

ENTREPRENEURSHIP DAY LEARNER'S PROJECT NOTES



3 ENTREPRENEURSHIP
EMPLOYABILITY
EDUCATION

PROJECT-BASED LEARNING | EMS



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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA



GRADE **7**



LEARNER'S PROJECT NOTES | GRADE 7 | EMS

ENTREPRENEURSHIP DAY

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ENTREPRENEURSHIP DAY

“The way to get started is to quit talking and begin doing.”

Walt Disney



ACTIVITY 1.1

The difference between an entrepreneur and employee

1. The teacher has a discussion about entrepreneurs and employees. Are they really different?
2. Make a list that distinguishes between entrepreneurs and employees.



Complete Worksheet 1.1 in your Learner's Project Worksheets



ACTIVITY 1.2

Play the “Entrepreneurial Profile” game.

1. Your teacher will hand out koki pens and flipchart paper and give you instructions. Play the game in groups, first on flipchart paper and then capture the information in your workbook.
2. Link a body part to the characteristics and skills of an entrepreneur.



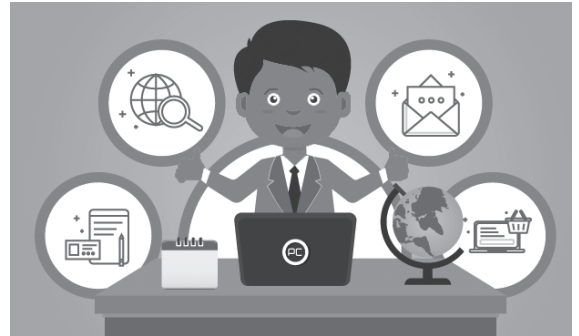
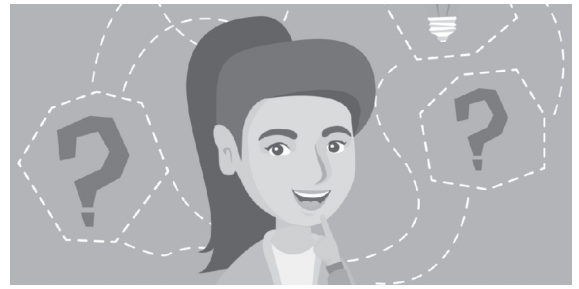
Complete Worksheet 1.2 in your Learner's Project Worksheets



ACTIVITY 2

Business Draw

1. You have some idea of what an entrepreneur is. You are now going to become one. You know by now that the successful entrepreneur uses his/her eyes and nose to see and sniff out opportunity. You also know that entrepreneurs are more successful if they operate in teams. Do you agree?
2. Divide into groups of 8. Use the table on Worksheet 2.1 to make choices about who does what. Try to ensure that your group comprises peers of various talents (a “numbers” person, a communicator, a “carer”, a manager, etc.). Your teacher will assist if necessary.



Complete Worksheet 2.1 in your Learner's Project Worksheets

3. Learners select a manager who will represent the group in the big draw for the type of business you will be promoting at the Entrepreneur's Day. Analyse the business and give your business a name. Read the notes at the end of this booklet for inspiration.
4. Now draw up 3 simple questions to test the market for your business, in other words do a needs and wants analysis of your customers (the consumers). At break, each group member interviews 6 people and captures the information. Use the questionnaire on Worksheet 2.2.



Complete Worksheet 2.2 in your Learner's Project Worksheets

5. Analyse the data captured to determine viability. (Worksheet 2.3)



Complete Worksheet 2.3 in your Learner's Project Worksheets



ACTIVITY 3

SWOT analysis and planning

1. In your groups pool the feedback from your questionnaire and then do a SWOT analysis of your planned/proposed business based on the information from your questionnaire. Use scrap paper to plan and then copy the final SWOT analysis onto your worksheets.

