

Name of lesson: Entrepreneur's Day

Grade 7: Term 3

Subject: Economic and Management Sciences

Curriculum Standards: (CAPS) Grade 7 Life Skills Term 3

CAPS requirements	Knowledge	Skills
<p>Grade 7 Term 3 Entrepreneurship. Entrepreneur's Day. Hosting of Entrepreneur's Day. Income and expenditure statement.</p>	<p>Statement of income and expenditure. Entrepreneur's Day. Vocabulary.</p>	<p>Follow instructions. Define the vocabulary words. Look up the meaning of unknown terminology using a dictionary. Create a survey of needs. Interview at least ten people for the survey of needs. Interpret findings on the survey of needs using tallies. Design a poster advertising the product, products or service chosen. Advertise product or service. Keep a financial income and expenditure statement of all monies borrowed, spent and received from sales. Create a checklist for getting ready for Entrepreneur's Day. Hold an Entrepreneur's Day. Decorate your stall. Write a reflection about Entrepreneur's Day.</p>

Resources

Dictionary, worksheet, paper for posters, survey of needs and expenditure statement, YouTube video: Lavin Centre Entrepreneur Day 2012 at San Diego State University: <http://www.youtube.com/watch?v=7P6-DqaFuOo>

Objectives

Learners will:

- Create a survey of needs, interview at least ten people and interpret findings
- Design a poster advertising the product or services on offer and display their prices
- Hold an Entrepreneur's Day
- Keep a financial income and expenditure statement of all monies borrowed, spent and received from sales on Entrepreneur's Day

Background

This lesson takes the learner through some of the essentials when planning a business for Entrepreneur's Day, such as creating and carrying out a survey of needs, creating a poster to advertise a stall, keeping a financial statement and reflecting on Entrepreneur's Day.

Vocabulary

entrepreneur, survey, tallies, interview, advertise, product, service, financial statement, income, expenses, profit

Teacher preparation before starting

Before teaching this activity, ensure you are familiar with the definitions and concepts and that you have created the items the learners will be asked to create. Make sure that 'Entrepreneur's Day' is a definite part of the term calendar so that you can institute a countdown.

Teaching the Activity

Begin by introducing the idea of an entrepreneur by means of a short YouTube video to set the scene: Lavin Centre Entrepreneur Day 2012 at San Diego State University : <http://www.youtube.com/watch?v=7P6-DqaFuOo>

After showing the video, ask the learners questions about the types of products or services, stalls and the atmosphere they viewed. Highlight any concepts you wish to establish for your own Entrepreneur's Day such as having enough small change available, and setting up stalls etc.

Main Activity

Discuss the various vocabulary terms listed under 'vocabulary' that will be used in this lesson and reinforce the vocabulary that the learners are unfamiliar with.

Have a discussion on products and services sold at Entrepreneur's Day and lead up to the need to hold a survey of needs before making any final decisions. This leads to Activity 1: 'Conduct a survey of needs.' Show the class your example of a survey of needs and let them work in pairs or groups to formulate questions and design the survey they will use for their survey of needs. Show the learners how to interpret their findings by doing tallies of their 'Yes' answers. They set up their tally sheets and carry out their surveys.

Once a product or service has been established, let them work on Activity 2: 'Create a poster to advertise your stall'. The learners design their poster to advertise their product or service offering for Entrepreneur's Day. They should leave a space for prices to be added, so that competitors are not forewarned of their price structure! Add prices just before displaying the posters around the school a day or two prior to Entrepreneur's Day.

The learners design their financial record of income and expenditure in Activity 3: 'Keep a financial statement.' They use this to keep a record all the money they borrowed or spent, as well as monies received from sales on Entrepreneur's Day. This will help them work out their profit to be shared between them.

On the actual day, the learners should draw up a checklist so that they don't forget anything. Some of the activities could be:

- Ensure everything is ready for the big day
- Ensure you have advertised your product or service as much as you can
- Plan what you will wear
- Decorate your stall and make sure everything is clearly marked
- Make sure you have enough small change
- Make sure you are recording everything that is sold
- Make sure everybody knows exactly what to do

The final step is to write a reflection on Entrepreneur's Day once it is over.

Worksheet link

The instruction part of this lesson is the worksheet entitled '**Entrepreneur's Day**'.

Assessment Criteria

Did the learner create a survey of needs, interview at least ten people and interpret findings?

Did the learner design a poster to advertise their product or service, displaying their prices?

Did the learner keep a financial income and expenditure statement of all monies borrowed, spent and received from sales? Did the learner participate in 'Entrepreneur's Day'?

The following tasks could make up a final assessment of this unit.

Create a survey of needs and interpret it	An excellent, well thought out survey of needs created and interpreted	A very good, clear survey of needs created and interpreted	A good, survey of needs created and interpreted	A satisfactory survey of needs created and interpreted	A below average survey of needs created and interpreted	A weak survey of needs created and interpreted	Does not grasp what a survey of needs created and interpreted is all about
Mark out of 10	8-10	7	6	5	4	3	0-2
Create a statement of income and expenditure	An excellent, well thought out statement of income and expenditure created and maintained	A very good, clear statement of income and expenditure created and maintained	A good, statement of income and expenditure created and maintained	A satisfactory statement of income and expenditure created and maintained	A below average statement of income and expenditure created and maintained	A weak statement of income and expenditure created and maintained	Does not grasp what a statement of income and expenditure created and maintained is about
Mark out of 10	8-10	7	6	5	4	3	0-2
Create a poster	All seven elements of the poster clearly evident; an excellent example of a poster	All seven elements of the poster clearly evident; a very good example of a poster	Most elements of the poster clearly evident; a good example of a poster	Only four or five elements of the poster clearly evident; a satisfactory example of a poster	A below average poster; many elements left out; unappealing	A weak example of a poster	Cannot create a poster
Mark out of 10	8-10	7	6	5	4	3	0-2
Reflect on Market Day	Writes eight or more sentences; excellent summary of Entrepreneur's day; excellent detail, no errors	Writes six to eight sentences per paragraph; very good summary of Entrepreneur's day; very good detail, no errors	Writes six or seven sentences per paragraph; good summary of Entrepreneur's day, good amount of detail, only a few minor errors	Writes six sentences per paragraph; satisfactory summary of Entrepreneur's day satisfactory detail, paragraph not very fluent; some errors in grammar and punctuation	Writes five sentences per paragraph; below average summary of Entrepreneur's day, below average amount of detail; many errors in grammar and punctuation	Writes less than five sentences per paragraph; does not make sense; many grammatical errors	Writes one or two sentences per paragraph; paragraph does not make sense and is incomplete; many errors
Mark out of 10	8-10	7	6	5	4	3	0-2

Use the marks from this rubric to work out a final code for this unit of work.

Marks	Explanation	Code
36 - 40	Outstanding achievement	7
26 - 35	Meritorious achievement	6
21 - 25	Substantial achievement	5
16 - 20	Adequate achievement	4
11 - 15	Moderate achievement	3
6 - 10	Elementary achievement	2
0 - 5	Not achieved	1

Assessment rubric

Rating code	
7	
6	
5	
4	
3	
2	
1	