

# Classroom activity: Could you be an entrepreneur?

## Academic level

This activity is suitable for level 2 and 3 students

## Time needed

45 minutes

## Aim

To develop students' understanding of and interest in entrepreneurship. To present self-employment as an achievable career option.

## Activity outcomes

By the end of the activity students will:

- Understand the difference between being an entrepreneur and being self-employed
- Understand the diverse nature of self-employed people and their businesses
- Have challenged their perceptions about self-employment and be aware of the advantages of running your own business
- Reflect on whether they would like to be self-employed

## Key learning point

Young people may not be aware of the extent of self-employment in the UK. After this workshop students should have a more positive approach towards exploring this as an option for themselves and a greater understanding of the skills and qualities required.

## Resources provided:

- Session PowerPoint (available to download from the online college portal)

## Resources you need to provide:

- AV equipment for the PowerPoint presentation

Method	Time
<p>1. Explain the overall aims of the session and then display the ‘Successful entrepreneurs’ PowerPoint slide. Ask students to try and match the area of business to the correct individual. Reveal the answers and discuss with students that entrepreneurs can come from all backgrounds, ages, ethnicities and in fact can be individuals just like them.</p> <p><i>Answers: Fraser Doherty established SuperJam, Katy Sale established Princess Parties, Shamil Thakrar established Dishoom</i></p>	5 mins
<p>2. Discuss what the students understand an entrepreneur to be. Ask students if they know of any other famous entrepreneurs?</p> <p><i>Suggested answers: Mark Zuckerberg (Facebook), Sir Richard Branson (Virgin), Ben Cohen and Jerry Greenfield (Ben and Jerry’s)</i></p> <p>Ask students to identify people they know personally who run their own businesses. Ask if they think there is a difference between being an entrepreneur and being self-employed and then display the ‘Is there a difference’ PowerPoint slide.</p> <p>Highlight that lots of people are self-employed, which means that they work for themselves. A self-employed person will generally offer a product or service which already exists, but they may try to offer it in a different or better way. A self-employed person could be an entrepreneur, but not all self-employed people are entrepreneurs.</p> <p>Explain that an entrepreneur is someone who aspires to come up with a new idea for an innovative business, product or service. An entrepreneur could be self-employed, but is not necessarily, however many of the skills and attributes required are the same.</p>	5 mins
<p>3. Run through the ‘Are you a born entrepreneur?’ quiz PowerPoint slides. Explain that there are 8 questions and students will need to note down which of the answers, A or B, is most like them for each question.</p> <p>At the end ask students to total up their A’s and B’s. Students who total fewer A’s than B’s may want to question if the life of an entrepreneur is really for them. Students who total more A’s than B’s are born entrepreneurs (based on a study adapted from Tom Harrison, Instinct. © 2013).</p>	10 mins
<p>4. Ask students to work in pairs to come up with a list of the skills and qualities of an entrepreneur. Once students have had an opportunity to come up with their list, go through the ‘Skills and qualities of an entrepreneur’ PowerPoint slide. This list is not exhaustive but provides some of the key skills and qualities you’d expect an entrepreneur to have.</p>	5 mins
<p>5. Discuss with students what they consider to be the major barriers to being entrepreneurial or running your own business (e.g. lack of finance, lack of skills, lack of confidence etc).</p> <p>Collect their ideas and compile a shortlist. Ask students to think of solutions to each of the potential barriers and take verbal feedback.</p> <p>Use the ‘Myth busters’ PowerPoint slides to dispel ideas that entrepreneurs have to: be experts, have original ideas, have larger than-life personalities, have big egos or be huge risk takers.</p>	10 mins
<p>6. Explain that being an entrepreneur or being self-employed doesn’t suit everyone. Working in groups of 4, ask students to write down the pros and cons of working for yourself or starting up a business versus being employed by an organisation.</p> <p>Once the groups have had an opportunity to come up with their lists, ask a representative from each group to feed back their ideas to the rest of the class and run through the ‘Being employed versus working for yourself’ PowerPoint slide. Summarise by explaining that there are pros and cons with both. This is why it is important that students think about which option is right for them.</p>	10 mins