

OWN YOUR OWN

Targeted Grade Level: 6-12

Lifelong Learning Model: Stage 2—Competency Awareness

Source: Marketing Education Resource Center

Availability: The product is available for \$36.95 (\$29.95 member price)—quantity discounts available.

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Supported by NATIONAL ENTREPRENEURSHIP EDUCATION STANDARDS

H: Professional Development

Standard: Understands concepts and strategies needed for career exploration, development, and growth

H.06 Explain employment opportunities in entrepreneurship

Own Your Own (PD LAP 4) is an instructional module that explains the risks and rewards associated with business ownership, distinguishes between an entrepreneur and a small-business owner, and provides reasons for considering entrepreneurship as a career pathway. It examines factors that contribute to entrepreneurial opportunities and trends in entrepreneurship. Students are presented information about skills and personal characteristics often associated with entrepreneurs. Professional development techniques are suggested.

Own Your Own is a collection of various print and online instructional elements that deliver in-depth, business-focused content for a single competency; and reinforcement, extension, and evaluation of that content. *Own Your Own* is a dynamic, continuously updated instructional package intended to incorporate both baseline information and contemporary applications of that information. The module is designed to provide in-depth learning, with a focus on real-life application in the business community. It is designed to help students move beyond learning “about” business to learning to “do” business in the real world, providing more depth and a greater focus on application than a typical textbook. This module’s content is designed for use with middle and secondary-level students.

SAMPLE: OBJECTIVES

Explain career opportunities in entrepreneurship.

- a. Describe personality traits associated with successful entrepreneurs.
- b. Explain skills needed for entrepreneurial success.
- c. Demonstrate procedures for assessing entrepreneurial potential.

SAMPLE Group Activity 2 CONTENT

Explain career opportunities in entrepreneurship.

In this activity, students are presented three business scenarios: a full-service seafood restaurant, home-based piano instruction, and an online pet supply business. Working in small groups, students are asked to “build” an entrepreneur for their assigned business. The groups are to identify needed skills, training, and professional development activities. They are asked to determine personal traits needed and risks associated with the business venture.

SAMPLE Group Activity 2 ASSESSMENT

Explain career opportunities in entrepreneurship.

The groups present their entrepreneur to the entire class for feedback. The class is asked to discuss similarities and differences among the three entrepreneurs. Model answers are provided for the teacher’s use.

The LAP contains three other activities:

- a. An individual activity that involves student assessment of her/his individual entrepreneurial traits.
- b. An individual matching activity that is designed to reinforce student comprehension of entrepreneurial traits and skills as they relate to work situations.
- c. A group activity that consists of two small case studies in which students compare and analyze the traits of two entrepreneurs.

The module also contains a short-answer practice test and a 20-question multiple-choice posttest.