

## Understanding Entrepreneurship 8-Step PBLP (Grades 7-12)

**Objective:** To inspire and equip students with an entrepreneurial mindset by exploring the foundations of entrepreneurship and fostering innovative thinking to address common challenges, using an interdisciplinary STEAMS (Science, Technology, Engineering, Arts, Mathematics, and Social Studies) approach.

### Round Table

- ❖ **Purpose:** Introduce students to entrepreneurship and the significance of small businesses in driving innovation and economic growth.
- ❖ **Materials:** Relative content that represents local entrepreneurship
- ❖ **Activity:** Facilitate a group discussion that discusses “What makes a successful entrepreneur?” and “What role does creativity and innovation play in business?”

### Reflection Point

- ❖ **Discussion Questions:**
  - What challenges do entrepreneurs face today?
  - How can entrepreneurs contribute to social and environmental change?

## Knowledge Setting

<b>Science (S): Sustainability in Business</b>	<ul style="list-style-type: none"><li>❖ <b>Objective:</b> Draw a deeper understanding of sustainability and corporate social responsibility (CSR).</li><li>❖ <b>Activity:</b> Study business trends that pertain to an increase in sustainable product development and environmentally conscious business models.</li></ul>
<b>Technology (T): Digital Tools for Entrepreneurs</b>	<ul style="list-style-type: none"><li>❖ <b>Objective:</b> Explore the impact of technology on the success and growth of modern businesses.</li><li>❖ <b>Activity:</b> Research tools that make entrepreneurship effective like e-commerce platforms, social media, and digital marketing, focusing on their role in driving efficiency and reaching target audiences.</li></ul>
<b>Engineering (E): Product Design and Prototyping</b>	<ul style="list-style-type: none"><li>❖ <b>Objective:</b> Investigate engineering solutions that address challenges faced by everyday business owners.</li><li>❖ <b>Activity:</b> Examine how engineering principles are applied in the design, development, testing, and patenting of innovative products, with a focus on solutions that improve business operations or customer experiences.</li></ul>
<b>Arts (A): Branding and Marketing</b>	<ul style="list-style-type: none"><li>❖ <b>Objective:</b> Develop a deeper understanding of the pivotal role marketing and art play in shaping brand identity and consumer engagement.</li><li>❖ <b>Activity:</b> Explore and discuss how storytelling and design elements, such</li></ul>

	as logos, color schemes, and messaging, contribute to creating a memorable and impactful brand.
<b>Mathematics (M): Financial Planning</b>	<ul style="list-style-type: none"> <li>❖ <b>Objective:</b> Develop a deeper understanding of financial planning for business owners.</li> <li>❖ <b>Activity:</b> Learn and apply basic financial skills, including budgeting, profit calculation, and pricing strategies, to build a foundation for sound business decision-making.</li> </ul>
<b>Social Studies (SS): The Role of Entrepreneurs in Society</b>	<ul style="list-style-type: none"> <li>❖ <b>Objective:</b> Explore the evolution of entrepreneurship and its influence on societal and economic development.</li> <li>❖ <b>Activity:</b> Research and analyze the historical milestones and societal contributions of notable entrepreneurs,</li> </ul>

**Project**

<b>Science (S): Product Innovation</b>	<ul style="list-style-type: none"> <li>❖ <b>Project:</b> Develop a concept for a product or service that addresses a real-world problem using scientific principles that address sustainability or demonstrate corporate social responsibility (CSR). Outline the product's features and describe how it benefits society or the environment.</li> </ul>
--	--

<p><b>Technology (T): Digital Business Solutions</b></p>	<ul style="list-style-type: none"> <li>❖ <b>Project:</b> Develop a product idea and design a mock website or digital operations plan, including the use of e-commerce platforms, marketing technologies, or customer engagement tools.</li> </ul>
<p><b>Engineering (E): Prototype Design and Testing</b></p>	<ul style="list-style-type: none"> <li>❖ <b>Project:</b> Develop a blueprint or draft a mock patent plan for a product, detailing its design, functionality, and sustainability features, while demonstrating how it addresses a specific problem or need.</li> </ul>
<p><b>Arts (A): Branding and Marketing</b></p>	<ul style="list-style-type: none"> <li>❖ <b>Project:</b> Develop a product idea and a brand identity, including a logo, tagline, and marketing materials (e.g., poster, video ad, or social media campaign). Focus on storytelling to connect with the target audience.</li> </ul>
<p><b>Mathematics (M): Financial Planning</b></p>	<ul style="list-style-type: none"> <li>❖ <b>Project:</b> Develop a product idea and create a mock financial projection plan, including startup costs, pricing strategies, and profit margins. Use spreadsheets or financial software to present the data clearly.</li> <li>❖ <b>Materials:</b> Excel spreadsheet and budgeting template.</li> </ul>
<p><b>Social Studies (SS): Community Impact Plan</b></p>	<ul style="list-style-type: none"> <li>❖ <b>Project:</b> Develop a product idea and design a community engagement plan that demonstrates how the idea will positively impact society.</li> </ul>

## Community Involvement

- ❖ **Activity:** Collaborate with local businesses or entrepreneurship organizations for feedback.

## Assessment

- ❖ **Objective:** Evaluate students based on their project completion, interdisciplinary thinking if applicable, and ability to develop effective business tools.
- ❖ **Methods:** Peer and community assessments, including teacher feedback.

## Feedback Loop

- ❖ **Activity:** Facilitate a reflective discussion on the qualities and strategies needed to become an effective entrepreneur in the face of modern challenges, such as economic uncertainty, technological disruption, and sustainability demands.
- ❖ **Journal Prompt:** "In what ways can entrepreneurial skills be used to overcome challenges and create innovative solutions for real-world problems?"

## Resume Integration

- ❖ **Objective:** Empower students to articulate the skills gained from this project for future academic or professional opportunities.
- ❖ **Methods:** Encourage students to work together to highlight and create resume bullet points on the skills gained from their project.