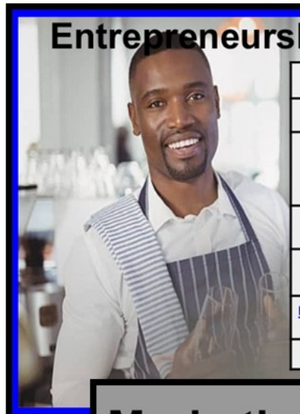
Are you a Pennsylvania Nonpublic or Private School?

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



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.
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	Quick 10 min assessment on personal traits.

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.
Time Management	I recommend that you use paper plates for this activity. With discussion, it takes about 35 min.
Traits Self Assessment	Many character traits are discovered in this activity. It takes about 20 min.
mployability Skills	Self Assessment 25 min.

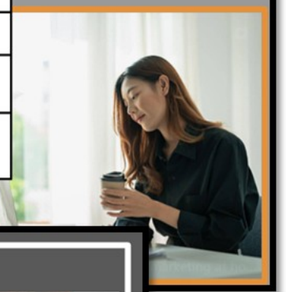
Entrepreneur & the Business Plan



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 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	Students choose 4 of the celebrities/athletes in which to analyze the demographics of the fans/followers. This can be used as an assessment.



Marketing for Entrepreneurs Page 2

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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



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.	What is Accounting? The Accounting Equation Financial Statements GAAP 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.

Entrepreneur Projects and Activities



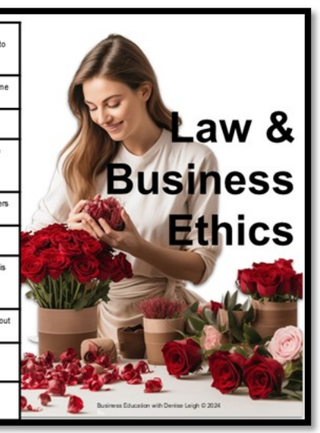
Business Quest	Get kids out of their seats and "gamefy" their business lesson. They will need scissors, glue, markers. Be sure to display these! My students look three 42 min. Class periods to complete this.
Holiday Market Pop-up Project	It took my students about five 42 min. class periods to complete this project.
Paper Airplane Project 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.

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 ½ 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.



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 conversion. 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.



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.

