



# How To Think Outside the Box with Entrepreneurship Lesson Plans

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<https://www.aeseducation.com/blog/2015/05/entrepreneurship-lesson-plans>

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Are your entrepreneurship lesson plans getting a little stale? Need some ideas to freshen them up?

A lot of successful entrepreneurs will tell you they owe part of their success to "thinking outside the box."

So it only makes sense that teachers should approach entrepreneurship the same way!

Here are a few ideas to jumpstart your creativity so you can think outside the box with entrepreneurship lessons!

## **Middle School and High School Entrepreneurship Curriculum: Shark Tank**

Entrepreneurship is the core premise of the hit TV show Shark Tank.

It's not just entertaining either — business instructors use it to teach their students about entrepreneurship!

Just check out one of many conversations on Twitter:

Who wouldn't both enjoy *and* learn from Shark Tank Fridays?





Watch the presentations, then pause the show to discuss the contestant's idea, pitch, and potential for profit.

Play it up until the point where the "sharks" choose whether to fund the project and pause it again.

Can your students predict what'll happen? What would they do? And — most importantly — why?

You've just created a full lesson plan for every Friday of your entrepreneurship classes!

## Resources for Entrepreneurship Lesson Plans

During an "Entrepreneurship in #busedu" chat in February 2015, participants answered a hard question.

*What text do you use for Entre? Do you use it heavily? What other non-digital resources do you use to teach Entre? [#busedu](#)."*

These teachers have some great ideas.

Another teacher shared his accumulated resources for entrepreneurship classes on Twitter:

- <http://eghsbiz.weebly.com/entrepreneurship.html>
- <http://eghsbiz.weebly.com/teacher-resources2.html>

## Search for Entrepreneurship Activities

[Khan Academy](#) has some great interviews with some of the most successful entrepreneurs of all time.





One way to use this resource is to [flip your classroom](#). Tell your students what to read at home. Then, when they're in class, use what they learned to complete an activity relating to those skills.

If you have never used [Teachers Pay Teachers](#), this is a great time to look into it.

It's a great resource if you have a little bit of time to do some digging.

There are a number of entrepreneurship lesson plans and ideas on the site. There's even a [Shark Tank lesson!](#)

## **Well-Rounded Business Education Lesson Plans for High School and Middle School**

Want more than some entrepreneurship lesson plans here and there?

How about an organized selection of engaging, multimedia curriculum with corresponding PowerPoint presentations, study guides, lesson plans, teacher guides, and automatically graded quizzes and tests?

[Business&ITCenter21](#) has all that, plus a library full of [content surrounding other business topics](#) like [marketing, management, and accounting](#).

The entrepreneurship module starts with an introduction to and the characteristics of an entrepreneur.

The second unit helps students understand how to identify business opportunities by understanding markets and customers.

The third unit covers operational aspects of running a small business such as profit, loss and planning.

### **Unit 1: Being an Entrepreneur**





This unit introduces students to the effort required to be an entrepreneur.

They first investigate the characteristics of an entrepreneur, and the difference between a boss and an employee.

The students are shown that entrepreneurship is a choice for women and minorities.

They then explore the "path" to entrepreneurship including the pros and cons, and various ways of becoming a business owner.

Finally, students explore how to recognize opportunities for starting a business.

More specifically, here's what they'll learn:

### **Lesson 1- What is an Entrepreneur?**

- Define entrepreneur
- Learn what characteristics make an entrepreneur successful
- Recognize entrepreneurship as a choice for women & minorities
- Compare the differences between a boss and an employee

### **Lesson 2- The Path to Entrepreneurship**

- Investigate various ways to becoming an entrepreneur
- Identify the costs and benefits of becoming an entrepreneur
- Compare and contrast the risks and benefits of starting a business, buying a business, or purchasing a franchise

### **Lesson 3- Recognizing Opportunities**



- Recognize opportunities resulting from other people's wants and perceived needs
- Investigate the importance of determining the wants and needs of customers
- Learn about problems facing consumers and business, and how to find solutions
- Investigate home-based and internet-based businesses

## Unit 2: Evaluating the Market



This unit helps students understand why it is important for entrepreneurs to know their markets.

This includes defining market segments and knowing what your customers want.

The need to gather customer feedback and how to respond to negative feedback is covered.

Other topics covered are why businesses should be involved in their community and properly picking a facility to meet business needs.

Here's what they'll learn:

### Lesson 1- Markets

- Understand why it's important for entrepreneurs to know what their customers want
- Define a market segment
- Explore target market and market share
- Learn how entrepreneurs can impact the economy and the community

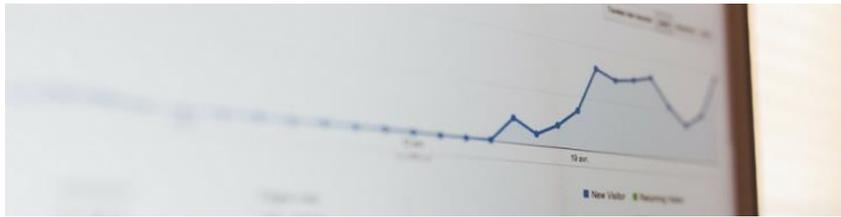


- Recognize the need to pick a facility that meets the need of the business

## **Lesson 2- Customers**

- Learn the importance of collecting customer feedback and why it is important
- Discuss ways to properly handle negative customer feedback
- Define who competition is for a business
- Understand the benefits of networking with other businesses

## **Unit 3: Running a Business**



This module helps students understand the struggles many entrepreneurs have in maintaining a profitable business.

The first unit covers profit and loss topics including opportunity cost, marginal benefit, marginal cost, total revenues and total expenses.

The second unit explains the importance of short-term and long-term planning in reaching profitability.

They will learn about:

### **Lesson 1- Profit and Loss**

- Define opportunity costs
- Explain marginal costs and marginal benefit
- Understand total revenue and total expenses
- Compute total revenue and total expenses
- Explain how total revenue and expenses relate to profit and loss



## Lesson 2- Planning

- Understand the importance of planning
- Examine the importance of short-term and long-term planning on profitability
- Establish a profit goal for a planned business
- Decide whether to start a new business or stay in a specific business based on opportunity cost

Have you found something new here to add to your entrepreneurship lesson plans?

So, if you haven't lately, take a moment to think of a way to try something you've never tried before in your classroom.

**Want to try the entrepreneurship lessons and activities within Business&ITCenter21? Sign up for a free trial and review it with your students today:**



### About Sarah Layton

Sarah has been with AES since 1998, first serving as a curriculum developer, and now as a customer support analyst and content creator. She is committed to helping instructors gain experience and confidence using our solutions and to providing excellent customer care.

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This is a great reference. Thanks for the great post and links. LOVE THE SHARK TANK IDEA. I'm thinking of running a Shark Tank style business fair.

