



# Micro-Enterprise Curriculum



## Student Workbook

### Home School 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.

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### Owning Your Own 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

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2. Self-Employed

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3. Entrepreneur

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|               | 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?

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**Goal setting is vital  
for future success**



Write down 5 of your goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Why is goal setting so important?

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Steps to creating realistic goals. Explain why each one is so important.

- Define your goals. \_\_\_\_\_  
\_\_\_\_\_
- Start small. \_\_\_\_\_  
\_\_\_\_\_
- Know your progress, appreciate your success. \_\_\_\_\_  
\_\_\_\_\_
- Be honest with yourself, and also be realistic. \_\_\_\_\_  
\_\_\_\_\_
- Edit the list if necessary. \_\_\_\_\_  
\_\_\_\_\_
- Learn from your mistakes and continue to move forward. \_\_\_\_\_  
\_\_\_\_\_
- Be positive and have confidence in yourself. \_\_\_\_\_  
\_\_\_\_\_



## Entrepreneur True or False

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

Check the appropriate box.

|  | 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.   |      |       |

## Characteristics of successful entrepreneurs



### Successful Leaders

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?  
\_\_\_\_\_



## Running a Successful Business

### YOUR Values and 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. 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? \_\_\_\_\_  
\_\_\_\_\_
  
5. Do you feel it's important to treat others the way you want to be treated? Why or why not?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Micro-Enterprise Curriculum



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