



Entrepreneur: Jump-Start Your Success

Unit Summary

What makes someone an entrepreneur? What makes them stand out from the rest? This unit takes students through the process of exploring the keys to successful entrepreneurs. They analyse and evaluate the specific characteristics of entrepreneurs that distinguish them from others in the economy. Then students create an entrepreneur wiki, sharing their findings and explorations. With the mindset of entrepreneurship, students map out the basic decision to develop a business plan for their school canteen day.

Curriculum-Framing Questions

- **Essential Question**
How can individuals make a difference?
- **Unit Questions**
What makes an entrepreneur successful?
How do entrepreneurs plan a business?
- **Content Questions**
What are the characteristics of an entrepreneur?
How do entrepreneurs obtain support?

Assessment Processes

View how a variety of student-centred [assessments](#) are used in the Entrepreneur: Jump-start your Success Unit Plan. These assessments help students and teachers to set goals; monitor students' progress; provide feedback; assess thinking, processes, performance, products and reflect on learning throughout the learning cycle.

Instructional Procedures

Kick-starting the Unit

Begin the unit by conducting a Think-Pair-Share activity to help students organize prior knowledge. Engage students to write down their own ideas using the [Think-Pair-Share sheet](#) (DOC 35.0KB) on one of the following topics:

- *How do you come up with new ideas?*
- *How do you make things better?*
- *How do you use various resources in different ways?*

Have students form pairs to discuss their thoughts about the topic. Encourage volunteer pairs to share their discussion with the class. Ask students to jot down newly learned answers and additional responses for future references.

Present the Essential Question: How can individuals make a difference? Hold a class discussion focusing on this question and how it relates to their responses to the Think-Pair-Share activity. Have students keep a record in their journals.

Who are the Entrepreneurs?

Introduce the concept of entrepreneurship using the [teacher presentation](#) (PPT 715KB). Ask students whether they agree with the statement, "Entrepreneurs are businessmen but not all businessmen are entrepreneurs". Discuss with students the concept of businessmen and entrepreneurs. Students are required to justify their choice and use a [T-chart](#) (DOC 33.0KB) to compare the characteristics of businessmen and entrepreneurs.

At a Glance

Year/Form: Form 2
Subject: Living Skills
Topics: Commerce and Entrepreneurship
Key Learnings:
Entrepreneurship concept, characteristics of entrepreneur, and business plan
Time Needed: 2 weeks

Things You Need

[Assessment](#)
[Curriculum Specifications](#)
[Resources](#)

Get students to think about the Unit Question: *What makes an entrepreneur successful?* Elicit students' answers around this question and ask them to give examples of successful entrepreneurs in Malaysia. For example, Dato' Tony Fernandes of AirAsia Berhad is recognized as a cutting-edge entrepreneur in the low-cost airline. Have students read the life story of [Noor Arfa Batik*](#) and examine the specific characteristics of the entrepreneur. Ask students to demonstrate their understanding by creating a [mind map](#) (JPG 31.9KB) using [bubbl.us*](#) on the specific characteristics. Assess students' understanding by looking at their mind maps. Provide additional instructions if necessary.

Tell students they are going to carry out a study on the project of *Entrepreneur: Jump-start Your Success*. They have to explore the keys to successful entrepreneurs. Have students choose and conduct an interview with a local entrepreneur. Their task is to analyse and evaluate the specific characteristics of the entrepreneur that make him or her stand out from the crowd. Then they have to create an entrepreneur wiki sharing their findings and explorations. With the mindset of entrepreneurship, students map out the basic decisions to develop a business plan for their school canteen day. Provide students the [self-direction checklist](#) (DOC 47.5KB) to help them plan, monitor and learn from this project experience.

Interviewing the Entrepreneur: Road to Success

Ask students to visit the [Interview Toolkit Web Site*](#) to learn the tips and tricks for planning and conducting interviews with their chosen entrepreneur. Inform students that the purpose of the interview is to collect information on the success story of the entrepreneur. Hold discussion on what the students would like to ask. Look at the [Entrepreneur Interview*](#) for more resources to guide students in preparing the interview questions. Make sure students cover aspects such as background information, entrepreneurial venture, and challenges. Tell students to listen carefully and make notes during the interview.

