



Micro-Enterprise Curriculum



**Student
Workbook**

Middle 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

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?



The Roots of Successful Entrepreneurs

Research successful entrepreneurs. Pick 3 different entrepreneurs and answer the following questions for each.

Bonus: Try to pick 3 entrepreneurs from different eras or who started different types of companies

1. Name:

- a. _____
- b. _____
- c. _____

2. Business:

- a. _____
- b. _____
- c. _____

3. What type of services or products do/ did their business offer?

- a. _____
- b. _____
- c. _____

4. Was this their first business? If no, what was the first business they started?

- a. _____
- b. _____
- c. _____

5. Was their first business successful? Is it still a business today?

- a. _____
- b. _____
- c. _____

6. Do you think they were born leaders, or did they develop into leaders?

- a. _____
- b. _____
- c. _____



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.		

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 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? _____

YOUR Values and Business



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?

9. How do you feel characteristics such as honesty, loyalty and fairness would affect your business?
Honesty – _____

Loyalty – _____



Running a Successful Business

Fairness – _____

10. On the other hand, how do you feel lying, back-stabbing and treating others poorly would affect your business?

Lying – _____

Back-stabbing – _____

Treating others poorly – _____



Micro-Enterprise Curriculum



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