



Micro-Enterprise Curriculum



Student
Workbook

Middle School Module 3: Micro-Enterprise Fundamentals

Students uncover the who, what, when, where, how, and why of micro-enterprises. They will engage in discussions about micro-enterprises and their impact on the community and in the environment.

Funded by





Micro-Enterprise

Goals:

- > Explain Micro-enterprise
- > Understand Micro-enterprises in their community
- > Understand the importance of networking
- > Discuss impact of Micro-enterprises on the environment

Define Micro-Enterprise:

Define Micro-Jobs:

Why are the poor impacted most by micro-enterprises?

List 6 examples of local micro-enterprises.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

List 3 characteristics of a micro-enterprise

1. _____
2. _____
3. _____

How can you make your community benefit from creating more micro-enterprises?



**Local or chain:
Where do you buy?**

List 5 ways YOU benefit from Micro-enterprises.

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

When your parents buy groceries from Wal-mart or Target, who do the profits go to?

When your parents buy groceries from the local store, who do the profits go to?

Are the prices the same? Why or why not?

Do you think the quality of your food is the same? Why or why not?

Do you feel other business owners would rather shop at other local stores, or larger chains? Explain your answer.

What are some of your favorite local businesses in your community? Are these micro-enterprises?



The Importance of Networking

Use the following chart to list your contacts. Keep in mind, contacts include more than just your close friends and family. They are also your classmates, teachers, people from your church, sports teams, Boy/- Girl Scout Troops, etc.



The Importance of Networking

Now break the contacts up into two categories, friends and acquaintances. Friends are the ones you could count on to support you with anything you try. Your acquaintances are those that would know you well enough to listen to you and who would possibly support you and/or share your information with others.

Friends		Acquaintances	



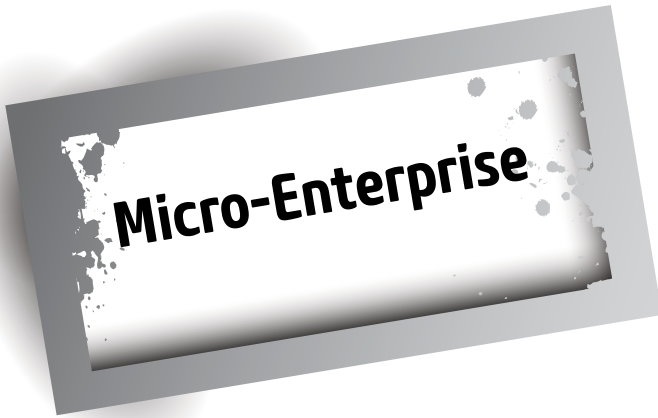
The Importance of Networking

Would you ever imagine you knew so many people? It's amazing to see the number of people you know when you write them all down! THIS is your network!

When is one time you've asked a lot of people for help?

Do you think your contacts will stay the same your entire life? Why or why not?

What did you learn from this activity?



How do Micro-Enterprises benefit YOU?

Describe some of the benefits of micro-enterprises in your community.

List examples of how micro-enterprises benefit individuals.

What are some benefits of micro-enterprises on the environment?

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