

# Introduction to Business

## (BUSINESS ESSENTIALS)

# PRINTABLE INTERACTIVE NOTEBOOK

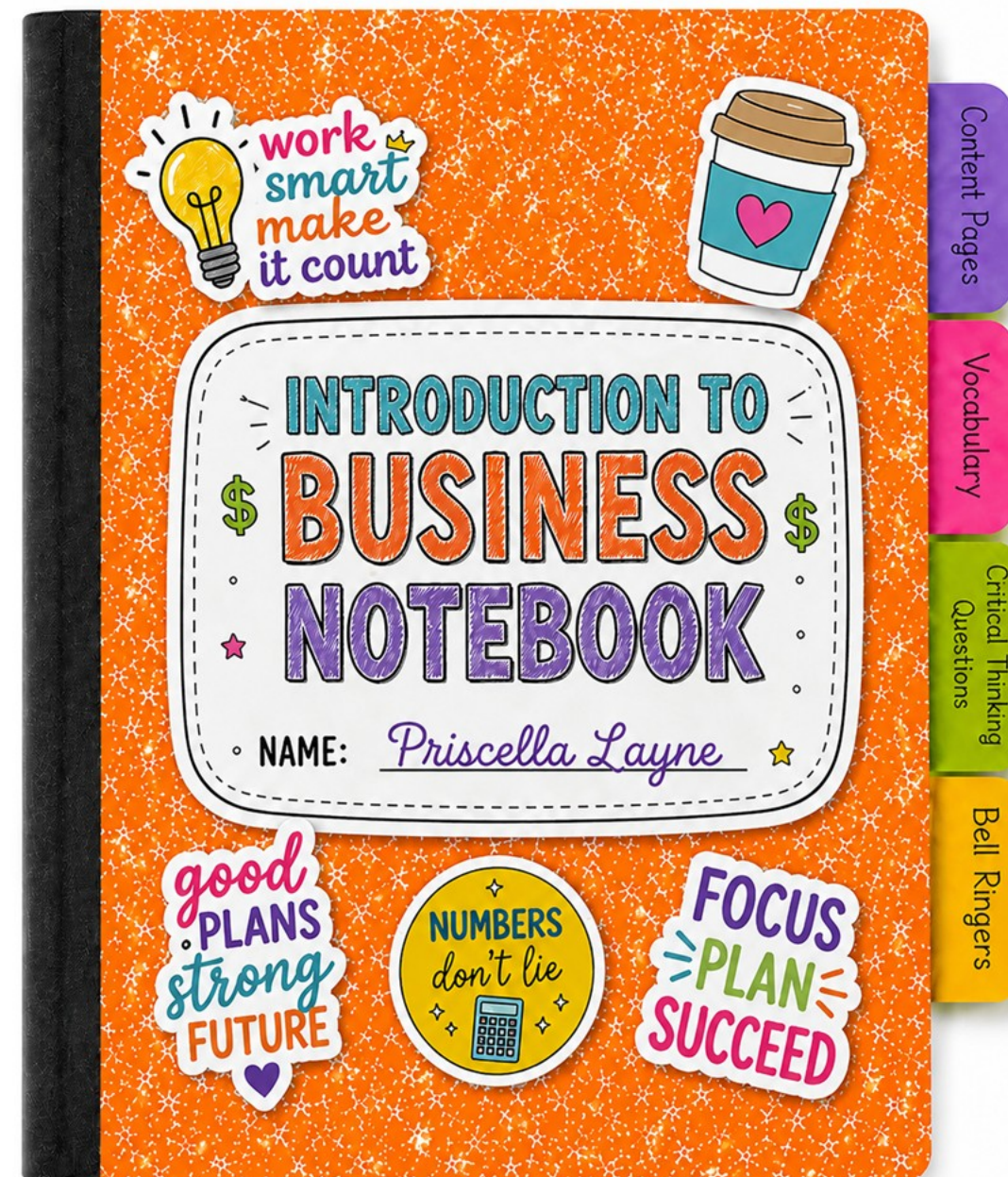
**FUN Note-Taking!**

**Great for  
Device-Free Days!**

**Middle School /  
High School**

