

ENTREPRENEURSHIP I

TEKS §127.275 One Credit Course



81 Lessons, Activities,
& Projects

TEXAS §127.275
Entrepreneurship I
Full Year Course!

Includes an
Easy-To-Follow
Lesson Library to
Keep You Organized

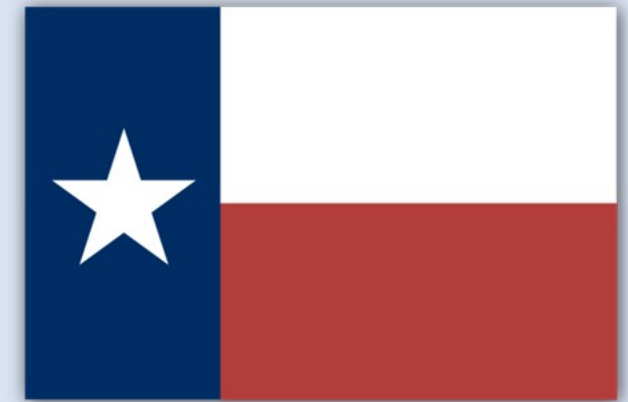
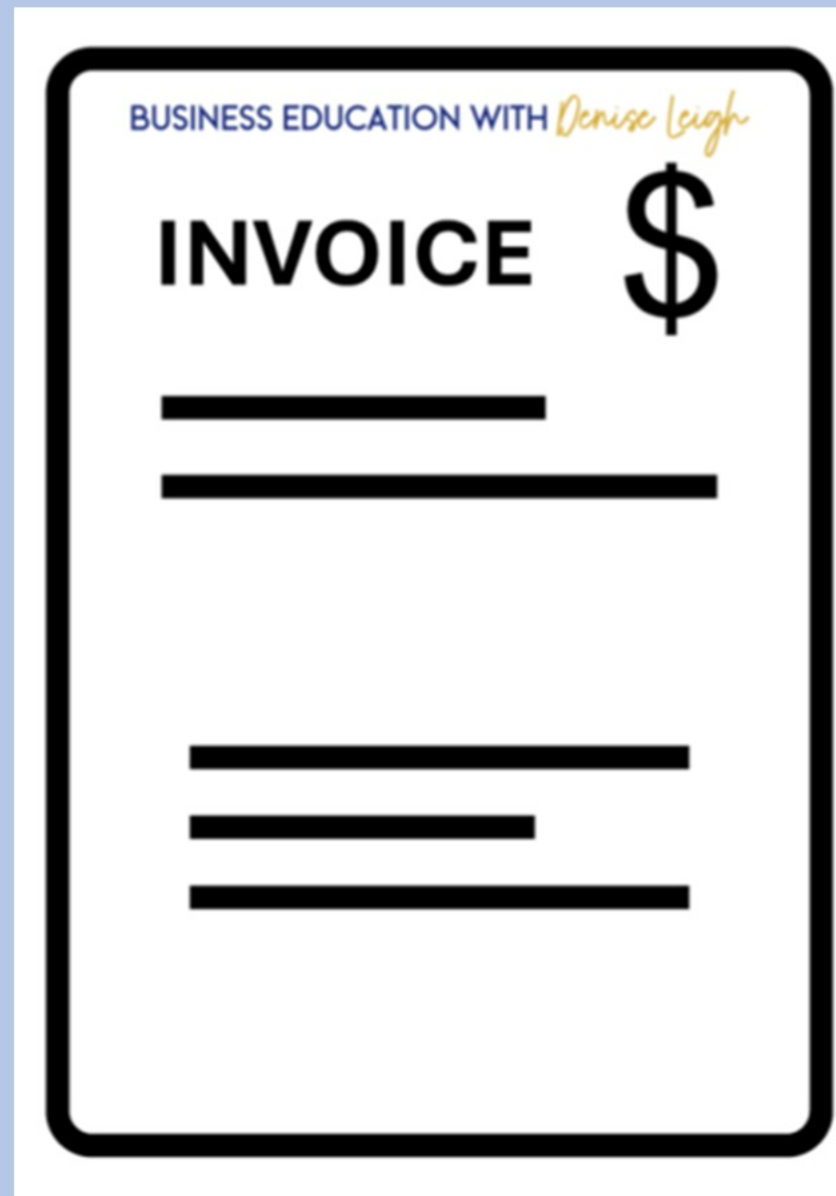
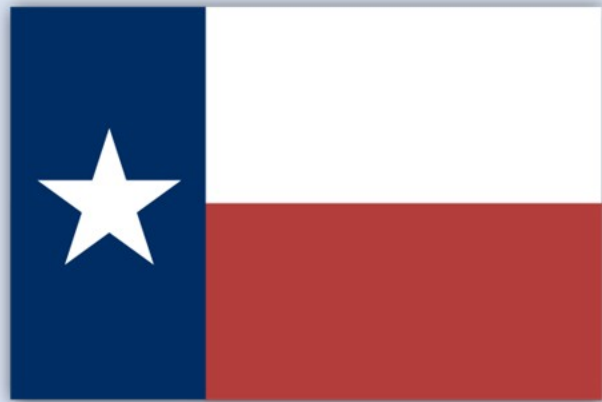


NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH *Denise Leigh*

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A FULL YEAR **TEXAS** ENTREPRENEURSHIP I COURSE

with **81** Lessons, Activities, & Projects

Includes:

- ✓ Teaching Sequence
- ✓ Pacing Guide
- ✓ Lesson Library
- ✓ 10 Entrepreneurship Units
- ✓ \$127.275 TEKS Standards Cross-Walked



A 12-PAGE LESSON LIBRARY INCLUDED



The files are Google Docs and Google 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.
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.

Management

Planning - as a Management Function <i>Teacher's Key/Student Example</i>	Students explore 9 types of planning, 9 steps in planning, and 6 steps to planning. 45 min
Organizing - as a Management Function <i>Teacher's Key/Student Example</i>	Exploration of 6 objectives of organizing, 5 features of organizing, and the organizing process in management as well as reasons of organizing and tips to effective organization. 45 min
Organization Collaborative <i>Slideshow/Bulletin Board</i>	Students create a collaborative slideshow for the 14 Principles of Management -can be made into a bulletin board. 25 min
Leading - as a Management Function <i>Teacher's Key</i>	Skills and Actions in leadership are explored as well as sources of power in leadership. The steps of leadership are also explained. 45 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 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	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 .

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

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 <i>Teacher's Key</i>	Explore 12 components of supply and demand. 60 min
Financial Capital for a Startup <i>Student Key Teacher's Key</i>	Intro to startup costs and operating expenses. 50 min

Law & Business Ethics

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 SEC and agencies that business owners need to be aware of. 40-50 min
Intro to Legal Documents	This takes about 40-45 min
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

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 for Entrepreneurs Page 2

Why People Buy	Great discussion activity 45-50 min
Branding	A case study on colors and brands 30-40 min

International Business

International Business Unit and Project	This is an interactive file where students move the container ships to the business ports. File takes 40 min Project takes about 4 days.
International W...	

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** a **Texas teacher** needs for success including many teacher notes, tips, and suggestions!

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.

TEKS §127.275
Standards are listed
in the margins of
each page.

Entrepreneurship Research & Types



<u>LinkedIn (2 activities)</u> Video to present how to 'Create a LinkedIn Profile' activity	Activity #1-Intro/discovery file of linkedin 10 min. Activity #2-Students create a LinkedIn profile 15 min. Activity #1 - TEACHER'S KEY Activity #2 STUDENT EXAMPLE to use as a guide to a key
<u>Entrepreneurs Introductory</u>	This intro to entrepreneurship takes about 40 min to complete.
<u>Entrepreneurs Who Moved Mountains!</u>	This file is a collection of lessons on 8 entrepreneurs who made a huge difference in their industry and business history. The goal is to do an independent assignment for each entrepreneur and then share their findings with the class. 1 hour
<u>Women Entrepreneurs</u>	This file is a collection of lessons on 8 women entrepreneurs who made a huge difference in their industry and business history. The goal is to do an independent assignment for each entrepreneur and then share their findings with the class. 1 hour
<u>Steps to Starting a Business</u>	Students go through this file by discussing each page and then giving students time to complete each page. This takes about 2 1/2 hours of class time with discussion.
<u>Different Types of Entrepreneurs</u> 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.
<u>Entrepreneurial Traits & Business Vocab.</u>	30 min assessment on personal traits and vocabulary common in the business world.
<u>Pros and Cons in Becoming an Entrepreneur-Teacher's Key</u> Added September 2025	25 min quick activity that sparks great conversation. Be sure to have a class discussion following the activity and ask student volunteers to share their highlighted items and give a reason why. Reflection is key in this activity.

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TEKS	Associated Skills	Associated Standards
§127.275	Professional & Participatory Skills	Business communication, professional behavior, meetings, teamwork, work ethic, ethics, leadership, feedback, critical thinking, responsibility
§127.275	Understanding Entrepreneurship	Entrepreneur vs. entrepreneurship, business sizes, routes to entrepreneurship, risks and benefits, entrepreneurship, innovation, free-market economy
§127.275	Business Structures & Ownership	Corporations, LLCs, franchises, partnerships, limited partnerships, sole proprietorships, management structures, shareholders, liability and taxes
§127.275	Entrepreneurial Self-Discovery	Career interests, aptitude, personality, strengths, weaknesses, characteristics of entrepreneurs, self-reflection

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

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

7 Lesson Unit

Introduction to Business

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



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TEKS 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> <u>Student Example</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 file.
<u>Teamwork</u>	This is a great file to use for your team building activities.
<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.

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

TEKS Standards
Cross-Walked
in the Margins

8 Lesson Unit

Management

Management

Planning - as a Management Function Teacher's Key/Student Example	Students explore 9 types of planning, 9 steps in planning, and 6 steps to planning. 45 mins
Organizing - as a Management Function Teacher's Key/Student Example	Exploration of 6 objectives of organizing, 5 features of organizing, and the organizing process in management as well as reasons of organizing and tips to effective organization. 45 mins
Organization Collaborative Slideshow/Bulletin Board	Students create a collaborative slideshow for the 14 Principles of Management –can be made into a bulletin board. 25 mins
Leading - as a Management Function Teacher's Key	Skills and Actions in leadership are explored as well as sources of power in leadership. The steps of leadership are also explained. 45 mins
Strategies for Effective Management of People at Work Teacher's Key	14 strategies for effectively managing people are listed and explained followed by a brief reflection. 40 mins
Controlling - as a Management Function Teacher's Key	Five key aspects of controlling are explained as well as the reason for control in management. Tools, techniques and challenges are also listed and explained. Management by objective is outlined. 45 mins
Management Functions - Camp Assessment Teacher's Key/Student Example	Students use their critical thinking skills to analyze the tasks of camp counselors in their management roles. 40 mins

PREVIEW

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

TEKS Standards Cross-Walked in the Margins

7 Lesson Unit

Entrepreneur & The Business Plan

Entrepreneur & the Business Plan

PREVIEW

<u>SMART Goals</u>	This is an introduction to SMART goals and prompts students to apply what they learned. (45 min)
<u>SWOT Analysis notes pages</u>	Project slide 2 on your white board and slide 3 to your students. 25 min
<u>SWOT Application</u>	Application file to be used after the above. (35-40 min)
<u>PEST Analysis</u> <u>Teacher's key</u>	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
<u>Business Plan File</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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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
Google Ads	Intro to Google
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)

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Estimated
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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 Student Example	Student den This

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TEKS 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
Consumer Laws	This is an intro to the Federal Trade Commission and consumer protection laws. 50 min.
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 S... of 40-50 min.
Intro to Legal Documents	This takes about 40-45 min.
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	Takes about 60 min.



Estimated
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**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 General and Accounting Ethics Each file takes 45 min.
Financial Statement Analysis 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.



