

Tighe Bullock, Tighe Bullock Properties 9-12 Lesson

Young Entrepreneurs in Action: Tighe Bullock
Video Link: <http://youtu.be/gHJqxUmZ6FQ>

OVERVIEW

Students will assess the feasibility of a business venture by researching their respective communities. Students will present their findings to the class.

NEXT GENERATION STANDARDS:

ELA.9.W.C11.1 conduct short, as well as more sustained, research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. (CCSS W.9-10.7)

ELA.9.SL.C14.1 present information, findings and supporting evidence clearly, concisely and logically such that listeners can follow the line of reasoning and the organization, development, substance and style are appropriate to purpose, audience and task. (CCSS SL.9-10.4)

ELA.9.SL.C14.2 make strategic use of digital media (e.g., textual, graphical, audio, visual and interactive elements) in presentations to enhance understanding of findings, reasoning and evidence and to add interest. (CCSS SL.9-10.5)

ELA.10.W.C11.1 conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. (CCSS W.9-10.7)

ELA.10.SL.C14.1 present information, findings and supporting evidence, conveying clear and distinct perspective such that listeners can follow the line of reasoning and the organization, development, substance and style are appropriate to purpose, audience and task. (CCSS SL.9-10.4)

ELA.10.SL.C14.2 make strategic use of digital media (e.g., textual, graphical, audio, visual and interactive elements) in presentations to enhance understanding of findings, reasoning and evidence and to add interest. (CCSS SL.9-10.5)

ELA.11.W.C11.1 conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. (CCSS W.11-12.7)

ELA.11.SL.C14.1 present information, findings and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed and the organization, development, substance and style are appropriate to purpose, audience and a range of formal and informal tasks. (CCSS SL.11-12.4)

ELA.11.SL.C14.2 make strategic use of digital media (e.g., textual, graphical, audio, visual and interactive elements) in presentations to enhance understanding of findings, reasoning and evidence and to add interest. (CCSS SL.11-12.5)

ELA.12.W.C11.1 conduct sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. (CCSS W.11-12.7)

ELA.12.SL.C14.1 present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed and determine if the organization, development, substance and style are appropriate to purpose, audience and a range of formal and informal tasks. (CCSS SL.11-12.4)

ELA.12.SL.C14.2 make strategic and engaging use of digital media (e.g., textual, graphical, audio, visual and interactive elements) in presentations to enhance understanding of findings, reasoning and evidence and to add interest. (CCSS SL.11-12.5)

ENTREPRENEURSHIP STANDARDS:

- C.01 Explain the role of business in society
- D.08 Make oral presentations
- D.02 Apply effective listening skills
- D.03 Use proper grammar and vocabulary

LEARNING OBJECTIVE(S):

Recognize opportunities within the community.
Evaluate the feasibility of ideas based on a specific community.
Appreciate the role of entrepreneurship in West Virginia communities

MATERIALS:

Internet access to conduct research
PowerPoint, Prezi or other presentation materials (to be chosen by the teacher)

ACTIVITIES:

1. This activity can be completed as an individual or group exercise. Begin by showing students the Bullock Properties video and facilitating a discussion about entrepreneurship and its effect on the communities where we live. Draw inspiration for this discussion from Tighe's desire to have a hand in restoration of Charleston's Westside and his wish to help other local businesses succeed.
2. After the discussion is complete and students have an understanding of how entrepreneurship can be impactful, give students the following assignment:
3. Choose a community in the state of West Virginia, this can be your own community or one you have visited and liked or identified a need that can be fulfilled. Visit the WV Commerce website (<http://www.wvcommerce.org/business/siteselector/communityprofiles/county/default.aspx>) and gather information about your chosen community. These should include, but are not limited to, things like the population, businesses that are already in the community, potential collaborators, etc.
4. As you are collecting this information, identify needs that could be filled with a small business and tell what value would be brought to residents of the area. Be sure to identify your primary customers.
5. Create a presentation using PowerPoint, Prezi or other materials (to be chosen by the teacher). The presentation should be 2-3 minutes long and include all of the information you have



gathered about your community, as well as business needs you have identified and ways these can be fulfilled. Be creative with your presentation by thinking of unusual and interesting ways to present this information to the class.

6. After everyone has presented, give students a scrap piece of paper and have them anonymously vote on the most interesting, engaging presentation.