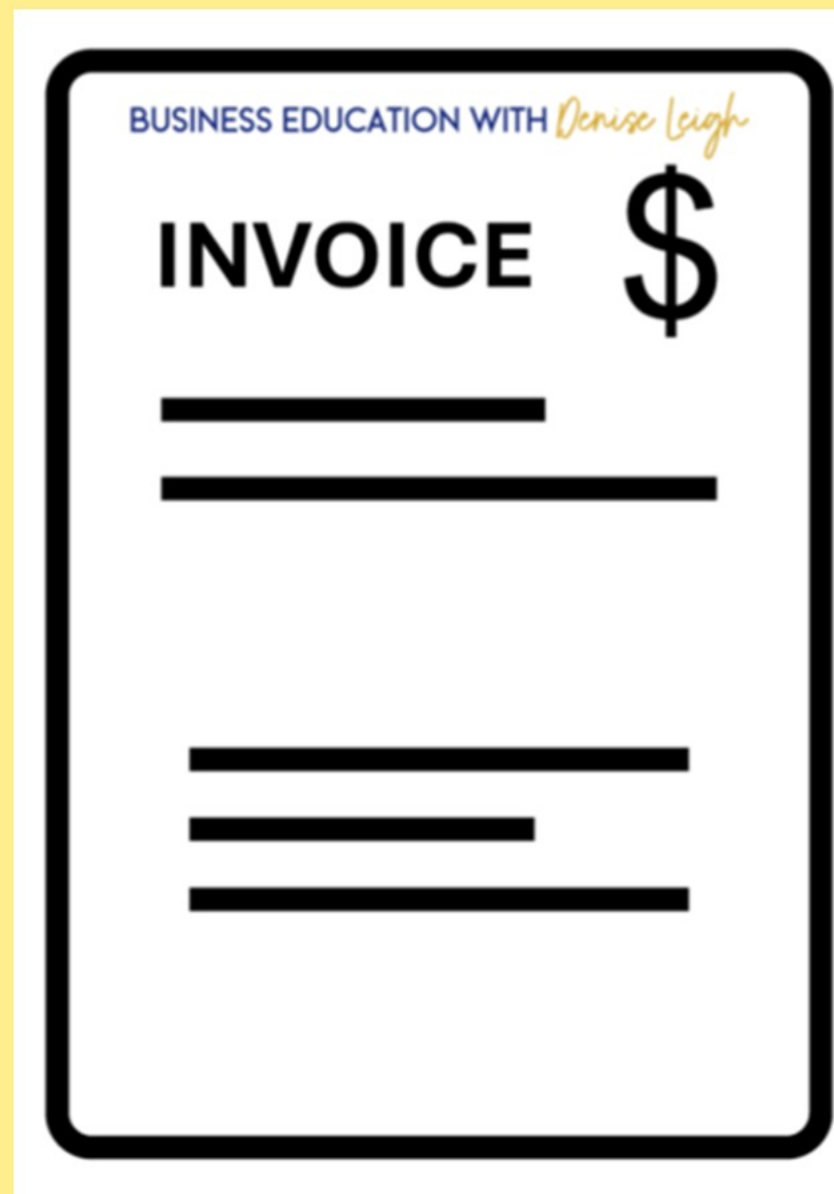
NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

I accept School District Purchase Orders

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



A FULL YEAR ENTREPRENEURSHIP COURSE

with **74** Lessons, Activities, & Projects

Includes:

- ✓ Teaching Sequence
- ✓ Pacing Guide
- ✓ Lesson Library
- ✓ 9 Entrepreneurship Units
- ✓ NBEA Standards Cross-walked



A 10-PAGE LESSON LIBRARY INCLUDED

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

Entrepreneurship Research & Types

LinkedIn (2 activities)	Activity #1-Intro/discovery file of LinkedIn 10 min. Activity #2-Students create a LinkedIn profile 15 min.
Entrepreneurs Introductory	This intro to entrepreneurship takes about 40 min. to complete.
Entrepreneurs Who Moved Mountains!	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 2 hours to complete.