**NO PREP!  
SAVES YOU TIME!**

BUSINESS EDUCATION WITH *Denise Leigh*

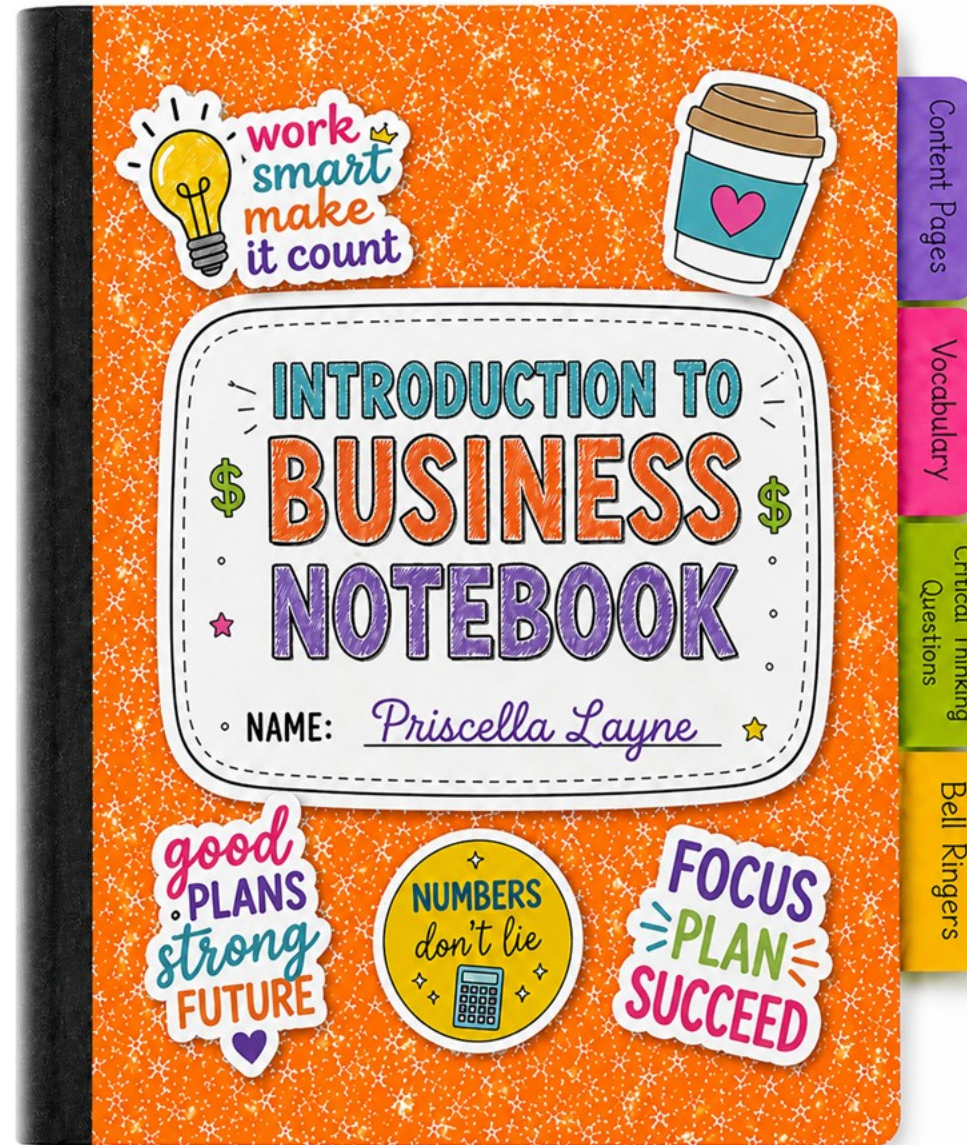


# Includes a 36-Page Printable Notebook

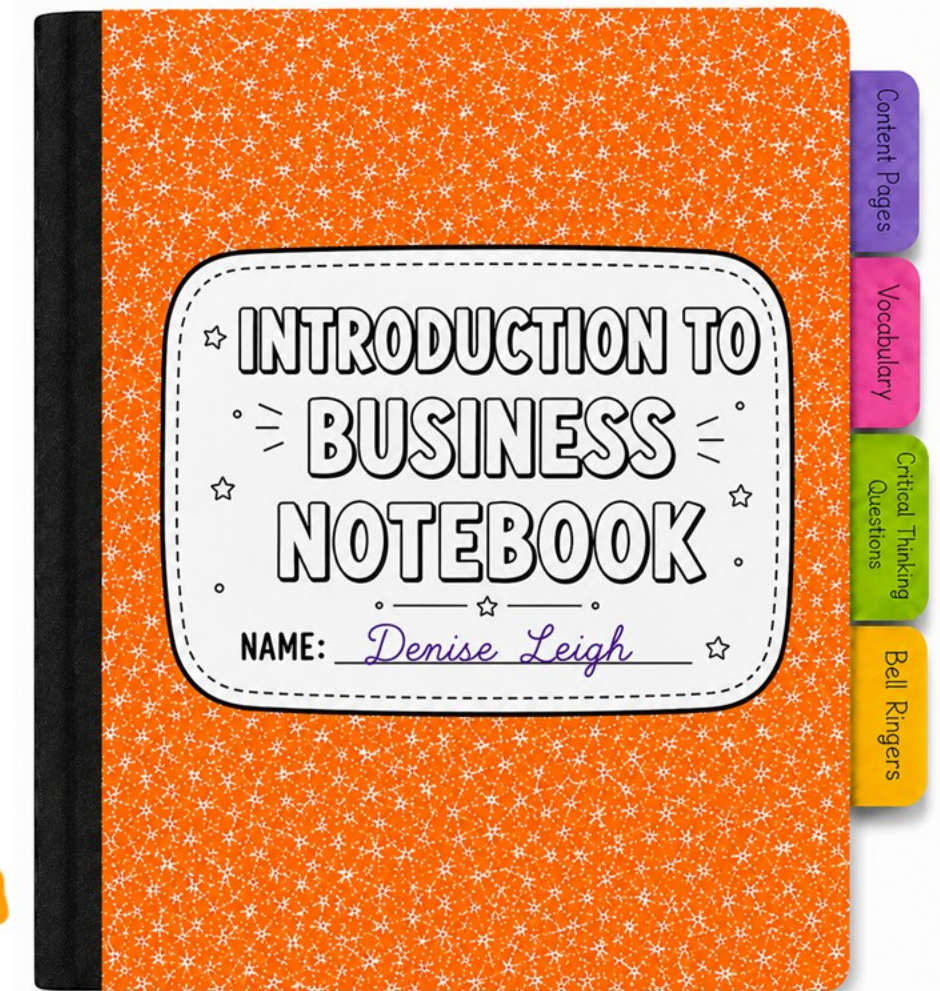
## GREAT FOR:

- ✓ Independent Work
- ✓ Bell Ringers
- ✓ Exit Tickets
- ✓ Homework
- ✓ Formative Assessments
- ✓ Tech-Free Learning Activities

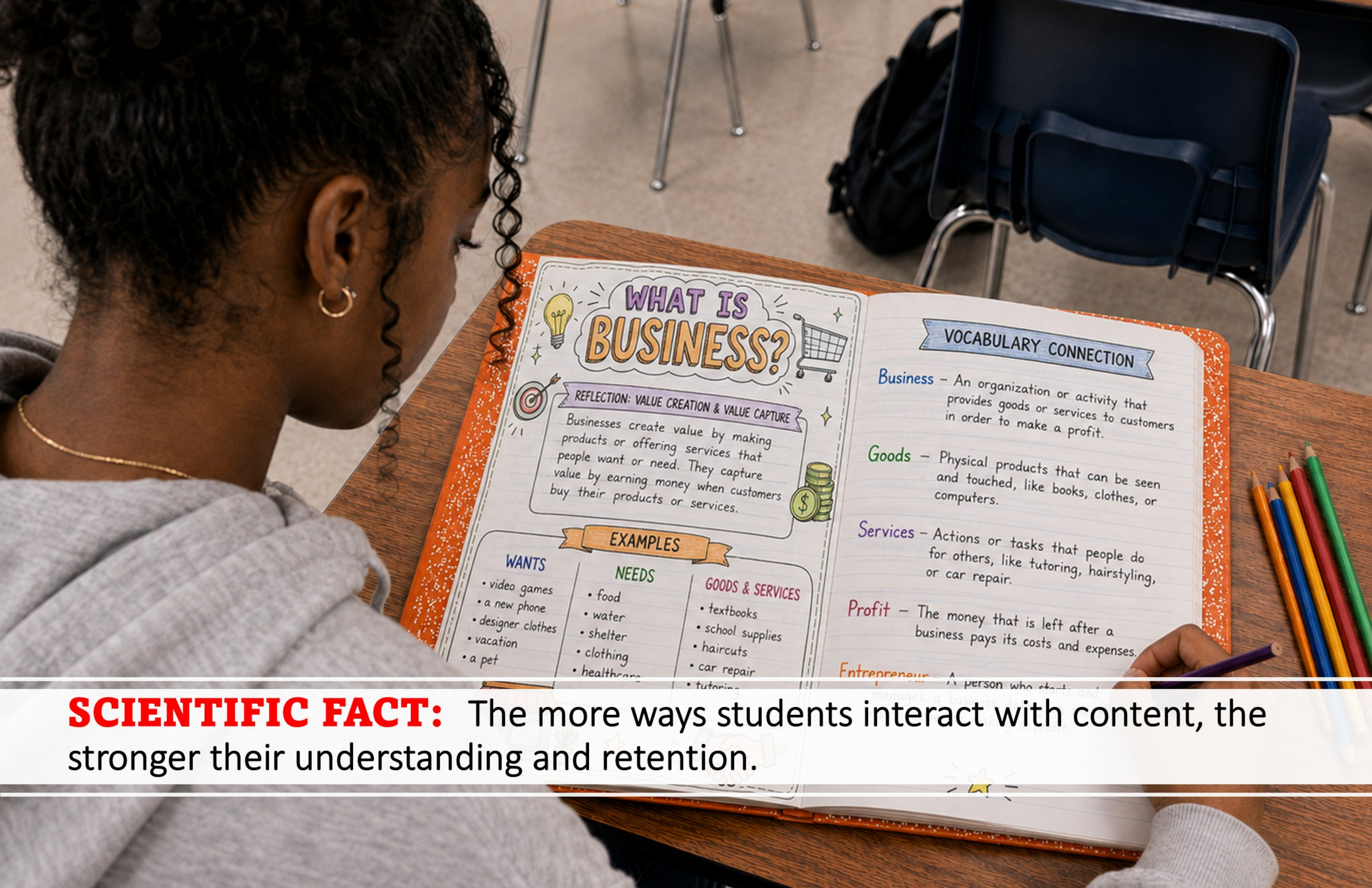
**COMPOSITION NOTEBOOK NOT INCLUDED**



**Student Version**



**Teacher Version w/  
Answer Keys Included**



# WHAT IS BUSINESS?



## REFLECTION: VALUE CREATION & VALUE CAPTURE

Businesses create value by making products or offering services that people want or need. They capture value by earning money when customers buy their products or services.



