“Think like an Entrepreneur”

Teacher Notes:

This unit follows a lesson on the Types of Retailers. It is designed to help students explore different types of stores that make up the retail industry while highlighting entrepreneurship. Throughout the unit students will reflect on what traits they currently have and skills/abilities they need to develop to become an entrepreneur.

Marketing Standard: R.52.1999.TS.I.A.E-6 - Entrepreneurship - Business Ownership

Unit Outcome: The student will analyze the risks and rewards associated with entrepreneurship and analyze entrepreneurship as a career interest.

Lesson Outcome:

The student will evaluate themselves in terms of the characteristics common to entrepreneurs and analyze careers to determine careers of interest. The student will compare the advantages and disadvantages of each type of business organization in a market economy and cite examples from the local area.

The “Think Like an Entrepreneur” unit includes a mix of off line and on line learning activities. In class students will do readings, work in groups, have direct support time with the teacher, perform rotating school store lab positions, practice hands on skill grades, and complete assessments. While online the students will further their understandings by researching successful entrepreneurs, determine value skill sets for business owners, and they of the trait they currently have or need to develop to become an entrepreneur.

It is important to note Moodle supports many assistive technologies such as screen-readers, screen magnifiers, alternative mouse and key use, and more.

This unit is divided into five steps. Each step will give an opening short paragraph and a set of tasks that are to be done to complete the step. Under the directions are the resources to be used for each step. The resources have icons with blue text. Click on the blue text to open the resource.

Materials: 1.Internet research 2. Books a.Who Owns the Ice House by Clifton Taulbert and Gary Schoeniger b. Retailing textbook from Glencoe Marketing Series of Retail Ownership: pgs. 36-42. c. Marketing textbook from Glencoe: Entrepreneurial Concepts pgs. 606-616. 3. Activities