MADLY PRODUCTIVE
PATHWAYS
PROJECT-BASED CTE CURRICULUM
FOR BUSINESS & TECH CLASSROOMS

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MADLY PRODUCTIVE PATHWAYS

Unit 1: Entrepreneurship and the Entrepreneur in You

Topic 1.1: What Is Entrepreneurship? Traits and Work Habits

READ FIRST — Teacher Command Center

Std: 01.01, 02.03 | Process: CR 02.02, CR 09.07, CR 09.09 | Portfolio: Milestone 1 · Build Step 1

High School Entrepreneurship · Grades 9-12

An independently created educational resource for high school Entrepreneurship and Business Ownership. It is designed to supplement, not replace, teacher-led instruction and your district-adopted materials, and is not affiliated with or endorsed by any state department of education. See “Start Here → Standards & Skills Map” for standards alignment and how to align it to your state.

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1. Topic at a Glance

Topic	1.1 — What Is Entrepreneurship? Traits and Work Habits
Unit	1: Entrepreneurship and the Entrepreneur in You
Estimated Time	2 class periods (45 min each); MCQ set + Short Constructed-Response extend as homework
FL Benchmarks	01.01, 02.03
Process Standards	CR 02.02, CR 09.07, CR 09.09
Portfolio	Milestone 1 · Build Step 1: Founder Trait Scan: rate yourself on entrepreneur traits and work habits, back it up with evidence, and start an idea list.
Portfolio Visual	— (concept visual, no graph)
Case Study	— (one richer case ships per unit in the Unit 1 bonus, not per topic)
Written Practice	Short Constructed-Response — define · identify · explain
Teacher Prep	Print Guided Notes + Vocab Slip + Build Step 1 + Exit Ticket; MCQ & SCR as homework.

The fastest start: this is the first lesson of the course. Print the four student items in §3, open the slides, and you're ready. Prep time: about 5 minutes.

WHY THIS TOPIC OPENS THE COURSE

Before students can plan a business, they need a clear picture of what an entrepreneur actually does and an honest look at whether they have the habits to do it. Day 1 defines entrepreneurship and separates it from having a job or having an idea. Day 2 turns the lens on the student: which traits and work habits do they already have, and which ones will they need to build? That self-scan becomes the first page of the year-long My Venture Project.

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2. What's Included

Every file in this package, by folder.

Folder	File	Audience	When
00 Start Here	**00_READ_FIRST_Teacher_Guide.pdf**	Teacher	Before class
00 Start Here	01_Teacher_Lesson_Plan.pdf	Teacher	The period
00 Start Here	02_Standards_and_Skills_Map.pdf	Teacher	Reference / alignment
01 Present	1.1_Slides.pptx	Whole class	The period
01 Present	1.1_Bell_Ringer.pdf	Whole class	Warm-up
02 Student Handouts	1.1_Guided_Notes_Student.docx / .pdf	Students	During lesson
02 Student Handouts	1.1_Vocabulary_Slip.pdf	Students	Keep all unit
04 My Venture Project	1.1_Venture_Step_1_Student.docx / .pdf	Students	Application
05 Assessment	1.1_Exit_Ticket.pdf	Students	End of class
05 Assessment	1.1_MCQ_Practice_Set.pdf	Students	Homework
05 Assessment	1.1_Short_Constructed_Response.pdf	Students	Homework
06 Answer Keys	1.1_Guided_Notes_Key.pdf	Teacher	During lesson
06 Answer Keys	1.1_Venture_Step_1_Teacher_Notes.pdf	Teacher	Application
06 Answer Keys	1.1_Exit_Ticket_Key.pdf	Teacher	End of class
06 Answer Keys	1.1_MCQ_Key.pdf	Teacher	Homework
06 Answer Keys	1.1_Short_Constructed_Response_Scoring_Guide.pdf	Teacher	Homework

Looking for a richer case study? One applied case ships per UNIT (in the Unit 1 bonus) for a flex or block day, so each topic stays inside its class periods.

