

Wes Davis, Turkey Creek Poultry Farm 6-8 Lesson

Young Entrepreneurs in Action: Wes Davis
Video Link: <http://youtu.be/9pizKnuAPm8>

OVERVIEW:

Students will gain an understanding of what it means to be an entrepreneur by researching the requirements and risks of a new business. Assessment of the personality traits necessary for entrepreneurs will help students to think of traits they may already possess.

NEXT GENERATION STANDARDS:

SS.6-8.L.16 Conduct short research projects to answer a question (including a self-generated question), drawing on several sources and generating additional related, focused questions that allow for multiple avenues of exploration.

SS.6-8.L.19 Write routinely over extended time frames (time for reflection and revision) and shorter time frames (a single sitting or a day or two) for a range of discipline-specific tasks, purposes, and audiences.

ELA.7.W.C11.1 Conduct short research projects to answer a question, drawing on several sources and generating additional related, focused questions for further research and investigation.

ELA.7.W.C11.2 Gather relevant information from multiple print and digital sources, using search terms effectively; assess the credibility and accuracy of each source; and quote or paraphrase the data and conclusions of others while avoiding plagiarism and following a standard format for citation.

ENTREPRENEURSHIP STANDARDS:

- A.07 Generate venture ideas
- A.11 Assess start-up requirements
- A.12 Assess risks associated with venture
- B.12 Describe desirable entrepreneurial personality traits

LEARNING OBJECTIVE(S)

- Understand the requirements to start a business.
- Appreciate what it means to an entrepreneur if the business does or does not succeed.
- Recognize entrepreneurial personality traits.
- Generate ideas for business(es) they would like to create.
- Conduct research using Internet and appropriate magazines.

MATERIALS:

Students will need Internet access to conduct research.
Magazines – Forbes, Business World, Entrepreneur, Business Week, Fast Company, etc.

ACTIVITIES:

1. Show students the Turkey Creek Poultry Farm video so they may begin thinking about what it means to be an entrepreneur. Facilitate a discussion to highlight the self-motivation, determination, and risk involved in starting a business.
2. Once students have an understanding of entrepreneurship, give them the following assignment:

Think of a business that you would like to start and answer the following questions related to that business.

What kind of product or service do you sell?

Who are your customers?

How will you get customers to buy your product or service?

Who are your competitors?

How much money do you need to get the business started?

What kinds of activities do you do daily for your business?

Why did you choose this particular business?

How much money do you want to make with this business?

*How will you keep the business going in the future?
Do you need help from others to start this business? If so, who?*

3. Now that you have picked your business, research a business that already exists like that one you have picked. Answer the questions again for the existing business. Also, try to think of what kind of personality traits the business owner possesses.
4. Compare and contrast your business idea and the existing business. Thinking of the entrepreneurial traits you see in the current business owner, are there any of these that you think you have? How do these traits help with your business?

If you're unable to find a business like the one you chose, think about how your business could influence others who are trying to start a similar business. How could you help them?