

PROJECT
BASED
LEARNING

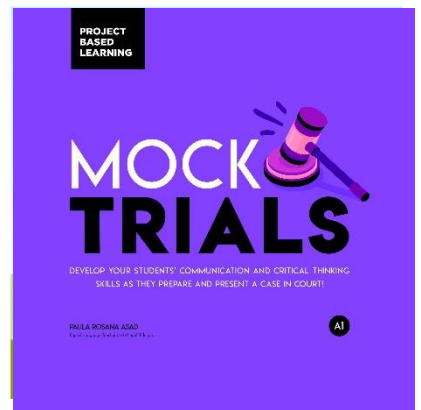
I CAN RUN my own business!

A hand holding a glowing yellow lightbulb with business icons around it. The lightbulb is held by a hand from the bottom right, and it glows with a bright yellow light. Surrounding the lightbulb are various white icons: a person, a cloud, a rocket, a pie chart, a bar chart, and arrows, all set against a background of pink and purple sparkles.

PAULA ROSANA ASAD
English Language Teacher and Mindful Educator

THANK YOU!!!

You might be interested in these resources. Click on the pictures below and check out these products!



LET'S CONNECT!



If you have a question concerning this product, you can send me an e-mail: theresourcefulenglishteacher@gmail.com

About this Resource

I can Run my Own Business Entrepreneurship Project

Students will be introduced to basic business vocabulary and entrepreneurial concepts to create a successful business. They will develop a simple business plan, learn how to target a market, and create a website that showcases their product or service.

Driving Question: How can I create a successful business?

Contents

- Questions for discussions: Business, companies, entrepreneurs.
- Business Vocabulary Cards: accounting department, executive officer, headquarters, production department, personnel department, marketing department, reception, shareholder, business plan, start-up, HR, brand, stakeholder, buy-in, leverage, core competency, scalable.
- Business Vocabulary Games
- Language Idioms: get the ball rolling, start/get off on the, bring something to the table, get down to business, think outside the box, back to square one, read between the lines, put all one's eggs in one basket, learn the ropes, hot off the press.
- Reading Comprehension Activities: Henry Ford, Starbucks and John Pemberton.
- Writing Tasks
- Project Guide
- Business Plan
- Create your logo



Questions for Discussion

To introduce the topic you can hand out the cards on pages 4 and 5 or you can click on the link and have the questions in digital format! [Open the box and get a question](#)

How do I work with questions for discussion? I usually do one of the following activities.

Discussion Stations: Stations or posters are set up around the classroom. Students in pairs or small groups travel from station to station and discuss each question for two minutes.

Change your Station! Students are divided into groups of 4 or six and are given a discussion question to talk about. After five minutes of discussion, one or two students from each group rotate to a different group while the others remain where they are. Once in their new group, they will discuss the same question and share some of the key points from the previous group. For the next rotation, students who have not rotated before are the ones who move.

Concentric Circles: Students make two circles, one inside circle and one outside circle. Each student on the inside circle faces a student on the outside circle. The teacher poses a question and students discuss for two minutes. When time is up, the students on the outside circle move to the right and so they change partners. Then, the teacher poses another question!



Questions for Discussion

What is an entrepreneur?

What famous entrepreneurs do you know?

What are the characteristics of a good entrepreneur?

Governments should help individuals to become entrepreneurs. Do you agree?

Can you turn your passion into a successful business?

Women are the fastest growing group of entrepreneurs . Why do you think this is so?



Questions for Discussion

What successful business do you know? Why do you think they are successful?

Do you prefer to work for others or have your own business?

What are the advantages of being an entrepreneur?

What are the disadvantages of being an entrepreneur?

“If you don’t build your dream, someone else will hire you to build theirs.”
Tony A. Gaskins Jr.
Do you agree with this quote?

Which company would you love to work for and why?



Vocabulary Cards

To introduce the new vocabulary you can ask students to read the word and its meaning, then think of sentences where they would use that new word. Giving the word a context is extremely important to help learners remember new lexical items.

How do I work with the vocabulary cards?

Matching Game: Students match the word with its meaning (see pages 10,11,12,13,14,15)

Pictionary: Split the class into teams. Have one student from each team come to the board. Assign them one vocabulary word to draw. The teams should guess what vocabulary word is being drawn. The first group that guesses the word, gets a point.

Charades: it is similar to Pictionary. However, instead of drawing, students act out the vocabulary word.

