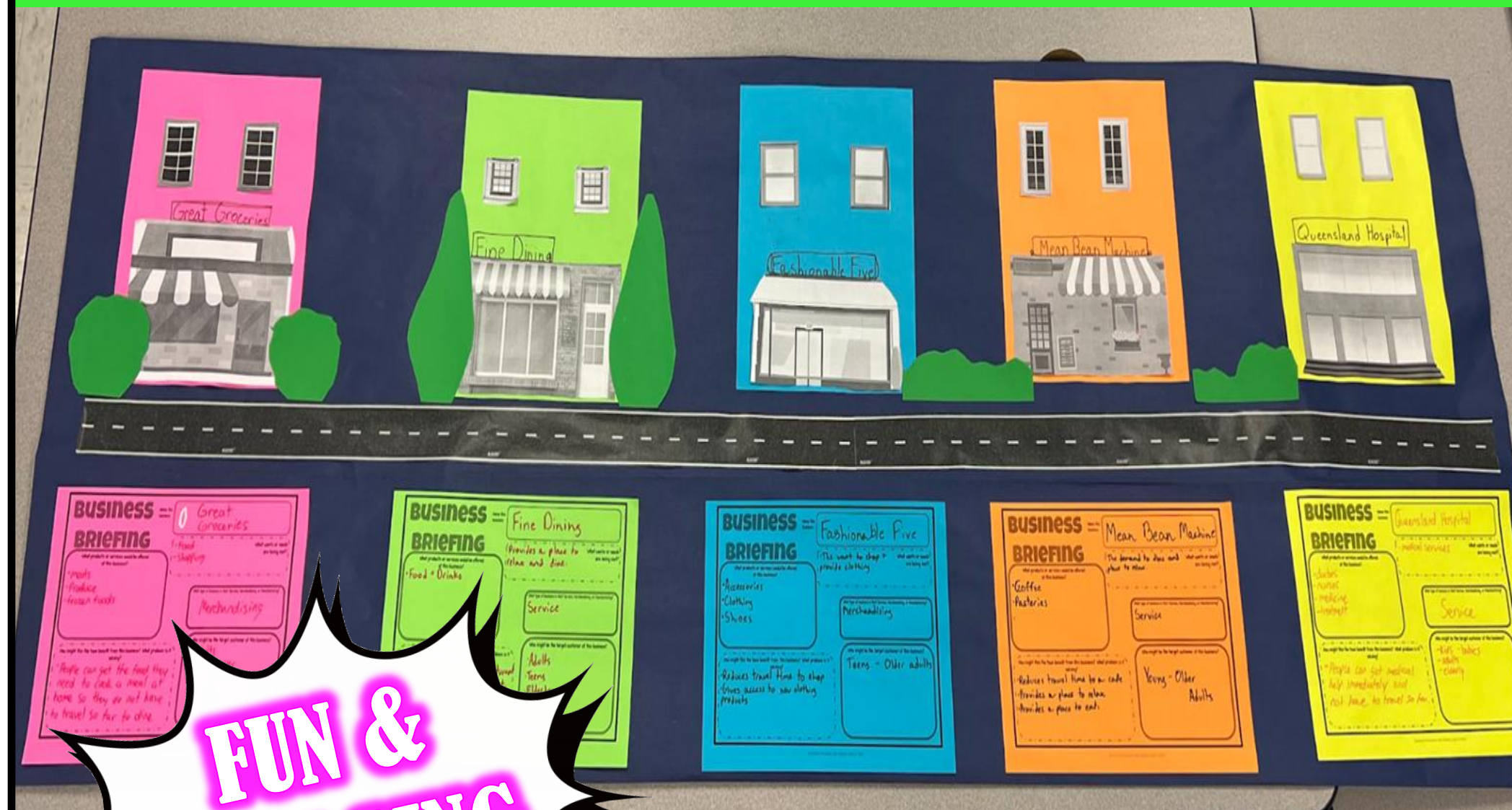


Business Quest Activity

An engaging business challenge that 'gamifies' learning!

