



Micro-Enterprise Curriculum



Student
Workbook

High School Module 1: General Business

What it means to be a business in today's society.
Discuss responsibilities, goal setting, ethical codes,
and how to measure success.

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Recognizing Responsibilities

Owning Your Own Business

Make a list of your responsibilities, and also the responsibilities of your parents or caregiver. Be sure to include all daily and financial responsibilities. Now ask your parents / caregiver to make a list of what their responsibilities are. Compare the lists

Individual Responsibilities	Parent Responsibilities

NOTE: They do not have to be all financial responsibilities, they can be as simple as waking up on time, to as difficult as making sure we have money to put food on the table and a roof over our head.

How will your own personal strengths and weaknesses effect your lifestyle after you graduate? Work? College? (i.e. if you have a hard time waking up in the morning, would you be late to work often?)

Which personal skills will help you?

Which skills will hurt you?



Entrepreneur True or False

Do you feel the following statements are true or false to become a great entrepreneur? Check the appropriate box.

After you complete the chart, choose one true statement and one false. Write a paragraph for each, elaborating on why you feel the statement is true or false. Why do you think it impacts great entrepreneurs? What other attributes do entrepreneurs have?

	True	False
Make sure it's something you enjoy.		
Try not to take the business too seriously.		
Owning your own business means making your own schedule, taking long lunches, vacations, and more time off.		
Believe in your product.		
Create a business plan if you have time.		
Manage money wisely.		
Know how to ask for the sale.		
Realize it's all about the customer.		
As long as you deliver a quality product, your image isn't that important.		
Get to know your customers.		
Technology and Internet are overrated when owning a business, your website and social media presence are not that important.		
Become the expert.		
Beat the competition.		
Invest in yourself.		
Be accessible during business hours only.		
Build a rock-solid reputation.		
Being active in your community is not technically "networking," therefore it is not important.		
Get and stay organized.		
Take time off.		
Keep on track.		

Successful Leaders

Great Leaders: What Does It Take?

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.

With the movie you have chosen, find examples of great leadership qualities and characteristics then answer the following questions:

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 a great leader throughout the entire movie? Give an example to support your answer.

5. In the beginning of the movie, does the character have confidence? Give an example to support your answer. _____
6. How did they become a great leader? What event, or what person made them a leader?

7. Were they passionate about what they did?

8. At the end of the movie, were they confident in themselves? Give an example to support your answer. _____
9. How did they communicate with others? Were they clear in their direction? Were they respectful? Did they tend to tell the truth? Why is this important? _____

10. What is the overall message in this movie?

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

12. How would the characteristics of the leader in this movie help, or hurt, if you were a Micro-enterprise business owner? Be sure to give examples from the movie to support your answer. _____

YOUR Values and Business



Running a Successful Business

Business ethics are the values you bring as a person and apply them to your business. Here are a few examples of workplace situations. Using your positive business ethics, provide solutions for the following scenarios in the space provided after each question

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. Cheated on a test
 4. Copied information, (word for word) from the Internet and turned it in for homework
 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. Cheated on a test
 4. Copied information, (word for word) from the Internet and turned it in for homework
 5. Posted untrue information on social media pages, like Facebook
 6. Cheated in sports

3. Do you think people who practice good business ethics are more or less successful than those who don't? 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? What do you say? _____

 2. Do you confront your friend? What do you say? _____

 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? _____



Running a Successful Business

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." What do you do? _____

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. What do you do? Why? _____

1. If you allow your friend to cheat once, what do you think they will do the next time they forget their homework? Will it become a habit?

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?

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