Sharing on Entrepreneur Wiki

After the interview, have students discuss and compile the information collected. Guide students as they analyse and interpret their findings. Have students create an [entrepreneur wiki*](#) sharing their findings and explorations with others. Remind students that their wiki has to address the Unit Question: *What makes an entrepreneur successful?* and reflects the specific characteristics of entrepreneurs. Challenge students to make the wiki which is to serve as a "Road to Success" discovery for those who have dreams of becoming a successful entrepreneur. Provide a [wiki rubric](#) (DOC 35.5KB) to help students assess the wiki as they work on them.

Creating and Presenting Business Plan

Prior to beginning this portion of the project, use the [online entrepreneurial self-evaluation form*](#) to assist students gain a better self-understanding. Tell students not to be discouraged by the test result as the test only aims to help them resolve the potential roadblocks. Explain to students that they have to develop a business plan for the school canteen day with the mindset of entrepreneurship.

Have students brainstorm on the Unit Question: *How do entrepreneurs plan a business?* Ask students to think about the necessary steps in planning a business. For example, identifying an opportunity is one of the crucial steps. Tell students that they have to find out the unmet needs of the canteen day that they could address through a new product or service. Ask students to consider the following questions:

- *What resources do you need?*
- *How do you obtain support?*
- *What risks do you have to overcome?*

Encourage students to refer to the internet for more resources to develop their business plan. Encourage them to refer to the [Online Tutorial*](#) that offers help/suggestions for entrepreneurs starting their own business.

Have students present their business plan in a [slideshow presentation](#) (DOC 509.0KB). Tell students to use the [scoring guide](#) (DOC 34.0KB) to help them create a high-quality business plan. Guide and provide necessary support to every group. Ask the groups to provide peer feedback on the draft slideshow presentations using the same [scoring guide](#) (DOC 34.0KB). Have students refine their slideshow presentation if necessary.

Provide sufficient time for students to practise their presentations in small groups before they present their business plan to the "school authority" for approval.

Canteen Day

After the business plan is approved, involve students in organizing the school canteen day and invite parents and community members to join in the event. Allow time for students to prepare and set up their business stall. Have parents and community members choose the most creative and innovative business stall.

Reflection

Have students refer to the responses to the Essential Question: *How can individuals make a difference?* that they have answered on the first day. Ask them to write their reflection in the journals.

Prerequisite Skills

- Basic knowledge on business and entrepreneurship
- Fundamental skills of basic computer operations and Internet research
- Ability to use word processing, presentation and web application
- Students may need mini-lessons on wiki

Differentiated Instruction

Resource Student

- Allow more time as needed
- Provide a list of vocabulary words and definitions of entrepreneur characteristics
- Demonstrate the use of web application to create mind map