## EXAMPLES

### WANTS

- video games
- a new phone
- designer clothes
- vacation
- a pet

### NEEDS

- food
- water
- shelter
- clothing
- healthcare

### GOODS & SERVICES

- textbooks
- school supplies
- haircuts
- car repair
- tutoring

## VOCABULARY CONNECTION

**Business** – An organization or activity that provides goods or services to customers in order to make a profit.

**Goods** – Physical products that can be seen and touched, like books, clothes, or computers.

**Services** – Actions or tasks that people do for others, like tutoring, hairstyling, or car repair.

**Profit** – The money that is left after a business pays its costs and expenses.

**Entrepreneur** – A person who starts and manages a business.

**SCIENTIFIC FACT:** The more ways students interact with content, the stronger their understanding and retention.

## Includes Teacher Instructions & Grading Suggestions

### Teacher Instructions

This interactive notebook is designed to help students organize course content while building understanding through writing and reflection.

Each lesson follows the same format:

1. **Content Page** – Students begin by adding the content page to their interactive notebook. I recommend projecting the **Teacher Version** so students can copy the completed notes onto their page. This keeps everyone on the same page and provides access to the notes throughout the course.
2. **Vocabulary** – After the content page has been turned out in the notebook, have students record the key vocabulary terms. On the opposite notebook page, students should record the meaning and complete the definition or explanation.
- Critical Thinking Questions** – Each lesson includes several critical thinking questions that encourage students to apply what they have learned. These questions work well as independent practice, partner discussion starters, exit tickets, or homework. They are also an excellent option for days when you want to provide a meaningful, technology-free learning activity.

\*The teacher's file deliberately does not include answer keys to the critical thinking questions as answers will vary and responses are subjective.

\*The bell ringers/exit tickets will be best delivered if written on the board each day and answered by students directly in the notebook on plain notebook paper.

By following this consistent structure throughout the course, students will create a notebook that serves as both a **study guide** and a valuable reference for future lessons and assessments.

### Grading Suggestions

I recommend grading your students' interactive notebooks throughout the course. This encourages students to stay caught up, take pride in their work, and put effort into each lesson.

Consider grading the following:

- **Notebook participation** – Students complete the required notebook activities.
- **Organization and neatness** – Pages are in order, easy to read, and well maintained.
- **Critical thinking questions** – These responses show that students understand and about the content.

A simple grading method is to assign a point for each critical thinking question. For all 5 points, students should write a thorough complete response that demonstrates they understand the content. Responses should go beyond a one-word or one-sentence answer and include enough detail to explain their thinking.

\*I always gave notebook grades each grading period--not each week



Write these terms in your notebook and define them.

Entrepreneur

Profit

Liability

Investment

Risk

Franchise

Dividend

Stock

Incorporation

Ownership

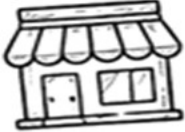
Interest

on with Denise Leigh ©

**Vocabulary Connection**

**THINK LIKE A BUSINESS OWNER!**

Use what you know about the types of businesses and ownership to think critically and explain your ideas.

 1. How might the type of business ownership affect how decisions are made? Give an example. 



 2. What are some advantages and disadvantages of a corporation compared to a partnership? 

 3. If you were starting a business, which type of business ownership would you choose and why? 

Business Education with a Twist

I also included critical thinking questions.

PREVIEW



## BUSINESS BASICS



### CRITICAL THINKING QUESTIONS

1 What is the role of an entrepreneur in starting a business? How do entrepreneurs create value for customers and the business?



2 What are the similarities and differences between a small business and a big business? Give examples.



3 Why is it important for businesses to understand the needs of their customers? How can this understanding help a business be successful whether it is small or large?



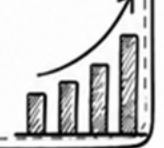
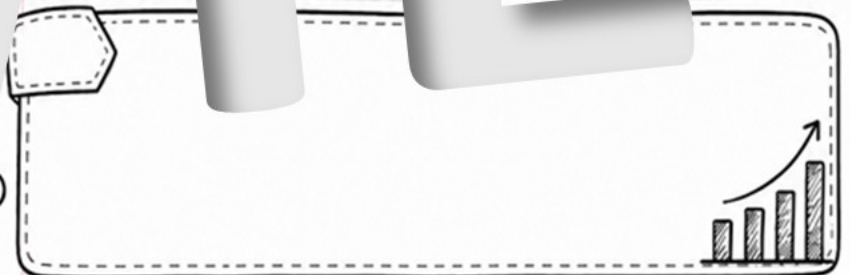
Business Education with Denise Leigh ©



## BELL RINGER



Answer each question in the space provided.