Flyswatter Game: Write the new vocabulary on the board. Divide the class into 2 teams. Have one student from each team come to the board holding a flyswatter. Read the definition of a vocabulary word. Students should race to see who can find the correct word on the board the fastest. When they find it, they should hit the word on the board with the flyswatter.



Vocabulary Cards

Accounting Department

n. department responsible for administering a company's financial affairs.

Executive Officer

person managing the affairs of a corporation, incl. chief executive officer (CEO), chief financial officer (CFO), etc.

Headquarters

a company's principal or main office or centre of control.

Marketing Department

department that manages branding, promotion, advertising, packaging, pricing etc of products.

Personnel Department

department responsible for recruitment and welfare of staff or employees.

Production Department

department responsible for the manufacture, creation or crafting of products.



Vocabulary Cards

Reception

The place where visitors and clients report on arrival at a company.

Shareholder

The person who owns shares or holds stock in a company or corporation.

Business Plan

A document used to outline plans for a business, goals, target market, etc.

Sales Department

Department responsible for finding customers and making sales.

Start-Up

A brand new business.

HR

The abbreviation "HR" stands for "Human Resources", and it's the part of a company that deals with matters relating to its employees.



Vocabulary Cards

Brand

The term given to a company's name and the recognisable attributes that go with that company.

Stakeholders

Anyone who's involved in a particular project.

Buy-in

This term refers to the idea of gaining acceptance for something.

Leverage

To utilise something to the business's advantage.

Core competency

The strengths of a person or company.

Scalable

An idea that will work easily on a larger scale to the one it currently works on.



Vocabulary Cards

**Accounting
Department**

**Executive
Officer**

Headquarters

**Marketing
Department**

**Personnel
Department**

**Production
Department**



Vocabulary Cards

Reception

Shareholder

Business Plan

**Sales
Department**

Start-Up

HR



Vocabulary Cards

Brand

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**Core
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Vocabulary Cards

department responsible for administering a company's financial affairs.

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The place where visitors and clients report on arrival at a company.

The person who owns shares or holds stock in a company or corporation.

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The abbreviation "HR" stands for "Human Resources", and it's the part of a company that deals with matters relating to its employees.



Vocabulary Cards

The term given to a company's name and the recognisable attributes that go with that company.

Anyone who's involved in a particular project.

This term refers to the idea of gaining acceptance for something.

To utilise something to the business's advantage.

The strengths of a person or company.

An idea that will work easily on a larger scale to the one it currently works on.



Language: Idioms

Read the idiom definition and then complete the sentences below.

1. **Get the ball rolling:** to make something start happening
2. **Start/get off on the right foot:** to start a relationship in a positive way
3. **Bring something to the table:** to contribute something of value (to a company)
4. **Get down to business:** to start focussing on a specific task (after introductions/small talk)
5. **Think outside the box:** to think creatively and develop new and original ideas
6. **Back to square one:** describes when you need to start a project again from the beginning
7. **Read between the lines:** to find a hidden meaning in something said or written (e.g. feelings/intentions)
8. **Put all one's eggs in one basket:** to commit all your resources to a single idea or plan of action
9. **Learn the ropes:** to learn how to do specific tasks or activities in a company
10. **Hot off the press:** describes something that has just been released or printed

- a) I take some investment risks every year, but I never _____ .
- b) We all have to _____ when we start a new job.
- c) We need to _____ to prepare our presentation for next week's meeting.
- d) _____ , I don't think my colleague actually wanted to resign.
- e) Every aspect of our proposal was rejected by the CEO, so we are _____
- f) Our new brochure is _____ with all the latest products and special offers.
- g) Everyone hopes to _____ when they start a new job.
- h) We _____ that other employees don't bring.
- i) Our company encourages _____ by allowing us to work on whatever we want every Thursday afternoon.
- j) I seem to have _____ with the new boss.



Reading Henry Ford

Read the text and complete it with the missing parts A-F. Then, answer the question below.

Henry Ford was born in 1863 in Dearborn, Michigan, United States, in what was then known as Springwells Township. Ford's parents were Irish immigrants and the family lived on a farm, with Henry Ford being the eldest of six children. He worked on the farm when he was young, but 1....., then putting them back together again. He worked on watches a lot, and ended up helping many people fix their watches.

