

# Lesson – Career Exploration in Entrepreneurship

## LEARN: Research Project

**30-90 minutes**

### **Purpose:**

The purpose of this activity is to have participants take a closer look at the skills and abilities needed to become an entrepreneur. They will also look at the variety of career options available as an entrepreneur. Participants will research an entrepreneur and prepare a class presentation.

### **Materials:**

- Entrepreneur Skills Self-Assessment (research and choose one available online)
- Library and Internet resources
- *Entrepreneur Research Summary* handout

### **Facilitation Steps:**

1. Ask students what skills they believe would be most important for a successful entrepreneur to possess. Write these on the board.
2. Conduct a five to ten minute self-assessment on the skills and abilities needed to become a successful entrepreneur. There are many free assessments available online. Do a keyword search for ‘entrepreneur self-assessment’ to find these resources. Below are a few to choose from:

<http://bdc.ca/EN/articles-tools/entrepreneur-toolkit/business-assessments/Pages/self-assessment-test-your-entrepreneurial-potential.aspx>

<http://www.forbes.com/sites/tompost/2012/06/04/are-you-an-entrepreneur-startup/>

<http://www.wrdf.org/wp-content/uploads/Entrepreneur-Self-Assessment-Survey.pdf>

<http://www.youronestopcenter.com/entrepreneur-test.php>

3. Share the outcome of the self-assessment if students are willing. Are some surprised that they rated higher than they expected to? Are some also surprised to learn that being an entrepreneur may not be a good choice for them?
4. Explain that there are many ways that a person can become an entrepreneur. Some of these are:
  - a. To start a new business concept
  - b. To buy a franchise
  - c. To buy an existing business
  - d. To copy an existing concept
  - e. To become a one person consulting or services firm
  - f. To start a ‘work from home’ business

5. Give students the *Entrepreneur Research Summary* handout. Tell them that they can use the Internet or other sources in the library for their research. Here are a few helpful websites:

[www.bls.gov](http://www.bls.gov)

<http://www.bls.gov/ooh/>

[www.careerinfonet.org](http://www.careerinfonet.org)

[www.careervoyages.gov](http://www.careervoyages.gov)

[http://careerplanning.about.com/od/occupations/a/career\\_briefs.htm](http://careerplanning.about.com/od/occupations/a/career_briefs.htm)

<http://www.myplan.com/careers/index.php>

<http://www.onetonline.org/find/career?c=10&g=Go>

6. Give students one or two class periods to complete their research. You can also assign this as homework. Students should prepare a short five minute presentation about this entrepreneur including the information on the summary sheet.
7. Have each student present their chosen entrepreneur to the group.
8. Here is a suggested grading rubric for the class presentation:

30 points – Completed all information on the *Entrepreneur Research Summary* handout



20 points – Prepared for the presentation

20 points – The presentation content was clear, concise and gave a good understanding of the chosen career

20 points – Demonstrated the ability to think critically, taking information from other sources to create something new

10 points – Demonstrated time management skills by delivering a well-planned five minutes presentation



# Entrepreneur Research Summary

Identify and research one person who is/was a successful entrepreneur. Complete this worksheet for your entrepreneur choice. Possible sources for information include your school library, public library, websites on the Internet, YouTube and more.

**Entrepreneur Name:** \_\_\_\_\_

**What influenced them to become an entrepreneur?**

---

---

---

**How does this person fit the definition of an entrepreneur?**

---

---

---

---

**How did this person measure whether they were successful or not?**

---

---

---

---

**Sources used for information above:**

---

---

---

---

---