I also included bell ringers.



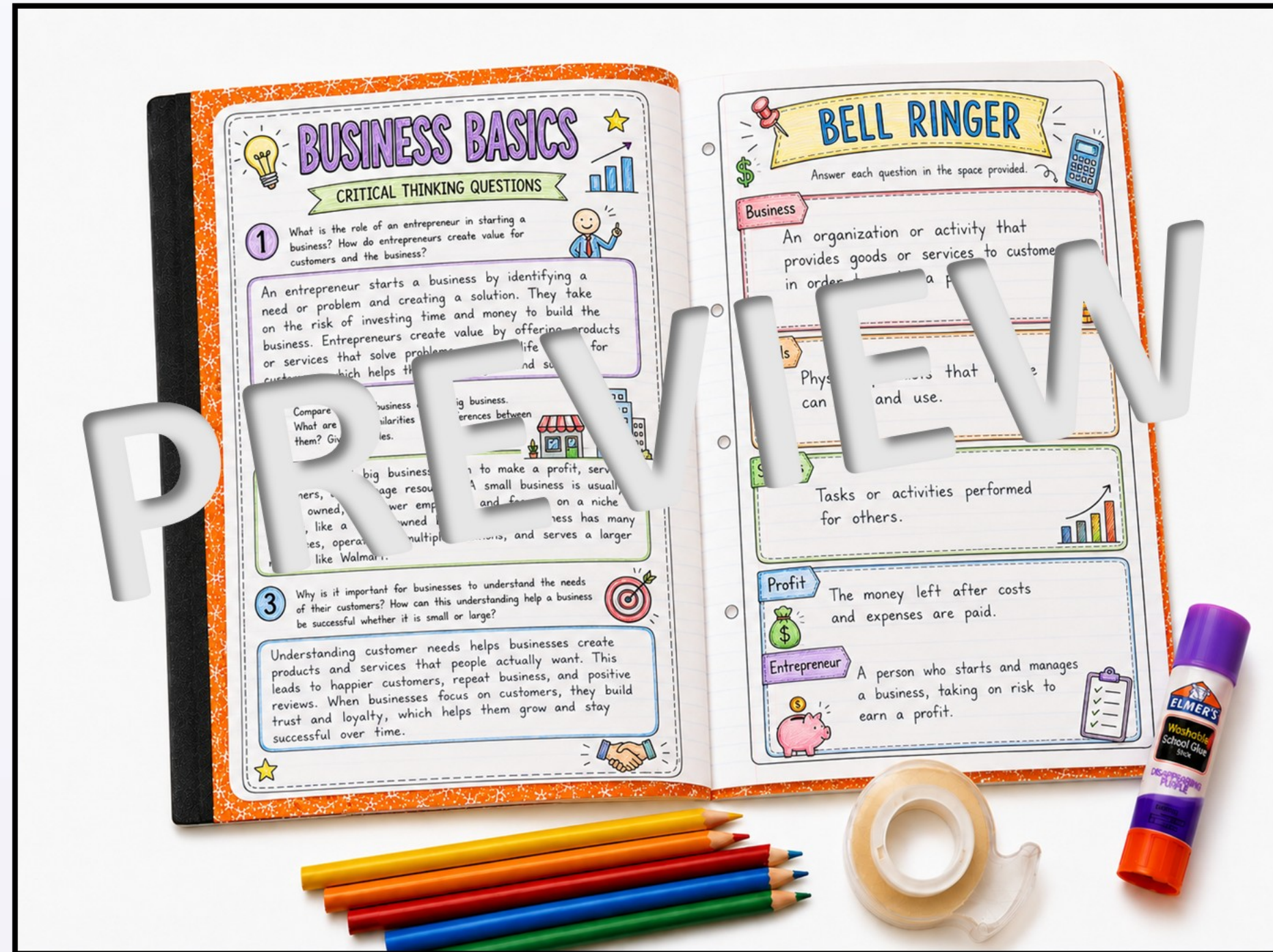
2 cover sticker versions included depending on the name of your class.