In 1879, when he was 16 years old, he moved to Detroit to start working with machines,2..... Ford got married to Clara Bryant in 1888, and later became an engineer. Ford worked for the Edison Illuminating Company and even 3..... Edison encouraged him to keep working on his plans for his horseless carriage, powered by a motor called the Quadricycle. He sold the Quadricycle and started his own company to continue his work making vehicles. Ford then started the Ford Motor Company in 1903. He was not the first person to create a car, 4.....

His "Model T" car, released in 1908, was easy to drive and to repair,5.... He needed to make a lot of cars very quickly. His company, Ford Motor Company, hired skilled workers to work on an assembly line. The car would move through the line,6.... One worker might put on the steering wheel, while at a different spot on the line, another worker put on tires. The company could make many cars at a time this way,7..... In 1918, half of the total amount of cars in the United States were Model T's, 15 million cars were sold, and production of the Model T was finally stopped in 1927.

In 1947, at the age 83 Henry Ford died of a cerebral haemorrhage and was buried in the Ford Cemetery in Detroit.

A - got to meet Thomas Edison!

B- which made them cheaper to produce

C - he soon discovered that he loved taking things apart to see how they worked

D - but he was the one who made them accessible to a lot of people in the United States.

E - and each worker had a job along the line

F - though he did come home and work on the farm a little, too.

G - which made many people want one

How would you describe Henry Ford?



Reading about John Pemberton

What do you know about John Pemberton, the inventor of Coca Cola? Are these sentences true or false? Click on the following link and check your answers!

[The Inventor of Coca Cola!](#)

1. Coca Cola Ads played a crucial role in establishing this drink as the world's largest beverage company. _____
2. John Pemberton was a doctor. _____
3. He had a serious accident that made him suffer from severe pains. _____
4. John was addicted to coca cola. _____
5. He created an alcoholic drink that was advertised as an aphrodisiac. _____
6. John fought in the war. _____
7. Willis E. Venable is the real inventor of Coca Cola. _____
8. Coca Cola, in its beginnings, used to have alcohol. _____
9. Pemberton was extremely rich when he died. _____



Reading about Starbucks

Read the text and answer the questions below.

Starbucks is an international coffee and coffeehouse chain. It is the world's best-known brand of coffee shop and has almost 20,000 stores in around 50 countries, employing close to 150,000 people. It was formed in Seattle in 1971 by English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker because they wanted to sell high-quality coffee beans and machines. They invested and borrowed some money to open the first store in Seattle and named it "Starbucks" after the first mate, Starbuck, in Herman Melville's classic novel Moby Dick.

Alfred Peet, a coffee-roasting entrepreneur, was a great inspiration to the founders of Starbucks. He was a Dutch immigrant who had begun importing fine Arabica coffees into the United States during the 1950s. In 1966 he opened a small store, Peet's Coffee and Tea, in California, that specialized in importing first-rate coffees and teas. Peet's success encouraged the Starbucks founders to base their business model on selling high-quality coffee beans and equipment, and Peet's became the initial supplier of green coffee beans to Starbucks.

By the early 1980s Starbucks had opened four stores in Seattle that stood out from the competitors with their top-quality fresh-roasted coffees. In 1980 Siegl decided to pursue other interests and left the two remaining partners, with Baldwin assuming the role of company president.

In 1987, Howard Schultz led a group of investors that purchased Starbucks from its' founders. Since then, Starbucks has become the premier roaster and specialty coffee retailer in the world. Currently, there are 18,000 stores in 62 countries.

Along with selling high quality coffee beans, Starbucks offers a variety of speciality coffee drinks, teas, hot chocolate, merchandise and a limited menu selection of food items. Their stores offer a clean, relaxing atmosphere for customers.

- a) Why is Starbucks one of the best coffee stores in the world?
- b) Why is Alfred Peet important in the history of Starbucks?
- c) Which founder was the first to leave the company? Why?
- d) Who is now CEO of Starbucks?
- e) What is special about Starbucks coffee stores?



Writing Task 1

Find information about an entrepreneur you admire

- Write about his/her life and achievements.
- Try to use the vocabulary and idioms you have learned.



Hand-drawn scribbled border

Early Life

Hand-drawn scribbled border

Achievements

What makes her/him stand out from the rest



Writing Task 2

Think of a successful business you know and make a research

- Write about its beginnings and how it became successful.
- Try to use the vocabulary and idioms you have learned



Beginnings

How it became successful

What makes it stand out from the rest



Project Guide

How can I create a successful business?



Business Plan: Work in pairs or small groups to make an entrepreneurial business plan. You start your business with \$10,000.