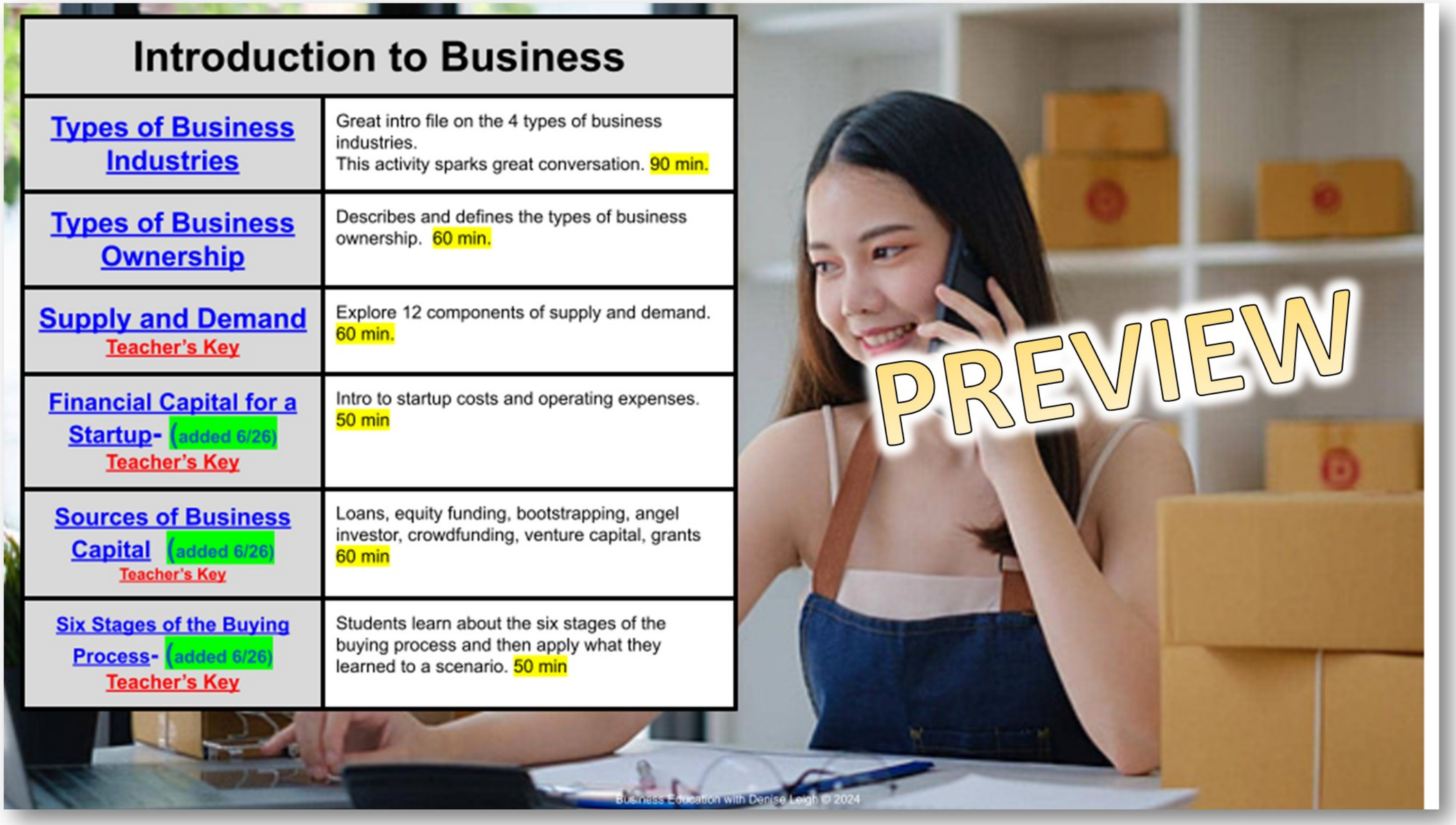


II. Entrepreneurial Trends
- Examine emerging trends and their impact on entrepreneurship.
- Assess the influence of global trends on new business ventures.

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.