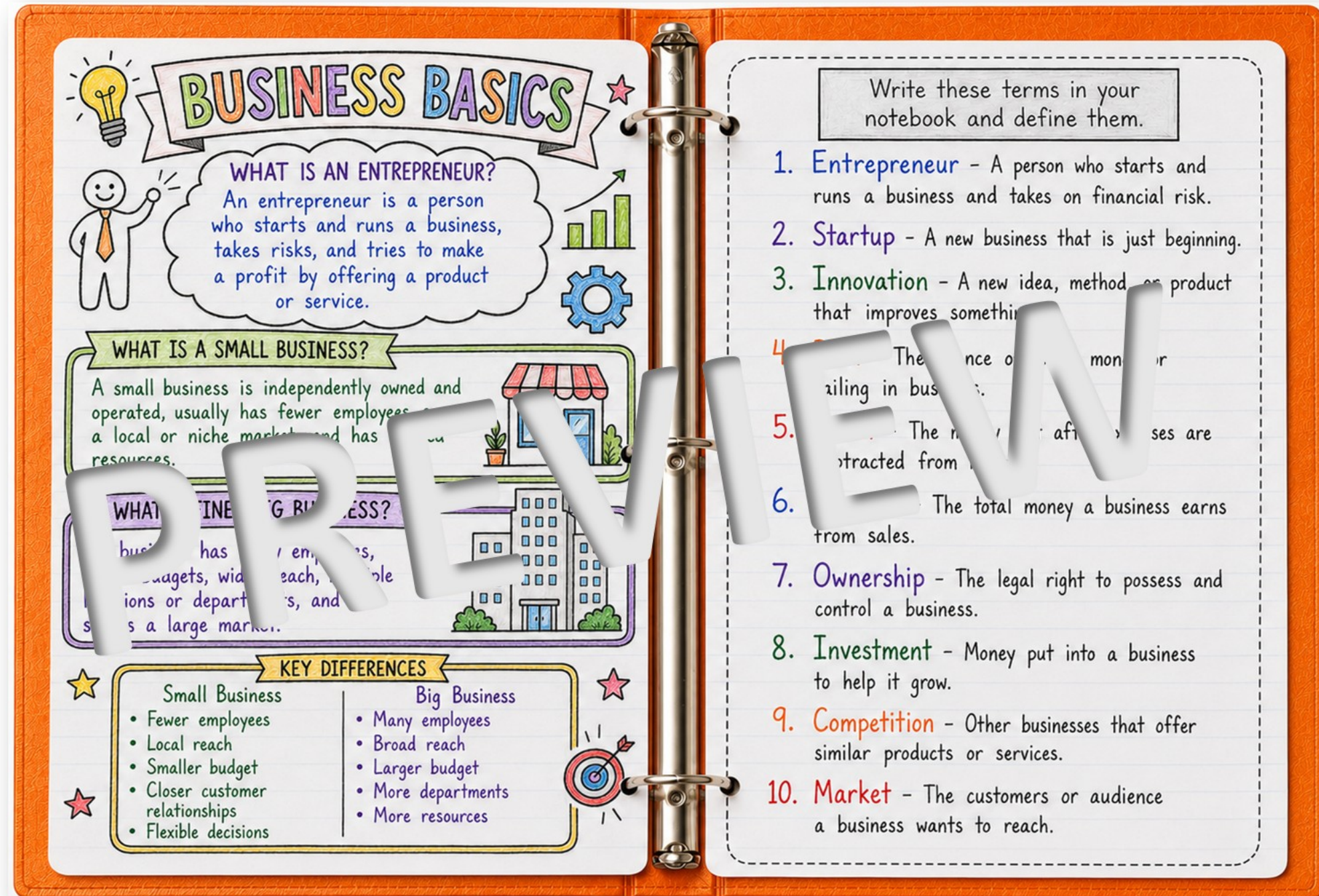
I also included FUN stickers.

Use  
tape or glue sticks  
to attach the pages  
to the notebook.

Students write  
vocabulary words  
directly on the  
notebook pages.

