

Lesson Plan– CE-Oh!
 Module 1: Introduction to Entrepreneurship

Class Description	This is the first module in the CE-Oh! Be Your Own Boss series. This module will provide a foundation for future learning by introducing learners to basic entrepreneurial concepts and vocabulary.		
Objectives	<ul style="list-style-type: none"> ● Learn about an entrepreneur and identify how he used his skills to solve a real-world problem ● Compare and contrast the functions of an entrepreneur and an innovator ● Describe how products and services are designed in response to a problem or customer pain point 		
National Entrepreneurship Standards Standards	A.09 Describe entrepreneurial planning considerations A.12 Assess risks associated with venture C.01 Explain the role of business in society C.02 Describe types of business activities F.01 Distinguish between economic goods and services F.12 Explain the concept of organized labor and business F.24 Determine factors affecting business risk		
National Entrepreneurship Standards: Career Competencies Standards	H.02 Analyze employer expectations in the business environment		
Common Career Technical Core Standards Overview Standards	BM.3 Explore, develop, and apply strategies for ensuring a successful business career CRP.1 Act as a responsible and contributing citizen and employee		
Vocabulary	Business Employee Entrepreneur Entrepreneurial mindset	Entrepreneurship Innovation Innovator Intrapreneur Philanthropy	Product Reward Risk Serial Entrepreneur Service

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Prior to Class	Learners will participate in live virtual welcome providing an overview of CE-Oh! Be Your Own Boss Series. Learners will participate in a survey to be broken into groups.
Links and Materials	Module 1 Terms and Definitions PDF CE-Oh! Workbook PDF Blake Mycoskie Bio PDF and link https://www.toms.com/us/corporate/blakes-bio.html Small Business Association FAQ PDF of report and link https://www.sba.gov/sites/default/files/FAQ_March_2014_0.pdf Create a Google account and E-mail link https://support.google.com/mail/answer/56256?hl=en Google Docs Tutorial link https://support.google.com/a/users/answer/9282664?hl=en Google Slides Tutorial link https://support.google.com/a/users/answer/9282488?hl=en&ref_to_pic=9348670 Forum : TOMS Forum Forum: Better Employees Forum: Think, Pair, Share Google Doc: Space for learner to complete My Future Assignment
Delivery Method	e-Learning
Duration	60 min

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Lesson 1: Entrepreneur and Entrepreneurship

Learners Will Be Able To (LWBAT): Evaluate TOMS Shoes as a business model designed to incorporate social activism.

Activity: Learners will be asked to define, in their own words, the term “entrepreneur”

Activity: Learners will read and listen to the biography of Blake Mycoskie – Founder of TOMS Shoes

Activity: Learners will correctly answer two multiple choice questions without assistance based on Blake’s biography:

- Identifying him as an entrepreneur because he created and runs a business
- Recognize that Blake started TOMS Shoes to address a problem

Activity: Learners will create posts in the TOMS forum to:

- Evaluate Blake’s business model and its ability to solve real-world problems
- Present and argument on whether Blake’s business concept was a good idea
- Learners will support their own opinion of philanthropy as part of a complete business model

Lesson 2 : Products & Services

LWBAT: Understand the basic characteristics of products and services

Activity: Learners will be taught to differentiate between a product (tangible item) vs. a service (intangible item) and recognize how the two may work together

Lesson 3: Entrepreneur, Intrapreneur, Employee, Innovator

LWBAT: Differentiate between entrepreneur, intrapreneur, employee, innovator

Activity: Learners will differentiate between the roles of an entrepreneur, and intrapreneur, an employee, and an innovator by being introduced to their definitions and provided examples of each

Activity: Learners will participate in a knowledge check at the end of the class and will answer two out of two questions correctly without assistance

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Lesson 4: Risks and Rewards of Entrepreneurship

LWBAT: Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur

Activity: Learner will be presented with data from the Small Business Association (SBA) and asked to reflect on why so many companies go out of business

Activity: Learner will be introduced to common risks and drawbacks as well as benefits and opportunities of entrepreneurship

Lesson 5 : Human Resources

LWBAT: Analyze five traits that add value to an employee

Activity: Learner will participate in a forum space where they will be asked to synthesize their learning and analyze the relationship between entrepreneurship and being a better employee

Activity: Learners will evaluate the top five expectations they will have for workers and explain why they feel those traits/abilities are valuable

Lesson 6: Serial Entrepreneurship

LWBAT: Identify the definition of a serial entrepreneur

Activity: Learners will be presented with the definition and an example, then answer one out of one questions during the knowledge check at the end of the class

Lesson 7: Identifying and Solving Real-World Problems

LWBAT: Identify real-world problems and apply possible solutions

Activity: Think– Learners will be assigned to groups and identify a list of problems they face, then compare and contrast their lists with their peers

NOTE: *The questions to be answered are prompted in the online learning module on slide #23 Think but it is not set up to work with a partner. It is the instructor's responsibility to assign partners to this activity.*

Activity: Pair - Working collaboratively, learners will identify at least two problems from their list in the Think activity above and create realistic solutions to those problems

NOTE: *This is not prompted in the online learning module. It is the instructor's responsibility to assign this activity to the learners.*

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Activity: Share- Learners will choose at least two problems from the Pair activity above and create a short presentation (at least 6 to 8 slides) that outlines the problems they chose to address and the solutions that they discussed while working on the previous activities related to this LWBAT.

NOTE: *This is not prompted in the online learning module. It is the instructor's responsibility to assign this activity to the learners.*

Activity: Learners will evaluate the presentations prepared by other groups in the share activity above, commenting on their work

NOTE: *This is not prompted in the online learning module. It is the instructor's responsibility to assign this activity to the learners*

Knowledge Check and Reflection

LWBAT: Answer 5 out of 5 review questions correctly

Activity: Define entrepreneur learners will define the term entrepreneur, for a second time, in their own words and be given the ability to compare and contrast their definition with the definition they provided at the beginning of the course.

Activity: Learners will evaluate their learning to construct a journal entry applying the knowledge and concepts presented in this class to themselves and their own vision of starting a small business. Learners will provide a link to the instructor(s) via email so the course facilitators can review and comment or ask guiding questions pertinent to the learner's writing.

NOTE: *Providing a link to the instructor is not prompted in the online learning module. As an instructor it will be your responsibility to have the learners send you the links*

Journal Assignment