

➤ ENTREPRENEURIAL BEHAVIOURS (3)

Target Group: **Year 10**

Australian Curriculum Reference: **Work Skills — Skills for Learning and Work/Entrepreneurial Behaviours**

- + Complete an action project utilising entrepreneurial behaviours to address an identified challenge or opportunity (ACWSCL031).

LESSON SUMMARY

This is the action project component of a series of lessons aimed at developing entrepreneurial and team skills and understandings. In a volunteering context, students will decide on a product which they can produce and sell to other students within the school community.

Profits will be directed to one of the school's designated charities.

Students will develop a product for sale on a Market Day.

Each group of students will be required to work as a team to:

- + manufacture the product or service
- + organise the stall
- + display the products or services
- + undertake marketing
- + manage finances.

LESSON CONTENT AND METHODOLOGY

Form teams and decide on a product

- + Provide students with some simple ideas that might be suitable:
 - + products such as attractive jars filled with lollies, biscuits or jams etc which can be produced by the students
 - + services such as car washing.
- + Brainstorm any other ideas with the class and write them up.
- + Determine the costs of production for each of the products.

+ View these websites for ideas:

- + startupbros.com/step-by-step-guide-on-how-to-find-a-profitable-product-to-sell
- + www.americanexpress.com/us/small-business/openforum/articles/4-ways-to-create-a-product-that-sells-itself
- + crafts.creativebug.com/ideas-easy-crafts-make-sell-home-1355.html

Students determine the order of production and associated costs

Students source ingredients, costings for each item, decide who will pay for the purchase of the ingredients and determine how much each finished product will be sold for.

Students work out an operations plan

Ask students to consider and address the following questions.

- + How will the group work on the project as a team?
- + Are there defined roles that need to be identified within the team?
- + How will they make the product?
- + What are the deadlines for the project and how will they time activities?
 - + When will the market stall be held?
 - + Who do they need to consult about setting the date?
 - + What tasks need to be done leading up to the actual Market Day?
 - + How can they ensure everyone does their assigned task to meet the deadlines?
- + Who will be responsible for the various aspects of production, organisation and marketing?
- + How will the products be marketed to other community members?

Students plan what needs to happen on the day and carry out the activity

Students reflect on the outcome of the activity

Facilitate a class discussion on the outcome of the activity. Use the following questions to prompt the discussion.

- + How successful was the enterprise in reaching its goal of raising money for the specified charity?
- + Could another enterprise have raised more money for less effort?
- + How successful was the team?
- + How might team work have been improved?
- + What elements of entrepreneurship can you identify from the activities associated with the project?
- + How did you feel working in your team?
- + Would you have felt differently if you had undertaken the task alone?

ASSESSMENT

Teacher to determine appropriate assessment.

RESOURCES

- + *Step-by-step guide on how to find a profitable product to sell:*
startupbros.com/step-by-step-guide-on-how-to-find-a-profitable-product-to-sell
- + *Four ways to create a product that sells itself:* www.americanexpress.com/us/small-business/openforum/articles/4-ways-to-create-a-product-that-sells-itself
- + *Ideas for easy crafts to make and sell at home:*
crafts.creativebug.com/ideas-easy-crafts-make-sell-home-1355.html