Entrepreneurship

WebQuest Description: What is it like to own your own business and do you have the personality to be successful?

Grade Level: 9-12
Curriculum: Business / Economics
Keywords: entrepreneurship, business, owner, business plan
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Introduction

Welcome to the world of entrepreneurship! You will find your new life very challenging yet very rewarding; some people may call you crazy...some people may even say you are rich...or maybe poor because you are just a dreamer. Why do people want to go into business for themselves? Find out what qualities a successful business owner must have. Is this something you could do? This webQuest will help answer this question.

Tasks

Your task is to create a business plan for a fictitious business that incorporates key concepts and definitions from research, class discussion, and this webquest. For this assignment we will be focusing on the creative details of the idea but not the financial side of things. You will need to make a brief presentation (5-8 minutes) to the class about your plan. This presentation could be a Power Point, Poster, Mock Interview as if you are going for a bank loan, create a radio or TV advertisement, or other creative ideas you may have.

Process

http://www.forbes.com/2005/11/15/entrepreneur-personality-quiz_cx_bn_1116quiz.html After you complete the quiz, please record your score and give a one paragraph summary of what you think this means. 3) Read The Lorax by Dr. Seuss-You will be given a special cube by your teacher. There are six terms on the cube (  

Evaluation

You will make your 5-8 minute presentation to the class and then you are responsible for submitting the final product to the teacher. This includes any hard copies as well as electronic.

<table>
<thead>
<tr>
<th>Category and Score</th>
<th>Below Standard</th>
<th>Approaching Standard</th>
<th>Meeting Standard</th>
<th>Exceeds Standard</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Overview</td>
<td>Poor explanation of what the business does. Does not talk about the location of business.</td>
<td>Does not explain very well what your company does. Does not talk about the location of the business.</td>
<td>Generally explains what your company does. Gives a general idea of business location.</td>
<td>Thoroughly explains exactly what it is your company does. Explanation of location of business is precise.</td>
<td>25</td>
</tr>
<tr>
<td>Detailed description of products &amp; services.</td>
<td>Poor or no description of products or services provided by your business.</td>
<td>Unclear or vague description of products or services.</td>
<td>Good description of product or services but missing some details.</td>
<td>Thorough &amp; detailed description of product or services your business provides.</td>
<td>25</td>
</tr>
<tr>
<td>Description of target market and competitors</td>
<td>0-1 fact have been provided about your customers and 0-1 fact about your competitors.</td>
<td>1-2 facts have been provided about your customers and 1-2 facts about your competitors.</td>
<td>2-3 facts have been provided about your customers and 2-3 facts about your competitors.</td>
<td>3 facts have been provided about your customers and 3 facts about your competitors.</td>
<td>25</td>
</tr>
<tr>
<td>Business Plan presentation.</td>
<td>Poor organization, no visual aids, lack of knowledge about subject matter.</td>
<td>Organization is good, uses visual aids, somewhat knowledgeable about subject matter.</td>
<td>Well organized, uses visual aids, knowledgeable about subject matter.</td>
<td>Extremely well organized, uses multiple visual aids, very knowledgeable about subject matter.</td>
<td>25</td>
</tr>
</tbody>
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Total Score 100
Conclusion

After completion of this project you will have a much greater understanding of the process of becoming an entrepreneur. You will also gain a much greater appreciation of the amount of work that goes into a business plan and the amount of work it takes on a daily basis to be successful. You might even discover that you have passion and creative edge that might make you a successful business owner.

Teacher Page

This webquest is about thinking “outside of the box” and being creative but it is also about organizing your thoughts and articulating them. Students should be encouraged to be creative with their ideas, this will make the assignment more enjoyable for the class as a whole. I do not get into any of the monetary issues of a business plan although this is a huge part of it in the real world. It certainly is possible to go into this aspect of a business plan with 11th or 12th graders, but it would add a whole other dimension of challenges. Finding guest speakers or having students go to businesses for interviews is very important to give them an opportunity to hear directly from business owners about the daily challenges and what it is really like to be an entrepreneur.

Standards

Credits
Thank you to University of New England instructor Cindy Altomari for steering me in the direction of Zunal.com. I have found this site to be very user friendly.

Other