Gifted Student

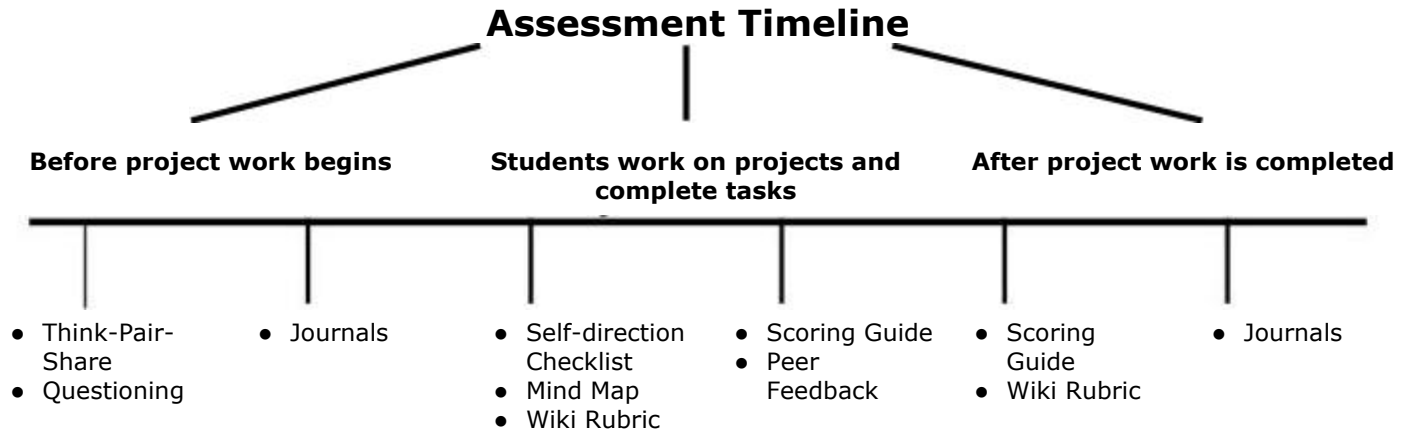
- Encourage broader and deeper research by requiring the students to study entrepreneurs in different countries
- Have students develop a complete set of business plan

Credits

This project idea has been developed by Normah Bt. Mansor, Badrol Hisham B. Noh and Noryate Bt. Muda. A team of educators expanded the plan into the example you see here.

Note: The hyperlinked support documents are not part of the PDF. They can be downloaded and printed individually.

Assessment Plan



Begin with the [Think-Pair-Share](#) (DOC 35.0KB) activity which encourages a high degree of students' responses and helps them organize prior knowledge. Questioning throughout the unit addresses the Curriculum-Framing Questions and helps students develop their higher-order thinking skills and process content. Students document their responses to Essential Question using journals. [Self-direction Checklist](#) (DOC 47.5KB) is used to help students plan, monitor and learn from this project experience. [Mind Map](#) (JPG 31.9KB) provides information on how well students understand specific characteristics of successful entrepreneurs. Students use [Wiki Rubric](#) (DOC 35.5KB) as a guide while working on their wiki. The [Scoring Guide](#) (DOC 34.0KB) is used by students to self-assess their presentations and provide peer feedback. Use the same [Wiki Rubric](#) (DOC 35.5KB) and [Scoring Guide](#) (DOC 34.0KB) to assess the final products.

Targeted Curriculum Specifications and Benchmarks

Form 2 Living Skills

4.0 Commerce and Entrepreneurship

4.3 Entrepreneurship

- a. Entrepreneurship concept
- b. Characteristics of an entrepreneur
- c. Local entrepreneur
- d. Role of the government in supporting entrepreneur

Student Objectives/Learning Outcomes

Students will be able to:

- Define and discuss entrepreneurship concept
- Analyse and evaluate the characteristics of entrepreneurs
- Differentiate between businessmen and entrepreneurs
- Identify government support agencies for entrepreneurs
- Develop a business plan based on entrepreneurship

Materials and Resources

Printed Materials

Text book: Living Skills Form 2

Internet Resources

- EconEdLink
<http://www.econedlink.org/lessons/>*
Online economic lessons
- Powell Center for Economic Literacy
<http://www.powellcenter.org/uploads/UrbanRevised.htm>*
A variety of economic resources for students and teachers
- SDSU: Career Services
<http://career.sdsu.edu/resources/tutorials/entre/ent1.html>*
Online tutorial for entrepreneurs starting their own business
- Entrepreneur Interview
<http://www.entrepreneurinterview.com/>*
Exclusive interviews with entrepreneurs
- MECD Entrepreneur Portal
<http://www.mecd.gov.my/>*
Official portal of the Ministry of Entrepreneur & Co-operative Development
- Bubbl.us
<http://www.bubbl.us/index.php>*
Free web application for brainstorming online
- Pbwiki
<http://pbwiki.com/>*
Free wiki portal

Technology – Hardware

- Computer
- Internet connection

Technology – Software

- Microsoft Word* processor
- Multimedia software
- Internet web browser