



Micro-Enterprise Curriculum



Student
Workbook

Elementary Module 1: General Business

In this module, students learn the basics of what it means to be a business in today's society. They discuss responsibilities, goal setting, ethical codes, and how to measure success.

Funded by



Pre-Assessment Questions

Goal: Students are able to define different types of businesses, understand responsibilities, and be able to discuss their personal values.

1. What is a business?

2. What is the business owner called? Is there a title?

3. Would you like to own your own business? Why or why not?

4. Is every business owner rich? Why or why not?

5. What is a customer?

6. What is a vendor?

7. What does it mean to negotiate?

8. What is an entrepreneur?

9. What does it mean to be successful?



Owning YOUR Business

Define, in your own words, each of the following words. Then, using the chart below, list the positive and negative aspects of each.

1. Employed

2. Self-Employed

3. Entrepreneur

	Positive Aspects	Negative Aspects
Employed		
Self-Employed		
Entrepreneur		

After you have defined each and listed the positive and negative aspects of each, please write a short paragraph explaining which you feel best suits you. Why? What personality characteristics do you have that make you feel this way?



Being Responsible: What do I do?

In the first column, make a list of your responsibilities. What are your responsibilities at school? At home? With your family? With your friends?

Then, in the second column, make a list of your parent's responsibilities. What are their responsibilities at work? At home? With your family? In society?

Individual Responsibilities	Parent Responsibilities

Now ask your parents / caregiver to do the same. Have them list your responsibilities in the first column, and their responsibilities in the second.

Individual Responsibilities	Parent Responsibilities

How are the lists different? Why are your lists different? Talk with your parent/ caregiver to see how you can work to make the lists the same.

NOTE TO PARENTS: The responsibilities do not have to be all financial. They can be as simple as waking up on time and walking the dog, to as difficult as having money to pay medical expenses, bills, retirement, or car payments, etc.

Goal Setting For Future Success

Setting YOUR Goals

Use the space provided to list 5 goals you have. Then use the three lines below to list three steps to achieve each goal.

For example:

If one goal is to get an "A" on your science test, three steps to achieve that goal may be:

1. Study more.
2. Make sure all science homework is finished.
3. Find a tutor or ask the teacher for additional help.

My Goals:

1. _____
1. _____
2. _____
3. _____

2. _____
1. _____
2. _____
3. _____

3. _____
1. _____
2. _____
3. _____

4. _____
1. _____
2. _____
3. _____

5. _____
1. _____
2. _____
3. _____

Characteristics of Successful Entrepreneurs

Making Your Business Successful: What Does It Take?

In trying to think of an occupation to have for the rest of your life, it better be something you enjoy! Below are a few tips and suggestions on choosing a Micro-enterprise that fits your personality. Next to each tip, write why you feel that would be important.

Characteristics of Successful Entrepreneurs

1. Love what you do!
2. Believe in yourself and your product or service you offer.
3. Always have a plan and know where you're going!
4. Manage your money well.
5. Know how to sell.
6. Treat your customers well.
7. Be positive.
8. Know what your customers want.
9. Know your competition.
10. Offer better products and services than your competition.
11. Be available.
12. Be active in your community.
13. Get organized.
14. Take time off when you need it.
15. Focus!



Running a Successful Business

Great Leaders: What Does It Take?

Think of someone you consider a great leader. What characteristics make them great leaders? What characteristics make a great manager? Do you have the same characteristics? What characteristics do you have that would make you a great leader?

As we often choose our role models from television shows or movies, let's think of an example of a great leader from a movie. Answer the questions below, then draw the character on a separate sheet of paper.

1. What movie did you choose to discuss:

2. Why did you choose this movie?

3. What character in the movie is a great leader?

4. Were they always a great leader? Why or why not? Give an example.

5. Does the character have confidence in the beginning of the movie? Why or why not? Give an example. _____
6. How did they become a great leader? What event, or what person made them a leader?

7. Did they love being a leader? Why or why not? Give an example.

8. Does the character have confidence at the end of the movie? Why or why not? Give an example. _____
9. How did they motivate others? Why is this important?

10. How does this movie character compare with you? What would you have done the same as the character? What would you have done differently?

YOUR Values and Business



Running a Successful Business

Business ethics are your personal values as a business owner. Here are a few examples of situations that would involve business ethics.

Answer the following questions, and be as truthful as possible.

1. In the past year, have you: (circle any, or all that apply)
 1. Told a lie
 2. Downloaded a song without paying for it
 3. Made fun of another student
 4. Cheated on a test or homework assignment
 5. Posted untrue information on social media pages, like Facebook
 6. Cheated in sports

2. In the past year, do you know a friend that has done the following? (circle any, or all that apply)
 1. Told a lie
 2. Downloaded a song without paying for it
 3. Made fun of another student
 4. Cheated on a test or homework assignment
 5. Posted untrue information on social media pages, like Facebook
 6. Cheated in sports

3. Do you think people who are honest, treat people well, and have good business ethics are more or less successful as business owners? Explain your answer. _____

4. In taking a history test, you notice a friend copying off another student's test.
 1. Do you tell the teacher? Why or why not? _____
 2. Do you confront your friend? Why or why not? _____
 3. If you choose to keep this to yourself, do you feel guilty? Why or why not? _____
 4. If you choose to tell the teacher, do you feel guilty? Why or why not? _____

5. Imagine you are selling "Homemade Cookies" for extra money. A friend gives you packaged cookies from the store and wants you to sell them as homemade and tells you, "no one will know the difference." Do you sell them as your own? _____

continued

Running a Successful Business

YOUR Values and Business

Answer the following questions, and be as truthful as possible.

6. Before school, one of your friends asks if they can copy your homework as they forgot to do theirs and can't afford to receive a "0" on the assignment. What do you do? Why?

7. Do you feel it's important to treat others the way you want to be treated? Why or why not?

8. You have a great idea for the school science fair and tell one of the other students. As soon as you finish sharing your idea, the student submits your idea to the teacher as their own. What do you do? _____



Micro-Enterprise Curriculum



© 2016 Funds2Orgs, LLC

Funds2Orgs, LLC reserves all rights of reproduction and all copyrights in designs and program creations in the Teacher Edition, High School Micro-enterprise Curriculum, created by Funds2Orgs, LLC as well as the preliminary design and any incidental works made therefrom.

All materials, including, but not limited to any marketing materials, data or information developed or provided by Funds2Orgs, LLC are and will remain the sole and exclusive property of Funds2Orgs, LLC and its Affiliates. Unauthorized copying, reverse engineering, decompiling and creating derivative works are expressly forbidden. No part of the content may be otherwise or subsequently reproduced, downloaded, disseminated, published, or transferred, in any form or by any means, except with the prior written permission of and with express attribution to Funds2Orgs, LLC. Copyright infringement is a violation of federal law subject to criminal and civil penalties.