Marketing for Entrepreneurs Page 2

Why People Buy	Great discussion activity 45-50 min.
Branding	A case study on colors and brands 30-40 min.
Marketing Segmentation	I work through this file with the students. 45 min. to complete with discussion.
Boardwalk Businesses Activity File	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 45 min to an hour to complete.

Entrepreneur Qualities & Traits

Workplace Expectations	Discover several performance expectations on the job. Bonus*Includes all that you need for a student created bulletin board! 45 min.
Leadership	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. 42 min.
Communication Skills	This file explores several different types of communication. GREAT discussion file. 42 min.
Teamwork	This is a file of situations that include teamwork. 42 min.
Empathy	This activity is a study done while viewing a video on empathy. This takes about 45 min.
Management	I recommend that you use paper plates for this activity. With discussion, it takes about 35 min.
Assessment	Many character traits are discovered in this activity. It takes about 20 min.
Ability Skills	

Entrepreneur & the Business Plan

SMART Goals	This is an introduction to SMART goals and prompts students to apply what they learned. 45 min.
SWOT Analysis notes pages	Project slide 2 on your white board and send slide 3 to your students. 25 min.

Marketing for Entrepreneurs Page 2

Why People Buy	Great discussion activity 45-50 min.
Branding	A case study on colors and brands 30-40 min.
Marketing Segmentation	I work through this file with the students. 45 min. to complete with discussion.

Introduction to Business

Types of Business Industries	Great intro file on the 4 types of business industries. This activity sparks great conversation. 90 min.
Types of Business Ownership	Describes and defines the types of business ownership. 60 min.
Supply and Demand	Explore 12 components of supply and demand. 60 min.
Financial Capital for a Startup- (added 8/26)	Intro to startup costs and operating expenses. 50 min.
Sources of Business Capital (added 8/26)	Loans, equity funding, bootstrapping, angel investor, crowdfunding, venture capital, grants 60 min.
Six Stages of the Buying Process- (added 8/26)	Students learn about the six stages of the buying process and then apply what they learned to a scenario. 50 min.

Entrepreneur Projects and Activities

Business Quest	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 three 42 min. Class periods to complete this.
Holiday Market Pop-up Project	It took my students about five 42 min. class periods to complete this project.
Paper Airplane Project	Great assessment! Students need to have learned SWOT Analysis, Marketing Mix, and USP. 45 min. to complete the file.
Billionaire Research	Collaborative slide file what can be made into classroom decor or a student-created bulletin board. 45 min.

Additional Entrepreneurship Activities

Customer Service	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. 1 hour
Earth Day	Includes 3 activities and a student-created bulletin board! About 1 1/2 hours
Business Co-Op	Intro lesson and student-created presentation file. Allow each student to present their own slide to the class. About 1 hour
Human Resources	Two lessons. 40 min each
Inventory Management	This is a robust activity. 2 hours
Marketing Writing Prompts ...more writing prompts	GREAT for bell-ringers or exit tickets. Each are about 5 minutes to complete .

Includes **everything** the teacher needs for success including many teacher notes, tips, and suggestions!

STELLAR REVIEWS



“My students loved this entrepreneurial curriculum! It was **interactive and easy to follow**, and the activities kept them **fully engaged**. The real-world examples helped them connect the material to their lives. **Highly recommend** for high school business classrooms!”

-Dr. Pat

“What a difference this resource has made! Coming into a teaching position with no resources, **Denise Leigh has been a lifesaver**. These lessons are great **for collaboration and discussion**, as well as independent work, and great for unit plans.” -Sonya S.



Entrepreneurship Research & Types of Entrepreneurs

Entrepreneurs and Entrepreneurial Skills

- Analyze personal strengths and weaknesses in relation to entrepreneurial skills.
- Evaluate the role of the entrepreneur in the economy.

