

Standards:

Entrepreneurship 13.4.5

- A. Identify the risks and rewards of entrepreneurship

- B. Discuss the entrepreneurial character traits of historical or contemporary entrepreneurs.

Materials:

- Laptop (wallwisher.com), Projector, IPADS
- Video Clip (YouTube, can use any motivational video clip on entrepreneurship).
- Risks and Rewards Chart
- Once Upon a Company by Wendy Anderson Halperin
- Famous Entrepreneur List
- Famous Entrepreneur Information Sheet
- Famous Entrepreneur Poster Rubric
- Am I An Entrepreneur Exit Ticket

Anticipatory Set/Introduction:

- Project the Wallwisher board. Have the students read the words and think about the question:
 - What do you think today's lesson is about?
- Give the students a few minutes to read the words and think, then ask students for their answers about what they think today's lesson is going to be about (students can also write their response on a sticky note and place on the board for discussion).
- Project the short (2 min) motivational video on YouTube.
- Explain to the students that today we will be taking a closer look at entrepreneurship and some famous entrepreneurs.
- Review the definition of entrepreneurship with the students. Have the students use the term in a written sentence.
 - Entrepreneur: A person who takes a risk in starting a new business or creating a new product.

Lesson Procedure:

- Ask the students if they think it would be easy or hard to become an entrepreneur? Give students the appropriate wait time and then have the students share their answers.
- As a class, make a list of possible characteristics of an entrepreneur on the board.
 - Hardworking

- Creative
- Motivated
- Leader
- Risk taker
- Organized
- Explain to the class that becoming an entrepreneur can be very rewarding, but with the rewards there can be risks.
- Hand out the risks and rewards chart to the students. Go over the definitions of each at the top.
- Read Once Upon a Company by Wendy Anderson Halperin to the students.
- After reading the story to the students, project the risk and rewards chart and fill it out together with the students using The College Fund Wreath Company (business from the story).
- Discuss with the students the risks and rewards of their business, as the chart is filled out.
- Explain to the students that the next few class periods, we will be researching famous entrepreneurs and looking at their character traits and how they became successful.
- Hand out the Famous Entrepreneur List. The students will be picking one entrepreneur to research from the list and creating a poster about their famous entrepreneur.
- Introduce the project by going over the expectations using the Famous Entrepreneur Information Sheet and Famous Entrepreneur Poster Rubric with the class.
- Give the students several class periods to work on their research using the laptops or IPADs.
- Collect all materials for assessment. Their project will be assessed using the project rubric.

Closure:

- Hand out, Am I An Entrepreneur Exit Ticket. Have the students complete and return.

The Risks and Rewards of Entrepreneurship

Risk: The probability or chance that the hoped outcomes will not occur.
Example: The new business idea will not prove popular with customers.

Reward: The returns (profits, personal satisfaction) that are earned from taking a risk.

Risk	Reward

Famous Entrepreneur List

1. Bill Gates: Microsoft
2. Oprah Winfrey: Harpo
3. Donald Trump: Trump Enterprises
4. Jeff Bezos: Internet (Amazon)
5. James Kimsey: AOL
6. Vera Wang-Vera Wang Clothing Line
7. Russell Simmons: Def Jam Records/Phat Farm Clothing
8. Sean Combs: Sean John Clothing
9. Tony Hawk: Skateboarding Related Enterprises
10. Steve Wozniak: Apple
11. Ben and Jerry's: Ice-Cream
12. Paul Orfaleo: Kinko's
13. Mike Ilitch: Little Caesars Pizza
14. Bill Hewlett: Hewlett Packard
15. Sam Walton: Wal-Mart
16. Dave Thomas: Wendy's
17. Debbi Fields: Cookies (Mrs. Fields)
18. Milton Hershey: Chocolate
19. Ray Kroc: Fast Food (McDonald's)
20. Howard Schultz: Coffee (Starbucks)

Famous Entrepreneur Information Sheet

Famous Entrepreneur:

When and where was your person born?

What successful business did he/she start?

Identify and explain at least two character traits that helped your person be successful.

Find or draw a picture of your person (1) AND pictures (at least 2) of their product/business and include on your poster.

Famous Entrepreneur Poster Rubric

Category	4	3	2	1
Content Accuracy	All information is typed and accurate	Most information is accurate.	Some information is accurate.	Little to no information is accurate.
Character Traits	Two or more traits included.	Two traits included.	One trait is included.	No traits are included.
Conventions	There are no errors in grammar, punctuation, capitalization, and spelling.	There are 1 to 2 errors in grammar, punctuation, capitalization, and spelling.	There are 3 to 4 errors in grammar, punctuation, capitalization, and spelling.	There are 5 or more errors in grammar, punctuation, capitalization, and spelling.
Pictures	1 or more pictures of person and at least two pictures of their product /business	1 picture of person and two pictures of their product/ business	Pictures incomplete and some missing.	No pictures included.
Completed on Time	Student was ready to present poster by due date.	Student was ready to present poster 1-2 days after due date.	Student was ready to present poster 3-4 days after due date.	Student was ready to present poster 5 days after due date.

_____ /20

Comments:

Am I An Entrepreneur Exit Ticket

Put a ✓ besides the statements you believe describe you.

_____ I am a good leader.

_____ I have a positive attitude.

_____ I am willing to take risks.

_____ I would like to own my own business someday.

_____ I am a creative thinker.

_____ I am honest and will do the right thing

Name: