

## Teacher Overview

The Decade of Entrepreneurship activity affords your students the opportunity to research an entire decade worth of entrepreneurs and share that knowledge with their peers. The focus of the research should be on the entrepreneurs that changed that decade. Finally, your students will do a short pitch about their decade to share their newfound knowledge with their peers.

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STUDENTS RESEARCH AN ENTIRE DECADE OF  
ENTREPRENEURIAL LEADERS

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## When to Use This Lesson

Assign A Decade of Entrepreneurship after introducing your students to YE definition of entrepreneurship.

## Time

The time required for this activity will be determined by the amount of time you choose to allow for research and creation as well as class size. This is merely a suggestion for a class of approximately 20 students: 10 minutes for explanation and decade selection, 60 minutes for research and pitch creation, 50 minutes for pitches.



## BEFORE CLASS PREPARATION

- > Review provided teacher resources.
- > Print handout to explain activity. You will need to make sure you have altered the provided documents to reflect the specifics of your classroom, schedule, and lesson plan.
- > Alter provided PowerPoint to reflect the specifics of your classroom, schedule, and lesson plan.
- > Determine length of pitch. You should consider your class schedule as well as class size.

## MATERIALS

- > Handout to explain activity and/or PowerPoint slide to display
- > Computers/laptops

## FOUNDATIONAL VALUES

- > Opportunity
- > Passion
- > Knowledge
- > Freedom
- > Sound Judgment
- > Win-Win Focus

## LEARNING OBJECTIVES

- > Principled Entrepreneurship LO 1

## KEY TERMS

- > Entrepreneur
- > Entrepreneurship
- > Entrepreneurial mindset
- > Principled entrepreneurship

## ACTIVITY INTRODUCTION

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- > Review the definition of entrepreneur. Ask students to describe someone they consider to be a successful entrepreneur from the past decade.
- > Tell students they will have an opportunity to research a decade worth of entrepreneurs who changed the world.

## ACTIVITY DIRECTIONS

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- > Give each student a handout explaining the activity as you project the PowerPoint slide describing the activity.
- > Go over the activity expectations.
  - Choose a partner to work with. With your partner, choose a decade to research. The goal of the research is twofold. First, determine what entrepreneurs were in the world. Secondly, find commonalities among the entrepreneurs of that decade.
  - Create a PowerPoint presentation. The presentation should include but is not limited to:
    - A slide for each entrepreneur
    - The slides can include images, text, videos, etc.
  - Ask students to "turn in" their presentation in whichever way you typically accept assignments. (Google, Share Drive, the Cloud, print, etc.)
- > Having students "turn in" assignments electronically allows you the opportunity to project their respective presentations as they pitch about their decades.
  - The pitch
    - Each partnership will pitch for 3-5 minutes. The pitch will accompany the PowerPoint presentation.
    - Each partner MUST participate in the pitch.
  - Extra credit will be given for dressing in attire from the decade and/or bringing in samples of products or businesses from the decade.

## ACTIVITY DEBRIEF

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- > Ask your students what these entrepreneurs, across all decades, had in common.
  - Did these entrepreneurs "solve problems for profit"?
- > What made them successful?
  - Were these entrepreneurs successful on their first try?
  - Did they ever fail in their entrepreneurial efforts?
- > What if they had never decided to be entrepreneurs? Would there be any companies/products/services that we would not have today?
- > Ask your students if they think they have any of these characteristics?
  - If so, were they born with these traits?
  - If not, do they think they can learn them? This question can lead to a discussion about fixed mindsets.

## ACTIVITY DEBRIEF

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- > In what way(s) did entrepreneurs of this decade improve the lives of others?
- > What were some ways the entrepreneurs you researched were opportunity obsessed?
- > What examples did you see in the entrepreneurs of finding opportunities in the obstacles they overcame in their life?
- > What evidence do you see in the entrepreneurs you researched, that they created benefit to society while being good stewards of the resources they used?
- > In what ways did the entrepreneurs you researched benefit others with their knowledge?
- > Is their evidence the entrepreneurs you studied relied on the knowledge and expertise of others to create value for society?
- > Did you see any connections in the ways the entrepreneurs created value for society? Compare and contrast ways the entrepreneurs of your decade created value for society.
- > Did the entrepreneurs you studied benefit from the freedom to compete in an open marketplace? Did society benefit? What was the level of freedom your entrepreneurs experienced in the marketplace during their decade?
- > Do you see a connection between your entrepreneurs right to own and operate a business in the marketplace and the well-being of society during that time period? Discuss.
- > What evidence is there that the entrepreneurs you studied was respectful of the rights of others? Comparing the entrepreneurs you studied, did you see evidence that they were respectful of the right of others? Explain.

### NOTES

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