PREVIEW

Entrepreneurship Research & Types

LinkedIn (2 activities)	Activity #1-Intro/discovery file of LinkedIn 10 min. Activity #2-Students create a LinkedIn profile 15 min.
Entrepreneurs Introductory	This intro to entrepreneurship takes about 40 min to complete.
Entrepreneurs Who Moved Mountains!	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 2 hours to complete.
Women Entrepreneurs	This is a collection of 4 women entrepreneurs can be used as a choice board or use as sub day lessons. Each take about 30 min to complete.
Steps to Become an Entrepreneur	I walk students through this file by discussing each page and then giving students time to complete each page. This takes about 2 ½ hours of class time with discussion.
Different Types of Entrepreneurs 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 90 min. of class time to complete.
Entrepreneurial Traits & Business Vocab.	30 min assessment on personal traits and vocabulary common in the business world.

Business Education with Denise Leigh © 2024

II. Entrepreneurial Trends

- Examine emerging trends and their impact on entrepreneurship.
- Assess the influence of global trends on new business ventures.

III. Idea Generation and Validation (Lean Startup)

- Use customer discovery techniques to test assumptions.
- Create and revise a minimum viable product (MVP) based on feedback.

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

NBEA Standards **Cross-Walked** in the Margins

7 Lesson Unit

Introduction to Business

Introduction to Business	
Types of Business Industries	Great intro file on the 4 types of business industries. This activity sparks great conversation. 90 min.
Types of Business Ownership	Describes and defines the types of business ownership. 60 min.
Supply and Demand Teacher's Key	Explore 12 components of supply and demand. 60 min.
Financial Capital for a Startup- (added 6/26) Teacher's Key	Intro to startup costs and operating expenses. 50 min
Sources of Business Capital (added 6/26) Teacher's Key	Loans, equity funding, bootstrapping, angel investor, crowdfunding, venture capital, grants 60 min
Six Stages of the Buying Process- (added 6/26) Teacher's Key	Students learn about the six stages of the buying process and then apply what they learned to a scenario. 50 min



Business Education with Denise Leigh © 2024

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

NBEA Standards Cross-Walked in the Margins

6 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! 45 min.
<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. 42 min.
<u>Communication Skills</u>	This file explores several different types of communication. GREAT di...
<u>Teamwork</u>	This is a ...
<u>Empathy</u>	This activity is a study done while viewing a video on empathy. This takes about 45 min.
<u>Time Management</u>	I recommend that you use paper plates for this activity. With discussion, it takes about 35 min.
<u>Traits Self Assessment</u>	Many character traits are discovered in this activity. It takes about 20 min.
<u>Employability Skills</u>	Self Assessment 25 min.