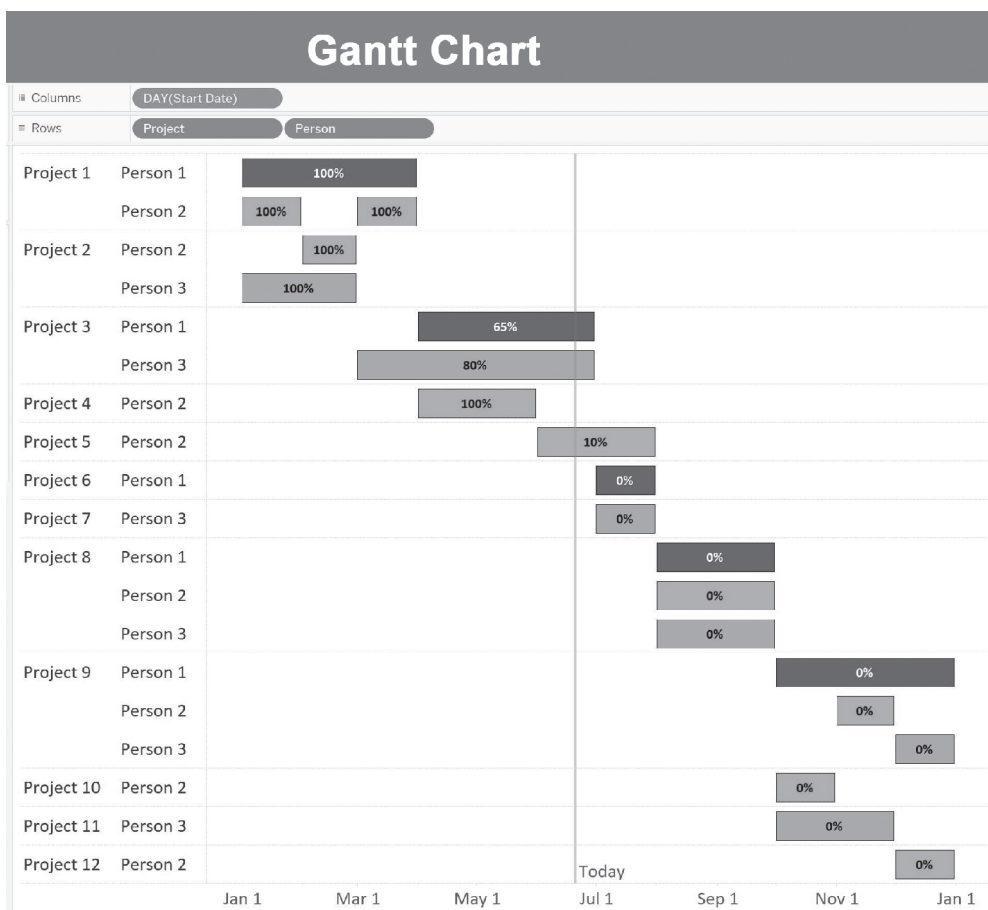


Complete Worksheet 3.1 in your Learner's Project Worksheets

2. It is now time for planning for the month ahead and for your own small business which is launching at the Entrepreneur Day. Use the Gantt Chart in your Worksheet 3.2 and set goals against timelines.



Complete Worksheet 3.2 in your Learner's Project Worksheets





ACTIVITY 4

Setting a budget

1. Before you start your business, you need to do a thorough analysis of what your budget will be.

Decide on the following:

- What will we be selling? (A product or service, or both?)
- How much will it cost to make each item if it is a product?

(Using recycled material is obviously a huge advantage!)

- What do we need in terms of labour and equipment if it is a service? What will this cost?
- How will we market our product/service?
- How much seed money (start-up capital) do we need to jumpstart our business?



Complete Worksheet 4.1 in your Learner's Project Worksheets

2. Draw up a budget for your stall at the Entrepreneurship Day. Make sure that the following questions are discussed before your budget is finalised:

- Variable costs
- Fixed costs
- Selling price
- Forecast: expected expenditure, income and profit.



Complete Worksheet 4.2 in your Learner's Project Worksheets

3. Estimate costs and fill them in on the Entrepreneurship Day Budget Planner.



Complete Worksheet 4.3 in your Learner's Project Worksheets



ACTIVITY 5

Mid-term review

You are now on the last stretch... Think about your team. Problems that have arisen? Write a short note highlighting what is:

- Going wrong?
- Really going well!



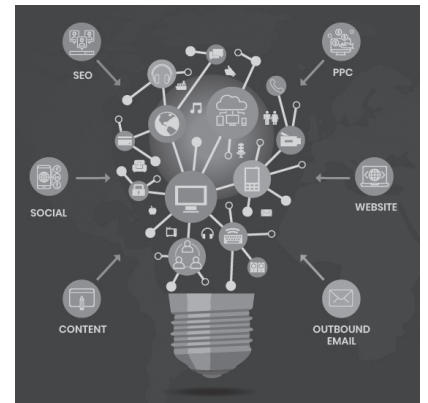
Complete Worksheet 5 in your Learner's Project Worksheets



ACTIVITY 6

Marketing, advertising and publicity

1. By now you are very busy making products or organising your service. How will you let people know about your business and the stall at the entrepreneurship day? Brainstorm ideas on how to spread the word, using a mind map.



