

6 Simple Activities for Teaching Entrepreneurship

A Guide for Teaching Entrepreneurship
Concepts in Today's Classrooms



What is Entrepreneurship?

Today's students are considered the most entrepreneurial generation ever with almost two-thirds of Gen Z Americans wanting to start their own businesses. Teaching entrepreneurship encourages creativity, innovation and collaboration. The right activities can help students appreciate the significance of leadership skills, self-motivation, integrity, and the willingness to fail. What's more, entrepreneurship skills will help students succeed no matter what career path they choose.

This guide contains 6 easy-to-implement ideas for incorporating entrepreneurship lessons into any classroom:



Teach the Entrepreneurial Process



Review Qualities of Successful Entrepreneurs



Conduct Market Research



Review Financial and Legal Issues



Write Your Business Plan



Pitch Your Product



Explore on-demand webinars on teaching entrepreneurship and soft skills:

<https://www.realityworks.com/webinars-realcareer-employability/>

Idea #1:

Teach the Entrepreneurial Process



Get ideas flowing by having students research what it takes to start their own business. Students will need to find their purpose and identify a problem they can solve. Encourage students to brainstorm solutions for problems they could encounter every day. Have them start thinking about selling the solution, developing their brand story, and answering their “why.”

DEEP DIVE

Define “entrepreneur” and “entrepreneurship” as well as the 4 steps of the entrepreneurial process through research or watching videos as a class.

Idea #2:

Review Qualities of Successful Entrepreneurs

Create infographics or posters that represent the best entrepreneurial or leadership characteristics and why they’re important for entrepreneurs to have. Have students reflect on themselves and characteristics they would prefer to see in a supervisor, then apply those characteristics to their own ability to be in charge.

DEEP DIVE

Research what a soft skill is and create an infographic or poster on why soft skills are important for career success



Free, downloadable classroom posters

Use these free, downloadable classroom posters to foster student learning and generate excitement on topics related to career exploration.

<https://www.realityworks.com/resources/realityworks-interactive-posters/>

Idea #3:

Conduct Market Research



Once students have defined the problem their product will solve, start building research to back up their reasoning with real-life examples.



Get your research started by touring (in person or virtually) a local small business.



Have students define their customer/end-user and identify potential competitors.

Define primary and secondary research. Have students interview potential customers and collect useful data from organizations, such as government agencies, trade associations, and your local chamber of commerce.

DEEP DIVE

Idea #4:

Review Financial and Legal Issues

Bring in a guest speaker (virtually or in person) to discuss common financial and legal issues entrepreneurs may face while starting up a new business. Lawyers, parents, co-workers, and small business owners have a wealth of knowledge to share. Have students brainstorm how they might raise funds for their business.

Investigate your state's rules and regulations for establishing a new business as well as the requirements for obtaining a small business loan or business bank account.



DEEP DIVE

Bonus resource: Download free entrepreneurship lessons

www.realityworks.com/blog/12-easy-entrepreneurship-activities-for-any-class-plus-3-free-lessons

Idea #5:

Write Your Business Plan

Have students identify the different parts of a business plan and write their own. Then put them in small groups to role-play presenting their plan and see if group members can pick out the marketing, profit estimates, and funding efforts in each student's plan.

DEEP DIVE

Is promoting social media a part of your business plan to increase brand awareness? Create a mini digital calendar of various social content that could be used to promote a small business. Research what a digital calendar is and have students create a mini calendar to promote their business.



Idea #6:

Pitch Your Product

Have students research what a pitch deck is and how it can help them secure funding for a business. Then have students build a pitch deck for their own business. Provide each student with fake money. After each student pitches their product, students can choose the amount to invest into each business/product.

DEEP DIVE

From angel investors and crowdfunding to loans and stock sales, there are a multitude of funding options available. What are the pros and cons of each?



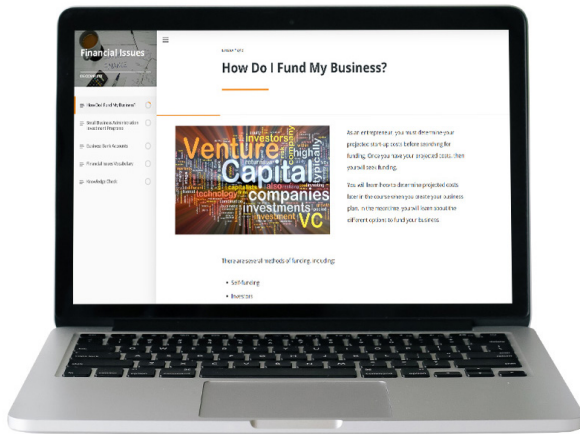
Free career exploration lesson plans

Explore careers within a variety of pathways using these downloadable lesson plans.

<https://www.realityworks.com/resources/free-lesson-plans/>

Ready-to-use programs for getting started

Looking for open-and-go learning aids for teaching entrepreneurship? Consider these classroom kits:



Contemporary Entrepreneurship Online Program

Practice entrepreneurship skills in a self-paced, online learning environment that ends in a Shark Tank-like Product Pitch Day. Try it free!



Food Truck Design Kit

Challenge students to design and plan all aspects of their own food truck business, from marketing and budgeting to menu development.



Child Care Center Design Kit

Review best practices for laying out learning center rooms, including literacy, health and safety, and play.



Animal Clinic Design Kit

Practice researching and designing your own animal clinic, considering best-practice protocols of animal behavior and husbandry.

Discover more career exploration resources:

<https://www.realityworks.com/career-exploration-implementation/>