Business Education with Denise Leigh © 2024

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

NBEA
Standards
Cross-Walked
in the Margins

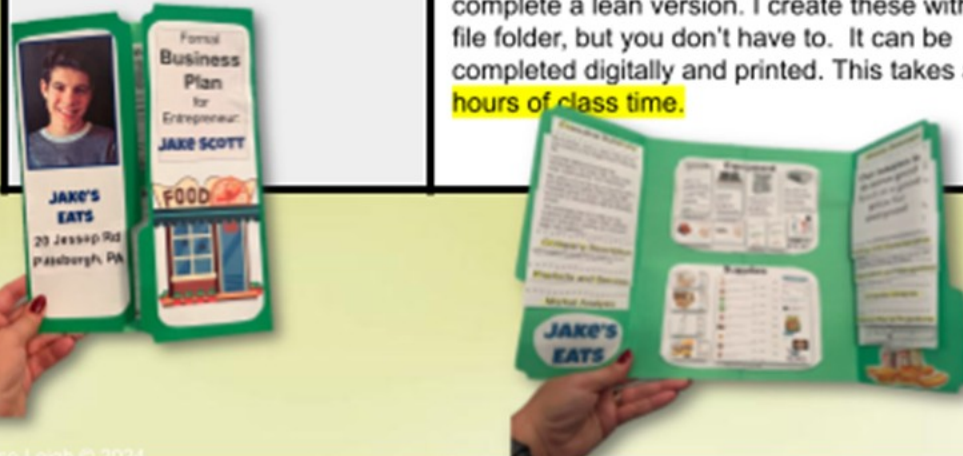
8 Lesson Unit

Entrepreneur & The Business Plan



Entrepreneur & the Business Plan

SMART Goals	This is an introduction to SMART goals and prompts students to apply what they learned. (45 min)
SWOT Analysis notes pages	Project slide 2 on your white board and send slide 3 to your students. 25 min
SWOT Application	Application file to be used after. (35-40 min)
PEST Analysis (added 6/26) Teacher's key	Students learn about political, economic, social, technological, factors of business. They learn about the effectiveness of using a PEST analysis to scan the environment in an industry or business. 60 min
Business Plan File	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.



Business Education with Denise Leigh © 2024

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

5 Lesson Unit

Marketing for Entrepreneurs

Marketing for Entrepreneurs Page 1

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



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

Marketing for Entrepreneurs Page 2

Why People Buy	Great discussion activity 45-50 min.
Branding	A case study on colors and brands 30-40 min.
Marketing Segmentation	I work through this file with the students. 45 min. to complete with discussion
Boardwalk Businesses Activity File	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 45 min to an hour to complete.
Consumer Behavior and Fans (added 6/26) Student Example	Student Example



NBEA
Standards
Cross-Walked
in the Margins

12 Lesson Unit

Law and Business Ethics for Entrepreneurs

Intellectual Property	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 1 hour
Worker's Right under OSHA	This activity is an introductory lesson and sparks some great conversation. It takes about 45 min.
Eight Basic Consumer Rights	This activity takes about 45 min to 55 minutes
Labor and Employment Laws	This covers discrimination, minimum wage, overtime pay, etc. This activity takes students about 30 min.
Federal Consumer Agencies	Exploring the Federal Consumer Agencies and their needs
Intro to Legal Documents	This is about...
Workplace Bias	There are TWO resources about Bias. The first one is an intro to bias and takes about 45 min. The second one is about unconscious bias and takes about an hour to complete.
Age Discrimination Case Study	This is a great case study for discussion. It takes about 40 min. (with discussion)
Famous Class Action Lawsuits	Takes about 45 min.
Social Responsibility (added Feb 2025)	Takes about 60 min.



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

9 Lesson Unit

International Business Unit & Understanding Accounting for Entrepreneurs

International Business	
International Business Unit and Project Included a student-created bulletin board	This is an interactive file where students move the container ships to the busiest ports. File takes 45 min. Project takes about 4 days.
International Waterways	This file focuses on waterways and how we get goods from overseas. 45-50 min.
Understanding Accounting, Finance, and cash handling for Entrepreneurs	
Introductory Accounting Unit This is a collection of 4 lessons to create a unit.	Accounting, Financial Statements, and Accounting Ethics Each file takes 45 min.
Financial Statement Analysis (added 6/26) Teacher's Key	Financial statements are displayed from startup entrepreneurs and students analyze them using what they know about income statement and balance sheet and cash flow statement.
Cash Handling	Discovery of best practices in cash handling. 40-45 min.
New York City Financial District Tour	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. 45-50 min.

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

2 Lesson Unit / 4 Lesson Unit

Entrepreneur Projects and Activities

Additional Entrepreneurship Activities

Customer Service	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. 1 hour
Earth Day	Includes 3 activities and a student-created bulletin board! About 1 1/2 hours
Business Co-Op	
Human Resources	
Inventory Management	This is a robust activity. 2 hours
Marketing Writing Prompts ...more writing prompts	GREAT for bell-ringers or exit tickets. Each are about 5 minutes to complete .