Logo Creation: Create your logo using one of these useful tools:

- [Canva](#)
- [Genially](#)



Once your business plan and logo are ready, make a website to showcase your project. You can use these free websites:

- [Weebly](#)
- [Wix](#)



Finally, upload your webpage link on this padlet so that everyone can see your project and provide a constructive feedback!

[Padlet](#)



Business Plan

Answer the questions and start planning your business!

Who are you?

What do you plan to sell/ offer?

Why do you want to do this?

How will your business idea help people?



Business Plan

Answer the questions and start planning your business!

Who do you want to sell to?

How will customers learn about your business?

What kind of people will you want to employ?

More Ideas



Logo

Create a logo for your company. A good logo is important to build your brand. It communicates quality, and values. It can be printed on your products, your business card, website, social media, and most importantly, in the minds of your clients.

What makes a good logo?

- The simpler the better and it must be easy to understand.
- Don't use too many colors. Pick them wisely, remember that they help customers to recognize your brand. Use your colors consistently.
- Choose typography that represents your values.
- You can have a simple drawing or symbol. A visual element adds interest and makes your logo memorable. It has to grab the attention of a consumer and form an opinion about it.

Now, it's time to create your logo! You can use Canva or Google Drawings.



Language: Idioms **KEY**

Read the idiom definition and then complete the sentences below.

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10. Hot off the press: describes something that has just been released or printed

- a) I take some investment risks every year, but I never **put all my eggs in one basket**.
- b) We all have to **learn the ropes** when we start a new job.
- c) We need to **get the ball rolling** to prepare our presentation for next week's meeting.
- d) **Reading between the lines**, I don't think my colleague actually wanted to resign.
- e) Every aspect of our proposal was rejected by the CEO, so we are **back to square one**.
- f) Our new brochure is **hot off the press** with all the latest products and special offers.
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In 1879, when he was 16 years old, he moved to Detroit to start working with machines, **2 though he did come home and work on the farm a little, too.** Ford got married to Clara Bryant in 1888, and later became an engineer. Ford worked for the Edison Illuminating Company and even **3 got to meet Thomas Edison!** Edison encouraged him to keep working on his plans for his horseless carriage, powered by a motor called the Quadricycle. He sold the Quadricycle and started his own company to continue his work making vehicles. Ford then started the Ford Motor Company in 1903. He was not the first person to create a car, **4 but he was the one who made them accessible to a lot of people in the United States.**

His "Model T" car, released in 1908, was easy to drive and to repair, **5 which made many people want one.** He needed to make a lot of cars very quickly. His company, Ford Motor Company, hired skilled workers to work on an assembly line. The car would move through the line, **6 and each worker had a job along the line.** One worker might put on the steering wheel, while at a different spot on the line, another worker put on tires. The company could make many cars at a time this **way, 7 which made them cheaper to produce.** In 1918, half of the total amount of cars in the United States were Model T's, 15 million cars were sold, and production of the Model T was finally stopped in 1927.

In 1947, at the age 83 Henry Ford died of a cerebral haemorrhage and was buried in the Ford Cemetery in Detroit.

How would you describe Henry Ford?

creative, innovative, determined, self-disciplined, active, hard working



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Read the text and answer the questions below.

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- b) Why is Alfred Peet important in the history of Starbucks? **Because he was the one that inspired the founders and encouraged them to base their business model on selling high-quality coffee beans and equipment.**
- c) Which founder was the first to leave the company? Why? **Siegl, he had other interests.**
- d) Who is now CEO of Starbucks? **Howard Schultz**
- e) What is special about Starbucks coffee stores? **Their high quality coffee as well as their clean and relaxing atmosphere.**



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[The Inventor of Coca Cola!](#)

1. Coca Cola Ads played a crucial role in establishing this drink as the world's largest beverage company. **TRUE.**
2. John Pemberton was a doctor. **FALSE. He was a pharmacist.**
3. He had a serious accident that made him suffer from severe pains. **TRUE.**
4. John was addicted to coca cola. **FALSE. He was addicted to morphine.**
5. He created an alcoholic drink that was advertised as an aphrodisiac. **TRUE.**
6. John fought in the war. **TRUE.**
7. Willis E. Venable is the real inventor of Coca Cola. **FALSE. He helped John to improve the recipe.**
8. Coca Cola, in its beginnings, used to have alcohol. **TRUE.**
9. This popular drink became a success from the very beginning. **FALSE.**
10. Pemberton was extremely rich when he died. **FALSE. He died penniless.**