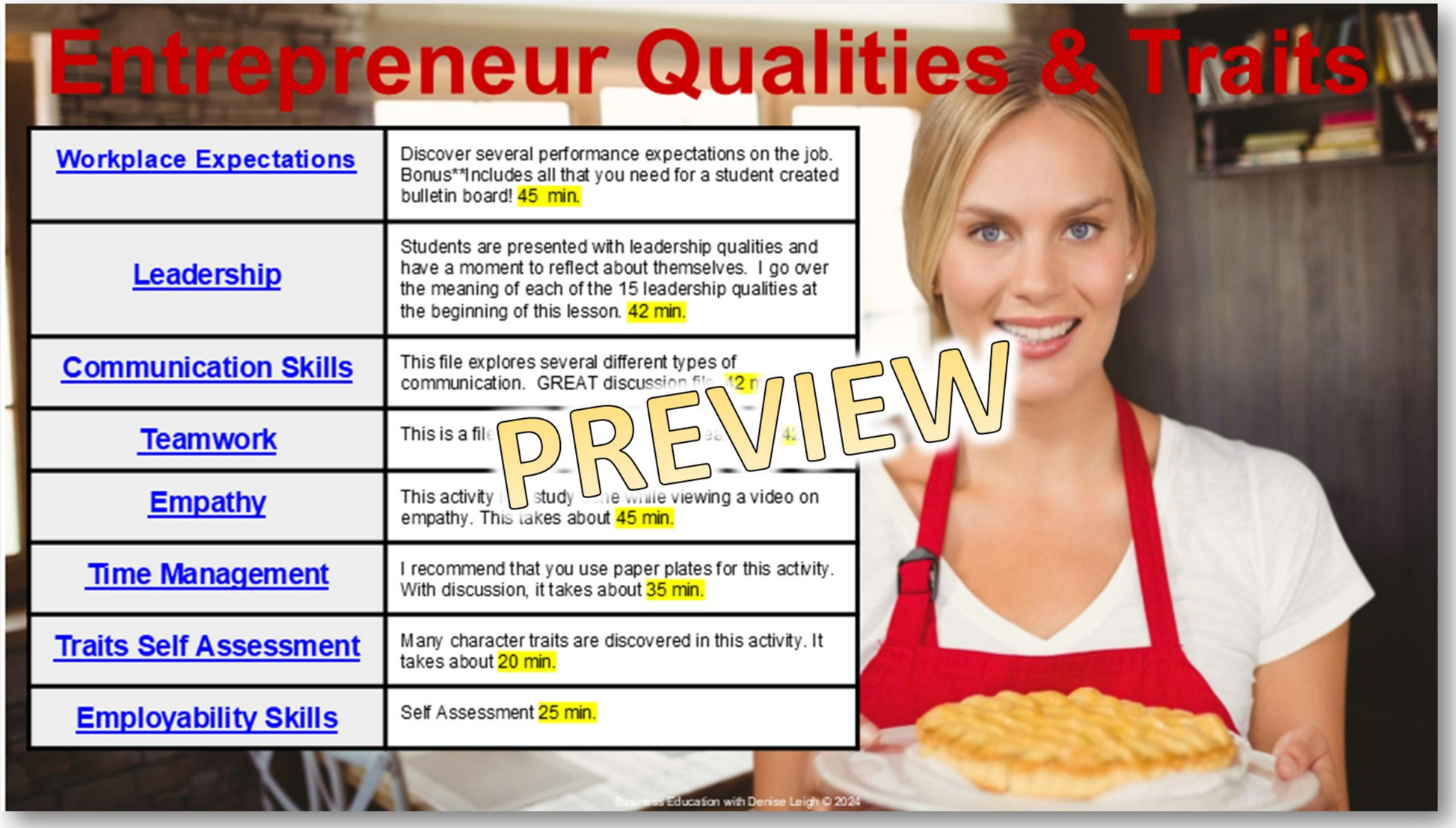
7 Lesson Unit

Introduction to Business



6 Lesson Unit

Entrepreneurship Qualities & Traits



8 Lesson Unit

Entrepreneur & The Business Plan



5 Lesson Unit

Marketing for Entrepreneurs



12 Lesson Unit

Law and Business Ethics for Entrepreneurs

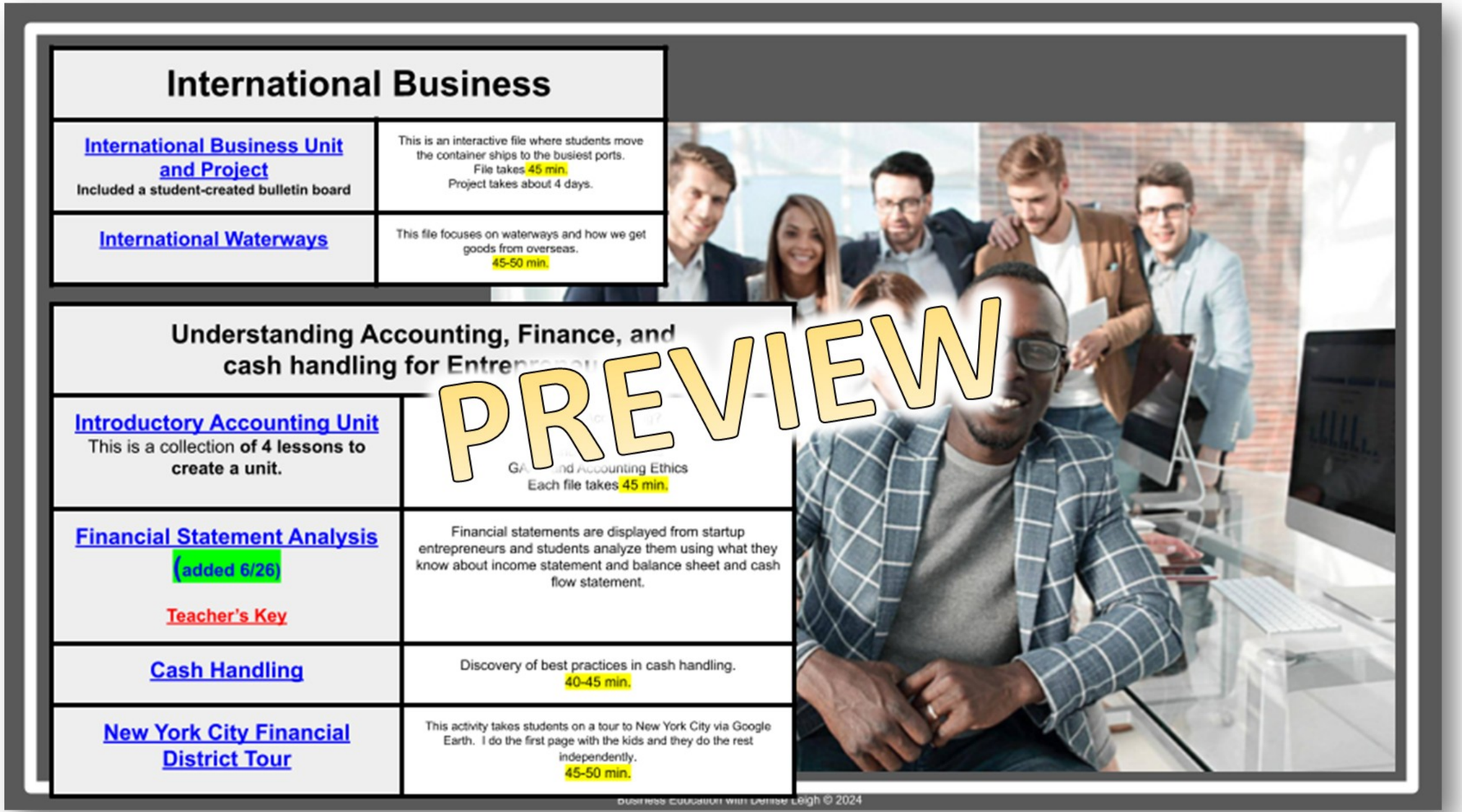
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PREVIEW

