

➤ ENTREPRENEURIAL BEHAVIOURS (1)

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 a preliminary lesson to develop student understandings about entrepreneurial behaviours, to assist in the students' project of making and selling goods at a Market Day to support one of the school's charities.

In this lesson students will determine what entrepreneurial behaviours are.

LESSON CONTENT AND METHODOLOGY

WHAT MAKES AN ENTREPRENEUR?

- + Ask students what they think the definition of an entrepreneur is.
- + Brainstorm ideas.
- + Discuss with the students how their brainstormed ideas align with Wikipedia's definition at wikipedia.org/wiki/Entrepreneurship:
Entrepreneurship is the process of starting a business or other organisation. The entrepreneur develops a business model, acquires the human and other required resources, and is fully responsible for its success or failure.
- + View this video: www.entrepreneur.com/video/236066
- + Discuss some of the skills of an entrepreneur, such as communication, branding, sales, strategy and finance.
- + Write up the headings. Ask students to brainstorm ideas.
- + Lead a class discussion about each of the elements of entrepreneurship, asking students to keep in mind their entrepreneurial action project.
- + Use the following questions to prompt the discussions.

Communicating with people

- + Do you listen to what people are saying?
- + How do you know people are listening to what you say?
- + Do the people you are speaking with have quizzical looks on their faces?

- + Does what you are saying make sense to others?
- + Do you check with people that they understand what you are trying to say?

Branding

- + Name some kinds of products that you can recognise just from the logo.
- + Why is that product so identifiable from its logo?
- + What do you think about when you see that logo?
- + How has the designer manipulated your thinking and feeling?

Sales

- + What are you going to sell?
- + What is the appeal of your product? Who will buy it, and why?
- + How does your choice of product change if the reason for selling it is to help others, rather than simply to make a profit?
- + Does your sales pitch alter if you are selling the product in order to raise funds to help others?

Strategy

- + What is your business strategy?
- + What do you need to plan in order for your enterprise to be successful?
- + Are there specific jobs that members of your team will need to perform?
- + How will you achieve what you want to achieve?
- + How will you know you have been successful?

Finance

- + Where will you get the money to fund start-up?
- + What will be your pricing structure so that you can make a profit?
- + What do you need to consider before you can determine whether you have made a profit?

IDENTIFY AND DISCUSS SOME OF AUSTRALIA'S MOST RECOGNISABLE ENTREPRENEURS.

Visit these web addresses:

- + www.startupsmart.com.au/growth/take-inspiration-from-these-aussie-entrepreneurs-who-spill-the-beans-on-their-key-goals-for-2014/2013122011418.html
- + www.businessinsider.com.au/the-best-advice-from-26-successful-australian-entrepreneurs-for-small-business-owners-2014-6
- + www.theaustralian.com.au/news/photos-e6frg6n6-1225913809312?page=1
- + www.smartcompany.com.au/hot-30-under-30-2014/42305-2014-hot-30-under-30.html

Ask students if they agree with these lists.

WHAT DISTINGUISHES ENTREPRENEURS FROM OTHER PEOPLE AROUND YOU?

- + Ask students to identify some of the characteristics and attitudes of entrepreneurs.
- + Use this sample list to prompt discussion:
 - + challenges are opportunities
 - + research competitors
 - + everything requires effort
 - + perfection is the enemy of progress
 - + big things are made of small components
 - + mistakes are healthy
 - + entrepreneurship is a lifestyle.
- + View these online articles and discuss the differences between your list and those portrayed in the articles:
 - + www.entrepreneur.com/article/232991
 - + www.entrepreneur.com/article/232451

ASSESSMENT

Students create a table outlining any entrepreneurial qualities that they can identify with, and describe why they have chosen these qualities.