Complete Worksheet 6.1 in your Learner's Project Worksheets

2. Now sort your activities into the following: Advertising, Marketing, and Publicity.



Complete Worksheet 6.2 in your Learner's Project Worksheets





ACTIVITY 7



Marketing of advertising media and assigning responsibilities

1. Use all your cheek to let people know about your business to be launched at the Entrepreneurship Day. Draw up a plan of who will be doing what, e.g.:
 - **Posters:** Design, making and duplicating. Putting up in school corridors and community.
 - **Announcement at assembly and over the intercom:** Writing the advertising message and deciding on when to “place” it.
 - **Social media:** Who will be posting regularly? Instagram? Blog? Facebook? Twitter feeds?
 - **Other ideas:** Flash mobs, dress up, guerrilla marketing, face to face selling, cold calls, etc.
2. Send an email to all your friends and family. Print out the email and paste onto Worksheet 7.



Complete Worksheet 7 in your Learner's Project Worksheets



ENTREPRENEURSHIP DAY TAKES PLACE



ACTIVITY 8

Income and expenditure statement

1. Collect all your slips (of what you bought).
2. Complete the last 2 columns of the budget template in Worksheet 4.3.
 - What did you spend?
 - What did you make?
 - What was your profit or loss?
2. Fill in your group income statement on Worksheet 8.



Complete Worksheet 8 in your Learner's Project Worksheets

3. Give yourself a group score out of 10 on how you managed your goals: Did you reach your target (financially)? Did you keep to the goals on your Gantt chart?



ACTIVITY 9

Post event reflection exercise

It's all over! How did the entrepreneurship day go?

- What new facts did you learn about being an entrepreneur?
- What skills that an entrepreneur needs did you acquire?
- What attitudes and values does an entrepreneur need for success?



Complete Worksheet 9 in your Learner's Project Worksheets



GLOSSARY

Some word meanings

LANGUAGE STRUCTURES AND CONVENTIONS	
PART OF SPEECH	EXPLANATION
Noun	a word (other than a pronoun) used to identify any of a class of people, places, or things (common noun), or to name a particular one of these (proper noun).
Verb	a word used to describe an action, state, or occurrence, and forming the main part of the predicate of a sentence, such as hear, become, happen.
Adjective	a word naming an attribute of a noun, such as sweet, red, or technical.
WORD	DEFINITION
Advertising (noun)	the activity or profession of producing advertisements for commercial products or services.
Analyse (verb)	examine (something) methodically and in detail, typically in order to explain and interpret it.
Brainstorm (verb)	hold a group discussion to produce ideas.
Capture (verb)	take into one's possession or control by force.
Cold calls (verb)	make an unsolicited visit or telephone call to (someone), in an attempt to sell goods or services.
Comprise (verb)	consist of; be made up of.
Consumers (noun)	a person who purchases goods and services for personal use.
Estimate (verb)	roughly calculate or judge the value, number, quantity, or extent of.
Fixed cost (noun)	business costs, such as rent, that are constant whatever the amount of goods produced.
Flash mob (noun)	a large public gathering at which people perform an unusual or seemingly random act and then disperse, typically organized by means of the Internet or social media.
Gantt Chart (noun)	A Gantt chart is a horizontal bar chart. Frequently used in project management, a Gantt chart provides a graphical illustration of a schedule that helps to plan, coordinate, and track specific tasks in a project.
Goals (noun)	the object of a person's ambition or effort; an aim or desired result.
Guerrilla marketing (verb)	Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity.



GLOSSARY (CONTINUED)

Some more word meanings

WORD	DEFINITION
Highlighting (verb)	draw special attention to.
Information (noun)	facts provided or learned about something or someone.
Launching (verb)	start or set in motion (an activity or enterprise).
Marketing (noun)	the action or business of promoting and selling products or services, including market research and advertising.
Media (noun)	the main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively.
Opportunity (noun)	a time or set of circumstances that makes it possible to do something.
Peers (noun)	a person of the same age, status, or ability as another specified person.
Profile (noun)	a short article giving a description of a person or organization.
Promoting (verb)	give publicity to (a product, organization, or venture) so as to increase sales or public awareness.
Proposed (verb)	put forward (a plan or suggestion) for consideration by others.
Publicity (noun)	notice or attention given to someone or something by the media.
Recycled (verb)	convert (waste) into reusable material.
Selling price (noun)	the price at which a good or service is sold by the seller to the buyer. In other words, it is a market value or agreed exchange value that enables a buyer to purchase goods or services. It is also known as list price, quoted price, market price, or sale price.
Variable cost (noun)	a cost that varies with the level of output.
Viability (noun)	ability to work successfully.



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