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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
Easter Spending Spring Activity	Entrepreneurs should be aware of spending and buying trends. This case study focuses on Easter. 45 min
Earth Day Great to do in April for Earth Month	Included 2 activities. About 1 hour
Business Co-Op	Students will be able to create a business plan for each business. About 1 hour
Human Resources	7 lessons. 40 min each
Inventory Management	This is a robust activity. 2 hours
CEO Career Study	A study on employees and pay. No teacher's key as answers will vary. 40 min.
Marketing Writing Prompts ...more writing prompts	GREAT for bell-ringers or exit tickets. Each are about 5 minutes to complete.

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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	Great assessment! Students need to have learned SWOT Analysis, Marketing Mix, and USP. 45 min. to complete the file. I give them 1 class period to learn to make a good paper airplane (from youtube or other research) and create the airplane. We spend another class period having fun and flying our paper airplanes outside or in the hallway. I always gave prizes for the airplane that flew the furthest and a prize for the one decorated the nicest. (3-4 class periods total)
Billionaire Research	Collaborative slide file what can be made into classroom decor or a student-created bulletin board. 45 min. To complete, the slide and another class period or two for students to take turns presenting their slides.
Food Truck Project - Capstone	A Great FINAL Assessment 1 week to complete and another 2 or 3 class periods (depending on how many students you have in your class) for students to present their projects to the class.

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**



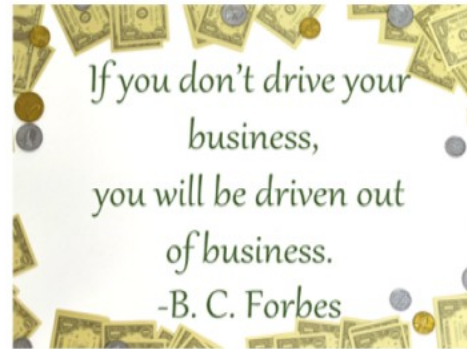
JUST PRINT, CUT & HANG BULLETIN BOARD

BUSINESS EDUCATION WITH *Denise Leigh*

13 Quotes Posters from Entrepreneurs from Various Backgrounds



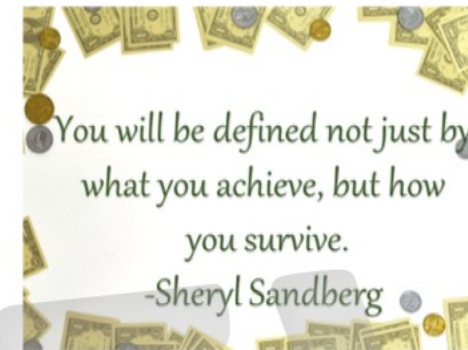
If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success.
-John D. Rockefeller



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



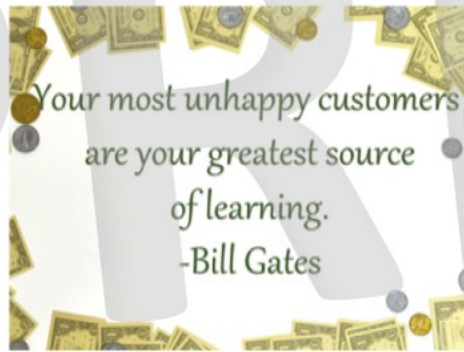
You will be defined not just by what you achieve, but how you survive.
-Sheryl Sandberg



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



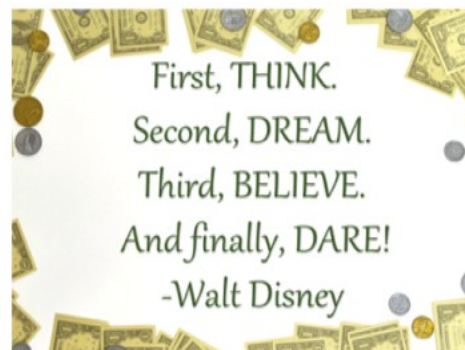
Do what you love and success will follow. Passion is the fuel behind a successful career.
-Meg Whitman



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

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