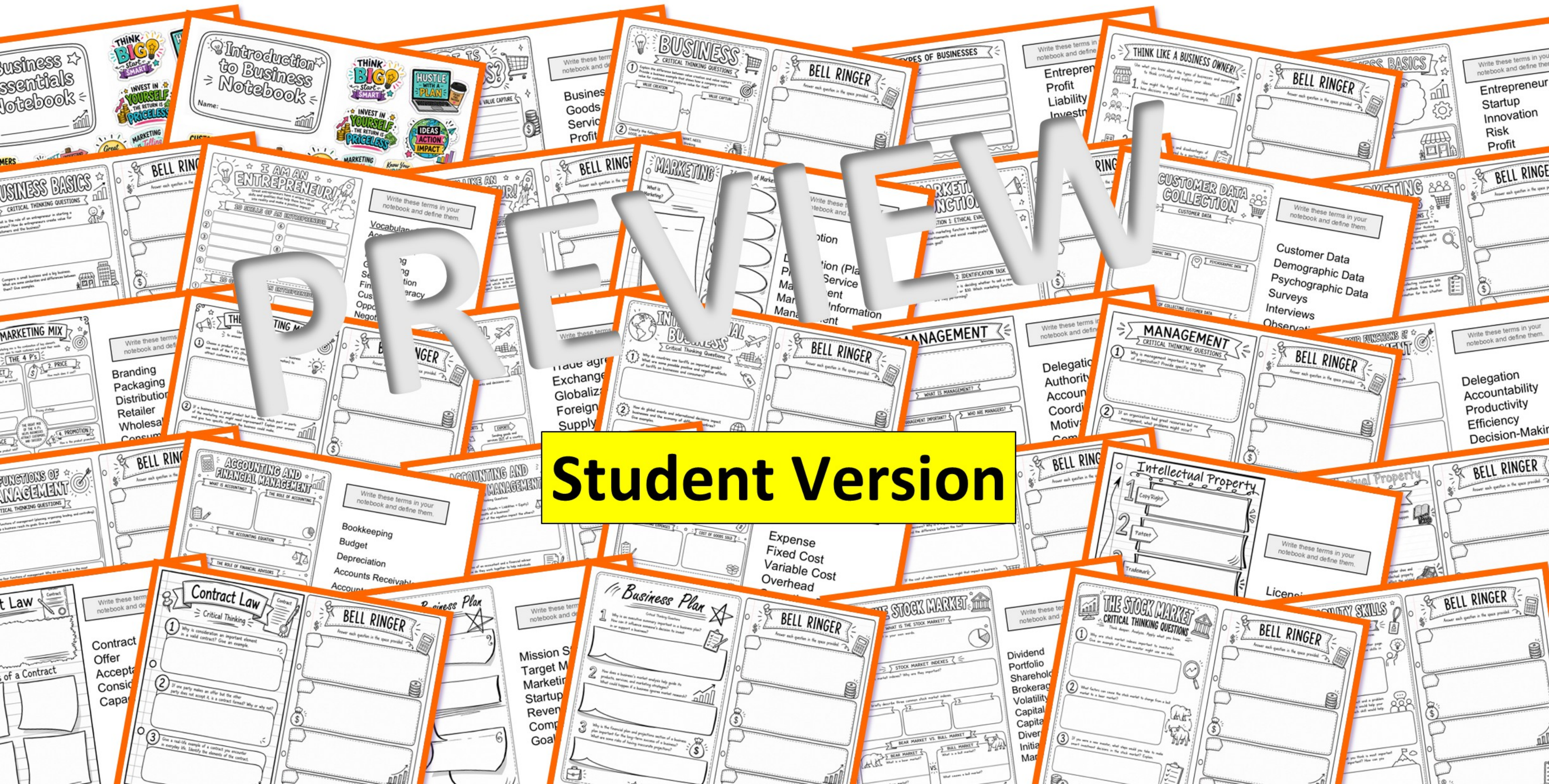


Some teachers told  
me they prefer  
**FULL-SIZED SHEETS**  
for a 3-ring binder  
so, I added that size  
too!



