



Micro-Enterprise Curriculum



Teacher
Edition

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.

Funded by



General High School Standards – Addressed in all modules

Conversation / Speaking / Presenting	CC.11-12.L.1, CC.9-10.L.1, CC.9-10.SL.4, CC.9-10.SL.5, CC.9-10.SL.6
Writing, Speaking, Reading or Listening:	CC.11-12.SL.4, CC.11-12.SL.5, CC.11-12.SL.6
Reading:	CC.K-12.L.R.3,
Writing:	CC.K-12.L.R.2, CC.K-12.R.R.1, CC.K-12.R.R.2, CC.K-12.W.R.1, CC.11-12.W.1, CC.11-12.W.1.e, CC.11-12.W.2, CC.11-12.W.2.a, CC.11-12.W.2.b, CC.11-12.W.2.e, CC.11-12.W.3, CC.9-10.L.2, CC.9-10.L.2.c, CC.11-12.L.5.a, CC.9-10.L.5.a, CC.9-10.W.1, CC.9-10.W.1.d, CC.9-10.W.1.e, CC.9-10.W.2, CC.9-10.W.2.a, CC.9-10.W.2.b, CC.9-10.W.2.c, CC.9-10.W.2.d, CC.9-10.W.2.e, CC.9-10.W.2.f, CC.9-10.W.3, CC.9-10.W.3.b, CC.9-10.W.3.c, CC.9-10.W.3.e, CC.9-10.W.5
Comprehension:	CC.K-12.SL.1, CC.K-12.SL.2, CC.K-12.SL.3, CC.11-12.SL.1, CC.11-12.SL.1.c, CC.11-12.SL.1.d, CC.11-12.SL.2, CC.11-12.SL.3, CC.9-10.SL.1, CC.9-10.SL.1.a, CC.9-10.SL.1.b, CC.9-10.SL.1.c, CC.9-10.SL.1.d, CC.9-10.SL.2, CC.9-10.SL.3

High School – Module 1

Module Title: General Business

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

Topics Covered

1. Business Vocabulary
2. Business Types
3. Responsibility
4. Personal Values, Character, Ethics
5. Reflection (Relating self to business owner, Responsibilities, and Values)
6. Relating Movie of Choice to Business
7. Goal Setting
8. Making Business Successful
9. Role Play (Business Owner/Customer and Negotiation)
10. Skills to be a Great Leader
11. Ethical Codes
12. Recognizing Opportunity

Standards Addressed

Vocabulary:	CC.K-12.L.R.1, CC.K-12.L.R.4, CC.K-12.L.R.5, CC.11-12.L.1.b, CC.11-12.L.4.c, CC.11-12.L.4.d, CC.11-12.L.6, CC.9-10.L.4, CC.9-10.L.4.c
Business Ethics:	CC.K-12.SL.6, CC.11-12.SL.1.a, CC.11-12.SL.1.b

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.

Student Goals:

- > Students are able to define different types of businesses
- > Understand responsibilities
- > Be able to discuss their personal values
- > Discuss what it means to be a successful entrepreneur

Sections:

- I. Owning YOUR business
- II. Being Responsible
- III. Goal Setting for Future Success
- IV. Making your business successful. What does it take?
- V. Running a successful business

Worksheets:

1. Recognizing Responsibilities
2. Entrepreneur: True or False
3. Great Leaders: What does it take?
4. Business Ethics
5. YOUR Values and Business

Classroom Discussions: 9

Role Play Activities: 2

Owning your own business

DISCUSSION:

What does it mean to be a business owner? What do you think of? Who do you think of?

Talk about what the students believe to be the characteristics of a business owner and have one of the students take notes.

Do they view owning a business as something elaborate and attractive? Is it easy? Do they assume business owners make a lot of money? Do they view it as a lot of work? What is the typical role of the owner? What do they do? Is it difficult? Are all business owners, "rich"?

DISCUSSION:

What does it mean to be employed? Self-employed? An entrepreneur?

Ask the students which one they would rather be and why. Have them explain their answers.

Assignment option:

Do you think it would be easy or difficult to start a business? Why or why not? Do you know anyone that owns their own business? What do they do? Do they work a lot?

Note: This can be a writing or research assignment.

Have the students look up the definition of an entrepreneur and give 5 names of successful entrepreneurs and the name of the business they created.

Note: This can be a writing or research assignment.

Recognizing individual strengths, weaknesses and responsibilities

DISCUSSION:

Would you be a good business owner? Why or why not?

What does it mean to have responsibilities? What are the responsibilities of your parents?

Assignment option:

Make a list of all your responsibilities and another list of the responsibilities of your parents or caregiver. Be sure to include all daily and financial responsibilities. Ask your parents / caregiver to make the same lists. Compare the lists.

DISCUSSION:

Does this make you a little more nervous now that you're so close to being on your own and independent?

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?

Which personality traits will help you? Which ones will hurt you?



Goal Setting for Future Success

DISCUSSION:

Why is goal setting so important in business?

Written goals are over 80% more likely to be achieved. Why?

Steps to creating realistic goals.

1. Define your goals. Make them as specific as possible. Setting clear and measurable goals can help in determining the steps necessary to accomplish them.
2. Start small. The smaller the goals are, the easier they are to accomplish. This keeps you on track, motivated, and builds your confidence as you know you're on your way.
3. Accomplish one goal, then set the bar higher.
4. Know your progress, appreciate your success.
5. Be honest with yourself, and also be realistic. Set goals that can be obtained. If you're just starting to play soccer, a goal of playing soccer in the Olympics may be a little out of range. Make the goals small and easily attainable.
6. Edit the list if necessary. This list is just for you. If you feel a goal is a little too challenging, it's okay to break it down into smaller pieces if it means you're more motivated to achieve them.
7. Learn from your mistakes and continue to move forward. We all make mistakes and tend to learn the best life lessons from them. Don't let them discourage you, but motivate you. Turn your frustration into motivation!
8. Be positive and have confidence in yourself.