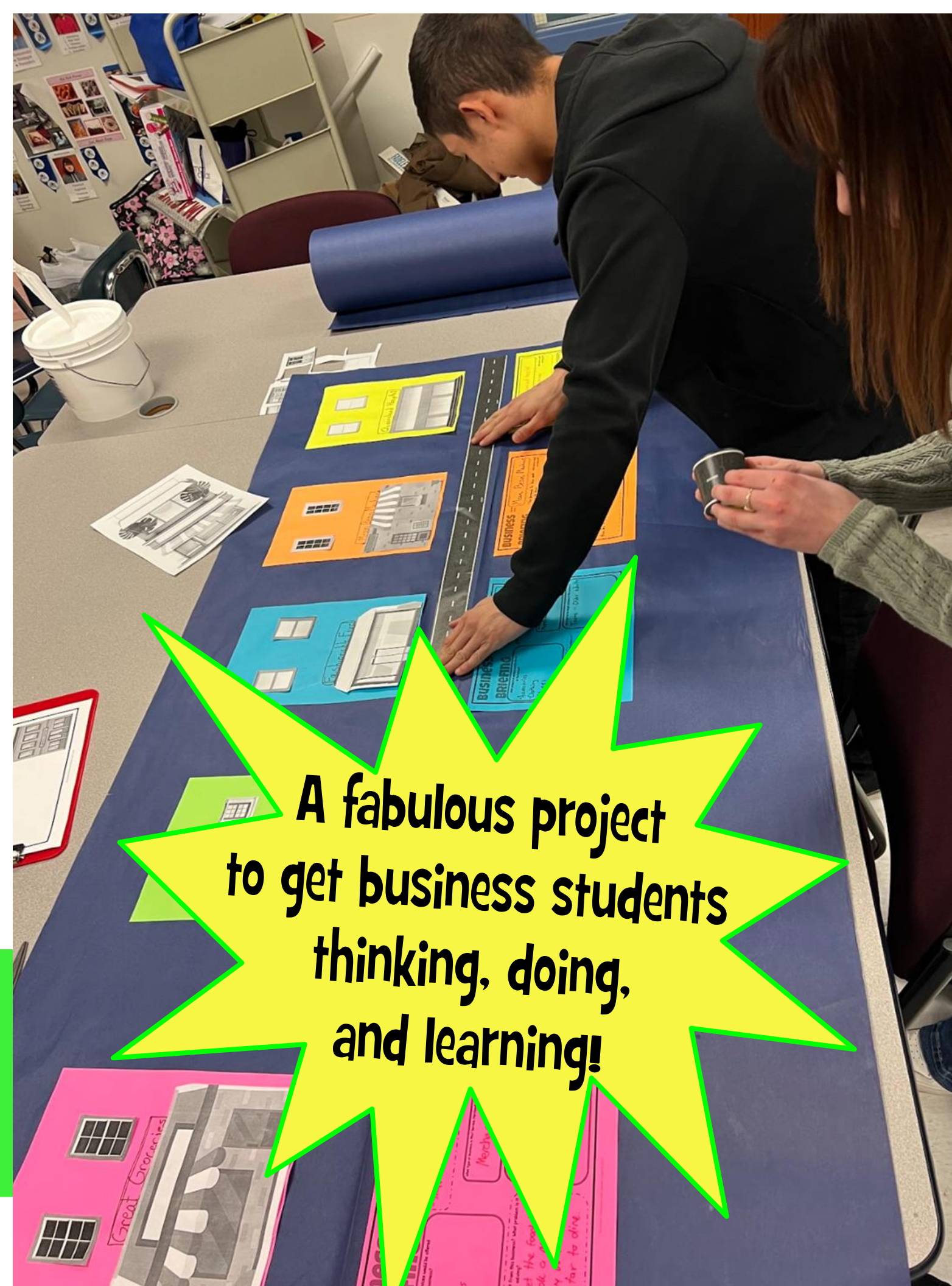


FUN & ENGAGING

BUSINESS EDUCATION WITH *Denise Leigh*

**A Perfect Activity for
'HARD TO TEACH'
times of the year -
before a holiday
break, homecoming
week, end of the
school year,
etc...OR ANYTIME!**

**Includes easy-to-follow
step-by-step instructions.**



**A fabulous project
to get business students
thinking, doing,
and learning!**

Students are given a QUEST and use their
CRITICAL THINKING SKILLS and
BUSINESS KNOWLEDGE
to complete the quest!

My students LOVED this!

This is DIFFERENT...FUN...REAL WORLD!

****Includes Grading Rubric****

Materials needed...

- ✓ Butcher block paper OR large paper/poster board
- ✓ Plain printer paper
- ✓ Markers or colored pencils
- ✓ Scissors
- ✓ Glue

A QUEST TO MEET WANTS AND NEEDS

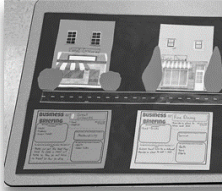
ALL CLIPART IS INCLUDED!



Business Quest for Queensland

Queensland is a town with a population of just over 8,000 people. At this time, there are no businesses in the town as the town council would issue no commercial licenses. Residents had to travel close to 30 miles to a neighboring city to shop and dine. Queensland does have a hospital, fire house, and police station... but no businesses. They recently had a meeting and approved 5 commercial licences to bring businesses to the town to meet the wants and needs of Queensland's residents.

1. Complete the **Needs Analysis** for Queensland.
2. As a team, select 5 we
3. Complete the **Busine**
4. Complete a **Business** business development get your businesses a
5. Create a **visual prop** Main Street, Queensla



Example of the layout

Needs Analysis

At least 6 needs that the 8,000 residents may have.

Needs

Analysis

the specific want or need that this business will fulfil.

Business BRIEFING

What products or services would be offered at this business?

What type of business is this? Service, Merchandising, or Manufacturing?

Who might be the target customer of this business?

How might this town benefit from this business? What problem is it solving?



PREVIEW SLIDES

Teacher Testimonials



I have a class that is **very creative** and **likes "hands on" activities**. This was **perfect** to eat up some time and get my students moving around and creating business. **So happy to have this** and will use it in the future



I really like anything that gets Accounting students **out of their seats** and **engaging** with one another!



Another spectacular resource! She's the best! Students were engaged and having fun while learning.



I used this for an entrepreneurship class as a mid-semester check. After completing customer discovery, industry research and market research, I used this as a pre-spring break activity to get feedback on their grasp of their knowledge of market wants vs needs. **Great exercise.** Took about 75 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.