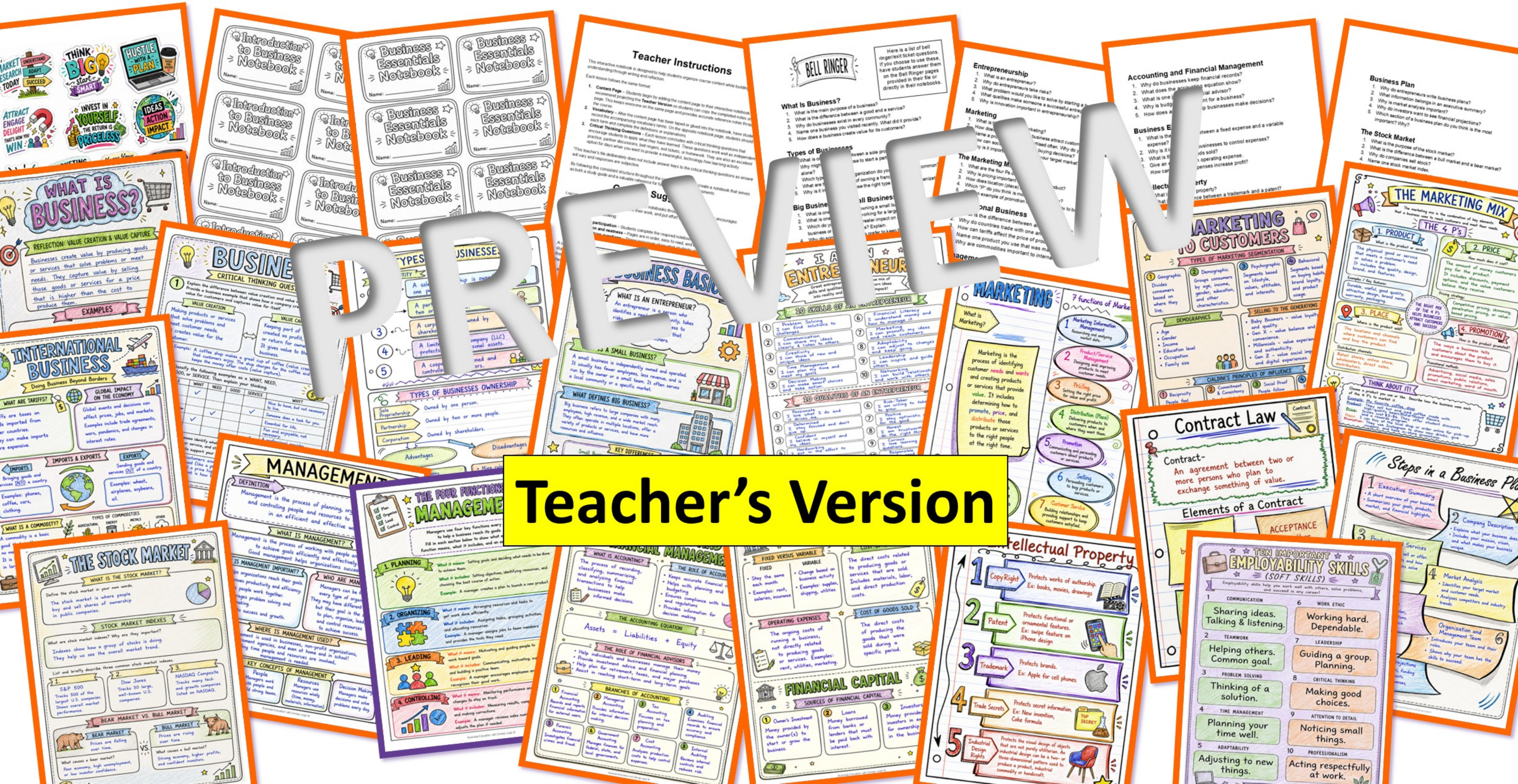
# Interactive Notebook Preview

Great Supplement Materials for Intro to Business Class



# Interactive Notebook Preview

## Great Supplement Materials for Intro to Business Class



Teacher's Version

THIS INTERACTIVE  
NOTEBOOK GOES  
GREAT WITH MY  
**INTRODUCTION  
TO BUSINESS –  
FULL YEAR COURSE**

# Introduction to Business (Business Essentials) **FULL YEAR COURSE**

## THE MULT-PREP BUSINESS EDUCATION TEACHER TOOL KIT

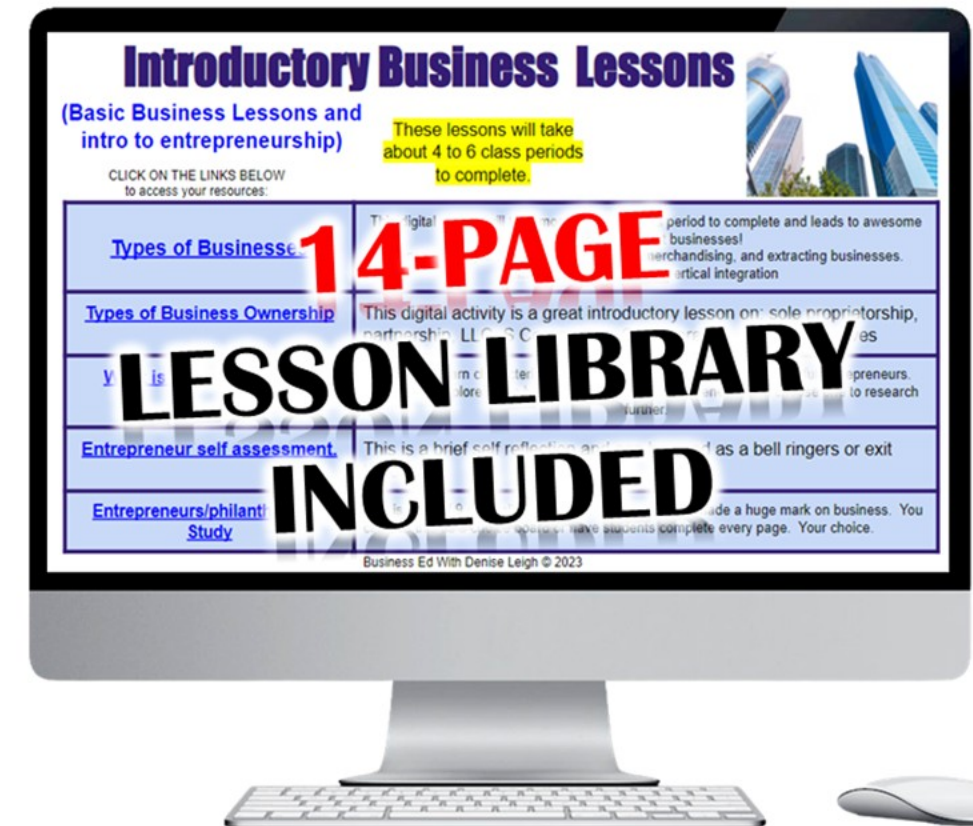
that will be your  
Lifeline!

TONS of **NO PREP** lessons

**10** Standard-Based  
Business Education  
Units...

Enough for an

**ENTIRE SCHOOL YEAR!**



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.

