



# Gold Seal Lesson

<b>Author(s):</b> Lynn K. Rhone			<b>Lesson Title:</b> Who wants to be an Entrepreneur?			
<b>Grade Span</b>			<b>ICLE Application Model</b>			
K-4	5-8	9-12 X	A	B	C	D X

### Instructional Focus:

**Writing:** Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

**Speaking:** Students speak for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

**Number Operations and Concepts:** Students use number, number sense, and number relationships in a problem-solving situation. Students communicate the reasoning used in solving these problems.

### Performance Task

This assignment is designed to help you start thinking about what your day (and life) might really be like if you decide to become an entrepreneur. You have just inherited \$100,000 and decide to use the money to go into business for yourself.

You are to choose one of the following methods for your project:

1. Compose a paper which informs and enlightens the reader regarding your feelings and beliefs about entrepreneurship
2. Prepare and present a PowerPoint presentation which informs and enlightens the audience regarding your feelings and beliefs about entrepreneurship.

Your project should include insight and information about the topics in the following outline:

1. Tell me about your business.
  - a. What is the name of your company.
  - b. List the start-up costs associated with your business along with your best estimate of what each would be.
  - c. What is the purpose of your business, and what is your reasoning for choosing this type of business as opposed to the others?
    - Retail sales
    - Customer service
    - Consulting
    - Construction
    - Other

### **Performance Task continued:**

- d. Where is your business located? Be specific: In my basement or a downtown office building. How does your choice of location influence your business plan?
- e. Employees
- How many?
  - What are their responsibilities?
  - Working hours
  - Wages and benefits (types and cost)
- f. How did you acquire this company, and what is your reasoning for your choice as compared to the others?
- Own start-up
  - Franchise
  - Purchased existing
  - Took over family business
- g. What are your plans for marketing the business?
- Discuss marketing techniques for day one and 10 years down the road, and associated costs.
- h. What are the fixed expenses of the business (rent, taxes, payroll, etc...)?
- How much income will be needed to cover these expenses?
2. Create a schedule of your activities for a day that you feel would be necessary to make your business successful. The schedule should include starting time and ending time of work day – along with how your day is spent.

For example – if you choose to work a 10 hour day, explain how many hours are spent at lunch, how many hours dealing with customers, with employees, ordering materials, securing jobs, etc.

Plot your day out for me: 6:00 am - get up  
7:00 am - arrive at work  
7:01 – 7:15 am - review calendar for day  
7:15- 9:15am - calculate and produce payroll for week  
and so on.....

3. Create a poster about being an entrepreneur. Be creative!!
- Some topics for the poster you may want to use:
- Advantages and Disadvantages of Entrepreneurship
  - Traits of Entrepreneurs
  - A Day in the Life of an Entrepreneur

## ICLE Essential Skills

Apply in writing the rules and conventions of grammar, usage, punctuation, paragraphing and spelling. (ela 1)
Follow oral or written directions. (ela 4)
Present information in well-organized fashion that will be clear to the target audience. (ela 11)
Draft a report that engages an audience and is concise, clear, well-organized, accurate, and informative. (ela 12)
Assess the validity and accuracy of an informational selection.(ela 18)
Perform <b>operations with signed</b> (positive and negative) <b>numbers</b> , including decimals, ratios, percents, and fractions. (m1)
Plan and apply real or hypothetical models and constructions to facilitate investigation and learning and the solution to practical problems. (s115 Not Ranked)

### Scoring Guide:

#### Who Wants To Be An Entrepreneur? Scoring Guide

##### **Distinguished Work (95 – 100)**

Outstanding work, fully meets all requirements; exhaustive coverage; completely understands and has ability to apply data to the solution of problems; shows originality. Perfect grammar, usage, punctuation, paragraphing and spelling.

##### **Highly Proficient (90 – 95)**

Excellent work, meets all requirements of task, good breadth; well planned and documented; shows fine understanding and ability to apply data to the solution of real and new problems; shows evidence of creativity. Less than two grammar, usage, punctuation, paragraphing or spelling errors.

##### **Proficient (80 – 89)**

Fine or good work, meets requirements of task; good breadth of coverage, well planned and documented; shows a good understanding and ability to apply data to the solution of real and new problems; shows some evidence of creative thinking. Less than four grammar, usage, punctuation, paragraphing or spelling errors.

##### **Suggests Proficiency (70 – 79)**

Fair work, meets many requirements of the task; fair breadth of coverage with some gaps; shows uneven understanding with some but not complete ability to apply data to the solution of real and new problems; needs to fill gaps. Less than six grammar, usage, punctuation, paragraphing or spelling errors.

##### **Suggests Lack of Proficiency (65 – 70)**

Uneven work, meets some requirements of the task; poor breadth of coverage with a number of gaps in coverage; understanding and ability to apply data to problem solving; needs to improve in significant areas. Six or more grammar, usage, punctuation, paragraphing or spelling errors.

##### **Lacks Proficiency (Below 65)**

Poor work, meets few if any requirements of the task; little or no breadth of coverage; little understanding and makes no significant attempt to apply data. Six or more grammar, usage, punctuation, paragraphing or spelling errors.

**Keywords**

<b>English Language Arts</b>	<b>Mathematics</b>	<b>Science</b>
<b>Reading</b> Comprehension	<b>Algebra</b> Budget Cost Analysis Estimation Math in Daily Life Problem Solving	<b>Earth Science</b> Community Environment Technology
<b>Writing</b> Compare/Contrast Careers Grammar Paragraphs		<b>Life Science</b> Cause and Effect
<b>Communications</b> Communication Oral Presentation	<b>Statistics</b> Prediction Inference Technology	
<b>Literature</b> Point of view	<b>Calculus</b> Estimation Problem Solving Technology	
<b>Other</b>	<b>Trigonometry</b> Problem Solving	<b>Other</b>