

# 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.

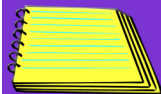
**Objectives:**

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.

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Language Arts	<i>Application of Writing Skills</i>	descriptive, informative and creative writing; organizing logical arguments; brainstorming; utilizing reference materials; creating bibliographies; vocabulary enhancement
	<i>Analysis of Text, Literature and Information</i>	drawing inferences and generalizations; reading/content literacy; critical thinking; creative thinking; expression of thoughts and ideas; communication skills; developing comprehension skills; literacy interpretation; creating visual representations
	<i>Technology Applications in Literature</i>	utilizing document processing software; utilizing presentation processing software; Internet-based research

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## Lesson Plan



6 min.

Begin the class by distributing the *Vocabulary Handout*, *Worksheet*, *Entrepreneurship, Trends & the Economy Student Handout* and the *Risks & Rewards Student Handout* 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, 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

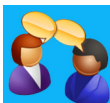
- <http://www.entrepreneurship.org>

### 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.