Projects and Activities	
Business Quest	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 three 42 min. Class periods to complete this.
Holiday Market Pop-up Project	It took my students about five 42 min. class periods to complete this project.
Paper Airplane Project 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. 45 min. to complete the file.
Billionaire Research	Collaborative slide file what can be made into classroom decor or a student-created bulletin board. 45 min.
Food Truck Project - Capstone	A Great FINAL Assessment 1 week

Estimated Teaching Duration is the YELLOW HIGHLIGHTED TEXT

12 Projects and Activities – including a Capstone

Entrepreneur Bulletin Board & Classroom Décor also included

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



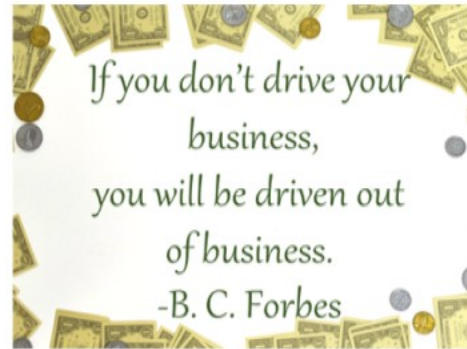
JUST PRINT, CUT & HANG BULLETIN BOARD

BUSINESS EDUCATION WITH *Denise Leigh*

13 Quotes Posters from Entrepreneurs from Various Backgrounds



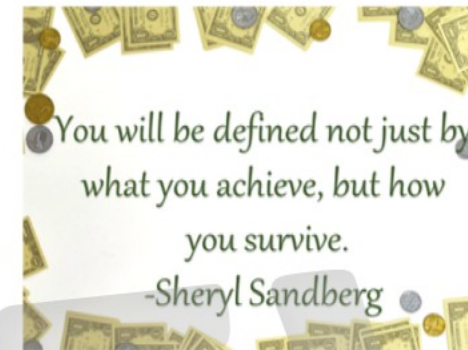
If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success.
-John D. Rockefeller



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



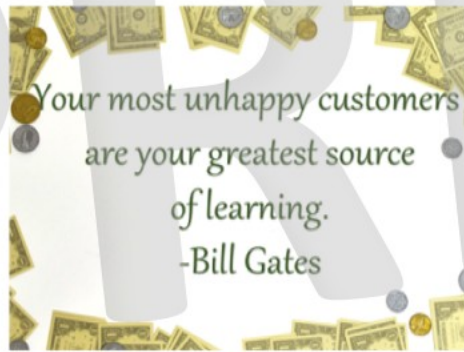
You will be defined not just by what you achieve, but how you survive.
-Sheryl Sandberg



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



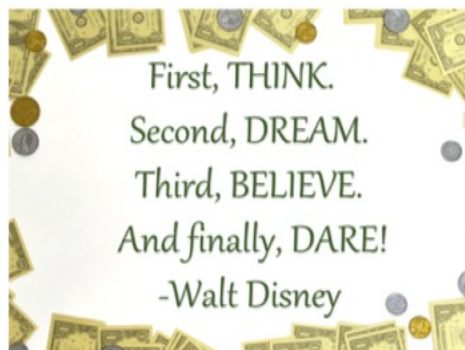
Do what you love and success will follow. Passion is the fuel behind a successful career.
-Meg Whitman



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!

Students **CREATE & DESIGN** their very own simple startup Food Truck.



**Makes a GREAT Entrepreneurship
FINAL Project!**

WHAT DO YOU GET IN THE CAPSTON PROJECT?



Student Copies



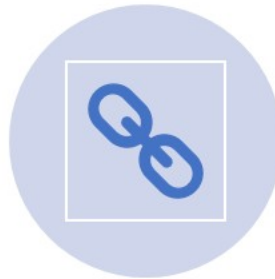
**Student Example
to Inspire Your
Students**



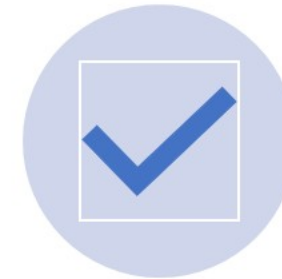
Tons of Clip Art



**Video Instructions
for Students and
Teacher**



Resource Links



**A Suggested
Grading Rubric**



Includes **everything the teacher and students need for
success including many hints, tips, and suggestions!**

Teaching a
Semester
Entrepreneurship
Course?

[Click Here](#)

ENTREPRENEURSHIP Semester Course

46 Lessons, Projects, &
Activities for your
**SEMESTER
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*

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.