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3. Teacher Prep Checklist

Print for students

- [ ] Guided Notes (Student) — one per student
- [ ] Vocabulary Slip — students keep it all unit
- [ ] My Venture Project, Build Step 1 (Founder Trait Scan) — one per student
- [ ] Exit Ticket — one per student
- [ ] (Homework) MCQ Practice Set + Short Constructed-Response

Print for teacher

- [ ] Teacher Lesson Plan
- [ ] Guided Notes Key · Build Step 1 Teacher Notes · Exit Ticket Key · MCQ Key · SCR Scoring Guide

Set up once for the year

- [ ] A My Venture folder (paper or digital) for every student. Each unit adds one section of their business plan, and they'll need all ten for the capstone.

ABOUT THE MY VENTURE PROJECT

Topic 1.1 launches My Venture, the year-long project where each student builds a real business plan one section at a time. Every unit is one Milestone (one plan section), and every topic is a Build Step inside it. Unit 1's Milestone is the Founder Profile. In Build Step 1 students rate themselves on entrepreneur traits and work habits, back each rating with real evidence, and start a list of problems they've noticed that could become business ideas. The build step IS the in-class application, so there's no separate worksheet. The year ends with the full plan and an investor pitch (Topic 10.3).

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4. The Two Periods at a Glance

Two 45-minute periods. The build step is the guided-application block, so nothing else competes for time. The minute-by-minute version is in 01_Teacher_Lesson_Plan.pdf.

Day	Time	Activity	File used
1	0–7	Bell Ringer: Who's the entrepreneur? (three teens, turn-and-talk)	Bell Ringer + slide 2
1	7–20	Mini-lesson: what entrepreneurship is; entrepreneur vs. employee vs. inventor	Slides 3–5 + Guided Notes I–II
1	20–33	Types of entrepreneurs and the risks vs. rewards of owning a business	Slides 6–7 + Guided Notes III–IV
1	33–45	Image analysis: spot the entrepreneur; quick check for understanding	Slide 8
2	0–8	Recap; myth vs. fact: are entrepreneurs born or made?	Slides 9–10
2	8–20	Entrepreneur traits and work habits	Slides 11–12 + Guided Notes V–VI
2	20–38	My Venture Project — Build Step 1: Founder Trait Scan	Build Step 1 + slide 13
2	38–45	Exit Ticket; assign MCQ set + Short Constructed-Response as homework	Exit Ticket; MCQ; SCR

BLOCK SCHEDULE

On an 80–90 minute block, teach both days in one sitting. Run the Day 1 definition and types, skip the Day 2 recap, and go straight from the myth-vs-fact slide into traits, habits, and Build Step 1. Students who finish the trait scan early can start their idea list at home.

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5. Differentiation

Struggling students

- Give a word bank for the guided notes (initiative, risk, profit, persistence...).
- For the trait scan, have them pick only the three traits they're most sure about and give one piece of evidence each.
- Allow the Vocabulary Slip during the Exit Ticket.

Advanced students

- Interview a local business owner (or watch a founder interview) and compare their traits to their own scan.
- Write a one-paragraph argument: which single trait matters most in the first year of a business, and why?
- Turn their top idea from the idea list into a one-sentence business concept.

ELL / virtual

- Hand out the Vocabulary Slip a day early.
- Record narrated slides. The MCQ set and SCR work as async homework.

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6. Answer Key Map

Looking for the key for…	Find it at…
Guided Notes	06 Answer Keys / 1.1_Guided_Notes_Key.pdf
My Venture Build Step 1	06 Answer Keys / 1.1_Venture_Step_1_Teacher_Notes.pdf
Exit Ticket	06 Answer Keys / 1.1_Exit_Ticket_Key.pdf
MCQ Practice Set	06 Answer Keys / 1.1_MCQ_Key.pdf
Short Constructed-Response	06 Answer Keys / 1.1_Short_Constructed_Response_Scoring_Guide.pdf

Questions, feedback, or curriculum requests? Leave a review on TPT. Teacher feedback shapes the next version.

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