

Are you a Pennsylvania Nonpublic or Private School?

If purchasing through the PA NPIS System, please **order this version** as it only includes the **Student Version**. Teacher's Keys & Instructions will be provided upon request at no additional charge.

Now Approved in the NPIS System!

Eligible Vendor for
Pennsylvania Nonpublic
& Private Schools



Denise Leigh's
Business Education Curriculum
can be purchased using
Act 195/90/35 Money!



BUSINESS EDUCATION WITH *Denise Leigh*

City CollaborativeTM Business Project

Project-Based Learning



BUSINESS EDUCATION WITH *Denise Leigh*

Entrepreneurship Lessons Included



- Types of Businesses
- Types of Business Ownership
- What is an Entrepreneur?
- Entrepreneur Self Assessment
- Small Business Study
- Business Plan Basics
- Lean Business Plan template & instructions
- Several lessons on city planning and business interests to help students select that right Business for them!





Marketing Lessons Included

- What is Marketing?
- Marketing Mix
- SWOT Analysis
- Building My Brand
- What is Demographics?
- Who is my Customer Avatar?
- How will I advertise?
- Let's Get Social!...social media post activity.

Business Law Lesson Included

- Intellectual Property:
Patents/Trademarks/Copyrights
- Labor Laws
- Consumer Rights
- Workers' Rights under OSHA



RAVE REVIEWS

I was nervous at first using this project with a 9/10th class. However, **I am blown away** at how well my students took to this project. My students have been talking about the project in other classes and at home and I have students and parents telling me how much they love it! **This will continue being a staple in my business and marketing essentials class!** —Hannah H.

I purchased this resource because I (and my students) felt like we were in a bit of a rut. **This was exactly what I needed to re-engage my students!** The whole project is so thoughtfully laid out and thoroughly explained.
—Erin W.

I am in love with this project! I can't say enough wonderful things about this resource. **It should go at the top of your list** for any entrepreneurship or business class.
—Carol C.

Teacher Testimonials



Words can't express how awesome this product is. Such a valuable, engaging project for the students. They had so much fun creating their business and naming their city. **I will do this project year after year.** Thank you!



Love the detailed instructions. **We are loving this project even more than I thought we would.**



This is a great project! It can be used in any business class. My students were very engaged and loved designing their businesses. Every assignment was easy to follow and ready to go for students.



This is the **entire basis** of my trimester of Principles of Entrepreneurship. We built a city and **it was so fun!!**

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.

