

## Strand: **Enterprise**

### Entrepreneurs

#### **Learning outcomes in focus**

##### **Students should be able to:**

**Enterprise 2.1** Identify different types of financial, cultural and social enterprise and appreciate the role each plays in society

**Enterprise 2.2** Describe the skills and characteristics of being enterprising and appreciate the role of an entrepreneur in an organisation, in society and to the economy

#### **Learning intentions\***

##### **We are learning to:**

- Define entrepreneur
- Give example of an entrepreneur
- Understand the characteristics of an entrepreneur
- Understand the skills of an entrepreneur
- Identify problems entrepreneurs may encounter
- Recognise how entrepreneurs impact on our local community

#### **Teaching and learning context**

The students spent 7 class periods covering preparatory material prior to beginning the task. The task was to complete a project on an entrepreneur of their choice. Students had 2 class periods to work on the project as well as completing it as a homework activity. Students had access to computers and a printer in class. Some of the activities the students took in advance of starting the project included:

- Rate their knowledge prior to the lesson

- Brainstorm in groups using ranking ladder the word Entrepreneur
- Create a wordmoodle about the word entrepreneur
- Make a decision on a class definition of the word entrepreneur
- Discuss examples of entrepreneurs in their community
- Watch short clip about entrepreneurs and identify the problems the entrepreneurs face
- Discuss the word “skills” and identify their own skills
- Discuss the word “qualities” and identify their own qualities
- Collate a bank of skills and qualities with definitions of meanings
- Read a case study about a 2nd year student showing entrepreneurial skills and qualities and identify them
- Students will express their opinions of the entrepreneurial student in the case study
- Find three reliable sources of factual information; look at dates on the information, avoid chats / group discussions, exercise caution
- Looked at examples of projects and determine as a class what makes an effective presentation – e.g. bullet points, images, large font, correct spelling

\* What the student should know, understand and be able to do at the end of the lesson or series of lessons

\*\* Summary of the key steps the student needs to fulfil in order to achieve in the task

## Task

Complete a project on an entrepreneur that you admire.

## Success Criteria\*\*

**SC1:** Identify an entrepreneur and give at least 4 facts about their business enterprise.

**SC2:** Illustrate 3 skills shown by this entrepreneur.

**SC3:** Illustrate 3 characteristics shown by this entrepreneur.

**SC4:** Identify 2 problems this entrepreneur has faced or faces.

**SC5:** Give your opinion of the entrepreneur.

**SC6:** Include at least 2 images in your project.

**SC7:** Present your project in a poster form which can be hand written, typed or a combination of both following our guideline for effective presentations

**SC8:** State where you sourced information

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\*\* Summary of the key steps the student needs to fulfil in order to achieve in the task

**Skills**

Human relations. Gets on well with people and listens. I believe that they were very skilled at human relations as they listened to everybody's advice.

Delegation skills. Trusting others to complete their jobs. I believe that they had delegation skills because they shared the work amongst the two of them.

Planning and setting goals. Sets plans for short or long term future. I believe that they were very good at coming up with successful plans for the future.

**My Opinion.**

I think that M.A.C is a very successful company and to prove that, I did a survey to see how many people had M.A.C makeup at home. Out of 28 people 17 had at least one product of M.A.C in their houses, 17 is over half of the amount of people who were surveyed. The 11 who didn't have it at home knew what it was and their only reason was because it was too expensive.



**The Enterprise**

M.A.C was established in Toronto. In March 1984 it was finally launched at one single counter in a shop in Toronto. The two entrepreneurs (Frank Toskan and Frank Angelo) started by making their products in their kitchens. M.A.C stands for makeup art cosmetics. One of M.A.C's main products is its lipsticks. To this day M.A.C are always looking for new bright employees, when I was researching for this project there were 243 available jobs.

**Problems they have faced.**

M.A.C has faced the financial problem because when they wanted to start up M.A.C they had no money from their restaurants as the restaurants were not successful enough to make a profit.

M.A.C have also had a lot of competitors to compete with for example Estée lauder was established a long time before M.A.C was so they already had a very reliable market to get profits.



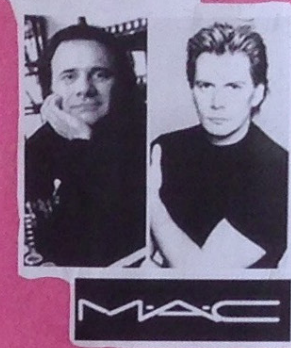
**My sources of information**

www.maccosmetics.com

Our business worksheet

http.wikipedia.org

**The Entrepreneurs**



**Qualities**

Motivated. Very determined to succeed and overcomes any problems. I believe this as they both owned restaurants that failed to succeed yet they came up with M.A.C.

Risk-taking, they will take financial and personal risks. I believe they were risk-takers because they did not know M.A.C would succeed.

Innovative, quick to know peoples needs. I believe this because they knew that people needed some more reliable makeup brands.

## Teacher annotations using the success criteria

The annotations capture observations by the teacher, using the success criteria, with a view to establishing the level of achievement this work reflects. The annotations and judgments were confirmed by a Quality Assurance group, consisting of practising teachers and representatives of the Inspectorate, the State Exams Commission and the Junior Cycle for Teachers support service.

### MAC project:

#### The student fulfilled all success criteria as they:

**SC1:** Gave 6 facts about the enterprise

**SC2 and SC3:** Illustrated the skills and characteristics well with their opinion

**SC4:** Identified clear problems MAC faces

**SC5:** Their opinion was backed up with statistics from a survey

**SC6:** Showed sources of information

**SC7:** Excellent presentation

**SC8:** Good images

#### The student could improve by:

Stating where she carried out survey in her sources of information

**Overall judgement:**  Exceptional