9 Lesson Unit

International Business Unit & Understanding Accounting for Entrepreneurs



2 Lesson Unit / 4 Lesson Unit

Entrepreneur Projects and Activities

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PREVIEW



Business Education with Denise Leigh © 2024

Projects and Activities



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Food Truck Project - Capstone	A Great FINAL Assessment 1 week

PREVIEW

12 Projects and Activities – including a Capstone

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



Makes a GREAT Entrepreneurship FINAL Project!

Need a **Semester Entrepreneurship** Course in the NPIS system?

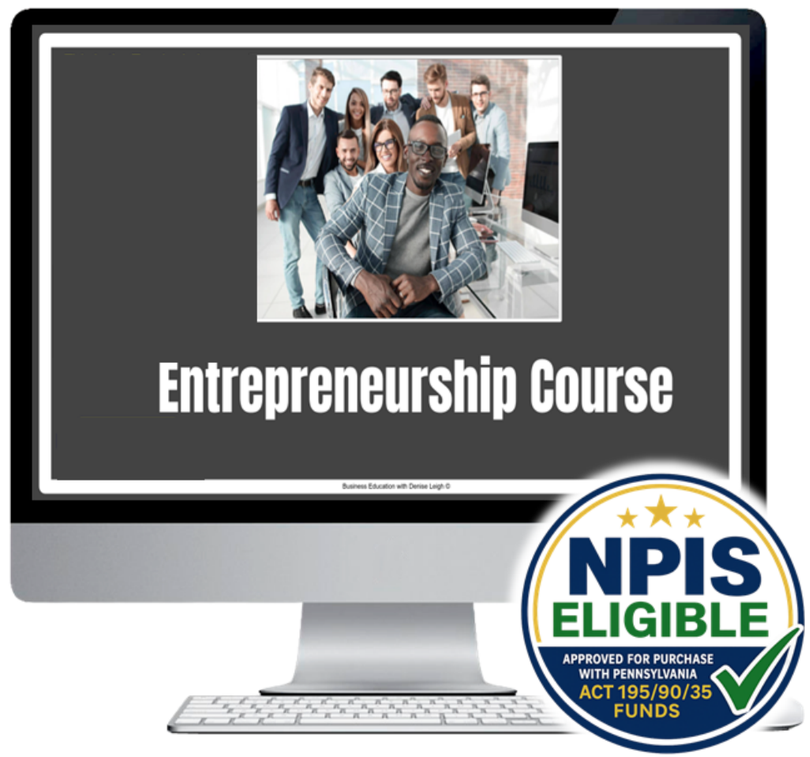
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46 Lessons, Projects, & Activities for a SEMESTER ENTREPRENEURSHIP COURSE!

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.