Benefits of writing down goals.

1. Goal setting will help motivate you.
2. We can't lie to ourselves when the goals are in writing.
3. Difficult to find an excuse as to why we did not succeed.

Assignment option:

Have the students write their top 10 goals and define each.

Sample topics to choose from: Grades, Personality, Family, Friends, Relationships, Occupation, Sports, Hobbies, Activities, Education, Money, Health, etc.

Have them choose one goal that makes the biggest impact in their life, or that is the most important to them, then expand on their chosen goal and provide the steps they should take to achieve it. Make sure they include dates, cost and estimated timeframes on how long each step will take to accomplish. If it's a sport, make sure they include all equipment, materials, training, competition entry fees, proper nutrition, etc.

Make this an internet assignment and have them find documentation to support the steps to this process, cost of the process, and all materials / equipment necessary to do the job correctly.

IV

Making your business successful. What does it take?

DISCUSSION:

Keep the following in mind when creating your own business plan.

Most successful businesses are:

1. Aware of the needs and demands of their customers.
 - a. What is demand of a product? Why is it important? What are ways to determine if there is a need for a product or service?
2. Customer Service. Successful businesses strive to make their customers happy...even the difficult ones.
3. Beat their competition. They successfully create the right blend of price and presentation and strive to provide higher quality products and services than their competition.
4. They negotiate good deals with their own vendors as well as their clients. Everyone is happy this way and feel they're doing great business.
5. They consistently deliver their products and services to a very high standard.
 - a. Make sure the product you offer is always at a high standard. What would you do if you went to a restaurant one week and received the best pizza you have ever had, then went again and it was half the size and horrible? Would you go back? Why or why not?
 - b. Would you tell others about your experience? What would you say? Would you share it on Facebook? Include a picture? Complain?

ROLE PLAY:

Have two students come to the front of the room. Label one as the business owner and secretly tell the other student to be a very difficult customer. Ask the business owner student to sell an item from your desk to the customer. Observe how the business owner handles the difficult customer. Discuss with the class when finished.

- How was the issue handled? Were they both happy with the outcome?
- Do you feel the customer would come back to the store? Why or why not?
- What could have been done differently? What was handled well? What was handled poorly?
- How many have experienced this before? How many have had great experiences in stores? Horrible experiences?

ROLE PLAY:

Randomly select two students from the class and have them come to the front of the room. Have them negotiate a fair price for a backpack of another student. After they reach an agreement, or simply end with agreeing to disagree, ask them the following questions:

- How do they sell the items?
- How long did it take them to come to an agreement?
- What terms do they use?
- Did they come to a fair price?
- Was the price fair to both? Why or why not?
- Did either one get upset?
- Are they both happy when they finish?
- Would they do business with each other again?

Assignment option:

Have the students break into groups and create a proposal for selling a product or service in the school. What is the product or service they would sell? What is the demand of the product? What is the cost? Is the cost accurate? Something the students could afford? How do they know? Why is it important? What are ways to determine if there is a need for a product or service?

Examples: surveys, polls, talking with possible customers, asking friends, Facebook, internet search, etc.

Assignment option:

Have each student choose one common item from home or from the classroom. Have them determine how they can make the product better than it currently is. What could they add or change in the product that would make others want to buy the new product created by the student as opposed to the standard one sold at the store.

- Would the price remain the same? How would it differ?
- Would the packaging stay the same? How would it differ?
- Would the quality stay the same? How would it differ?
- Would the purpose stay the same? How would it differ?

- Would the product change appearance? How would it differ?
- What would the product look like? Create a poster or sample of the new product.
- They negotiate good deals with their own vendors as well as their clients. Everyone is happy this way and feel they're doing great business.

WORKSHEET: Characteristics of Successful Entrepreneurs
Complete the worksheet



Running a successful business

Assignment option:

Research 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?

WORKSHEET: Great Leaders: What does it take?
Complete the worksheet

Business ethics

DISCUSSION:

What are business ethics and why are they important?

Business ethics act as the moral compass that guide your business decisions and customer service standards

Honesty, fairness, respect, manners, etc.

DISCUSSION:

Give an example of positive business ethics. How did it make you feel? Would you offer the same behavior to someone else? Why or why not?

Give an example of unethical behavior. How did it make you feel? What would you have done differently?

Discussion and Assignment option:

Have a discussion on ethics and have the class create a code of ethics for your own classroom.

WORKSHEET: YOUR Values and Business
Complete the worksheet

Prospecting skills - how to identify business opportunities

DISCUSSION:

What is opportunity? What does it mean to recognize opportunity?

Ask the students for times in their lives where opportunity presented itself. Did they pay attention? Many people never reach their full potential as they fail to recognize opportunity.

Ask students how they can take action on the opportunities that present themselves, either in the present or the future. How will this determine their level of success? What does it mean to be at the right place at the right time?

Assignment option:

Do you believe success is all about being lucky? What does it mean to be at the “right place at the right time?” Was there ever a time you WERE at the right place at the right time but didn’t realize it until it was too late? What happened? How would you have changed your reaction? What did you learn from it?

Assignment option:

Ask the students to find something in their life that simply doesn’t work well. How could they improve the product to make it better, and is there a need for the product they want to create? (i.e. a gadget to keep their shoe laces tied or a way to keep their lunch cold or hot until it’s time to eat)

- How is this an example of opportunity?
- Why did you not view this as opportunity before?
- What could you do with this opportunity to monetize off it?
- Would your friends buy it?

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