

A Job Defined: Entrepreneur

Media Type: iCEV Segment

Duration: 6 minutes

Goal: To explain the nature of entrepreneurship, state opportunities and challenges an entrepreneur would face, and provide suggestions for students who would like to become an future entrepreneur.

Description:

Owning a business is many people's dream. Greg Bazar, founder of Iron Fish Technologies LLC and 3D-P Inc., describes the nature of entrepreneurship, discusses opportunities and challenges of such a career and provides suggestions for students who are considering starting their own businesses.

Objectives:

1. To explain the nature of entrepreneurship.
2. To discuss opportunities and challenges an entrepreneur would face.
3. To provide suggestion for students who would like to become an entrepreneur in the future.

Common Core Standards

College & Career Readiness Anchor Standards for Reading

Reading Standards for Informational Text	
Key Ideas & Details	Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
Integration of Knowledge & Ideas	Integrate and evaluate content presented in diverse formats and media, including visually and quantitatively, as well as in words.
	Delineate and evaluate the argument and specific claims in a text, including the validity of the reasoning as well as the relevance and sufficiency of the evidence.

College & Career Readiness Anchor Standards for Writing

Writing Standards	
Text Types & Purposes	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.
	Conduct short as well as more sustained research projects based on focused questions, demonstrating understanding of the subject under investigation.
Research to Build & Present Knowledge	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.
	Draw evidence from literary or informational texts to support analysis, reflection, and research.

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College & Career Readiness Anchor Standards for Speaking and Listening

Speaking & Listening Standards	
Comprehension & Collaboration	Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.
	Conduct short as well as more sustained research projects based on focused questions, demonstrating understanding of the subject under investigation.
Research to Build & Present Knowledge	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.
	Draw evidence from literary or informational texts to support analysis, reflection, and research.

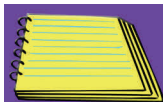
College & Career Readiness Anchor Standards for Language

Language Standards	
Conventions of Standard English	Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.
Vocabulary Acquisition & Use	Determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing meaningful word parts, and consulting general and specialized reference materials, as appropriate.
	Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.

Business Management & Administration Career Cluster (BM)

Cluster	Standard
	Explore, develop and apply strategies for ensuring a successful business career.
	Implement, monitor and evaluate business processes to ensure efficiency and quality results.
General Management Career Pathway (BM-MGT)	Access, evaluate and disseminate information for business decision making.
	Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
	Plan, organize and manage an organization/department to achieve business goals.

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Lesson Plan



6 min.

Begin the class by distributing the *Vocabulary Handout* and the *Worksheet* for students to use as reference materials. Show *A Job Defined: Entrepreneur*. Complete the *Visualize Your Company Activity*. Instruct students to begin the *Business Plan Project*. Allow time for students to complete the *Assessment*.



Lab Activity

Entrepreneur Blueprint

Directions:

Students will choose a particular business they are interested in building in the future. Ask students to present the blueprint of their future business. Make sure they include the type of business they are interested in, the product or service, the target market and essential skills to be an entrepreneur in the business.



Project

Business Plan

Directions:

Each student will develop a 1,000 word business plan for his or her new business. Make sure they include a company description, industry analysis, target market, financial plan and marketing plan.



Lesson Links

Entrepreneurship.org

- <http://www.entrepreneurship.org>

Entrepreneur

- <http://www.entrepreneur.com>

Business Week—Small Business

- <http://www.businessweek.com/small-business>



Career & Technical Student Organizations

BPA

- Entrepreneurship
- Small Business Management Team

FBLA

- Business Plan
- Entrepreneurship
- Future Business Leader

DECA

- Entrepreneurship Written
- Entrepreneurship Participating



Career Connections

- iCEV50533 Greg Bazar, Owner/Founder, Iron Fish Technologies
- iCEV50405 Mike Temple, Owner, Mike Temple Electric
- iCEV50532 Frank J. Kenney, Owner/Founder, Frank J. Kenny, LLC.