

Lesson Plan

Book and Authors: Niran Vinod and Damola Timeyin – How To Build It

Topic – Entrepreneurship

Learning Objective: to discuss the basics of entrepreneurship and how we can bring this mindset to a business or school.

Starter (10 minutes) – What do you think is meant by the term entrepreneurship? Students should think about and discuss the above questions. Using the PPT to assist and challenge individuals, discuss who students define to be famous entrepreneurs and use the slide showcasing female entrepreneurs to help students define the meaning. **Rihanna:** She became America's youngest self-made female billionaire in 2022. Much of Rihanna's wealth has been attributed to her successful make-up company, Fenty Beauty. **Beyonce:** In addition to creating her own company, Ivy Park in 2015, Beyoncé bought a music streaming service called Tidal, which carried a valuation of \$600 million by early 2017. She also has a \$50 million endorsement deal with PepsiCo and is a celebrity spokesperson for L'Oreal. **Vera Wang:** After working as an editor at Vogue and an accessories designer at Ralph Lauren, Wang opened a New York bridal shop and debuted her own line of gowns at age 40. Three decades later her eponymous brand is now a global business spanning fashion, beauty, jewellery, and homewares **Janice Bryant Howroyd:** founded The ActOne Group in the front of a rug shop in California 45 years ago. Since then, she's vastly grown the global employment and management company, and she recently made Forbes' list of the wealthiest self-made women in the US.

Introducing the book and the authors – (3 minutes)

Activity One – (4 minutes) – Explain to students that the first clip you are going to watch starts with Niran and Damola discussing entrepreneurship and define what it means to them – ask them to add to their initial definition from the starter activity.

Watch clip (from 0.00–03.40)

Discuss the differences between the students understanding of the term entrepreneurship from the starter to now.

Activity Two – (15 minutes) – What skills does an entrepreneur need to succeed?

Explain to students that the next clip you are going to watch starts with Niran discussing the businesses that he's created. Split students into pairs and ask them to each create a mind map with 'Skills to succeed' in the middle. Ask one student to create a branch on the map to focus on Niran and his businesses/ideas and the other to create a branch to focus on Damola's.

Watch the clip (03.40–05.35)

Ask students to share their findings with their partner

Discuss the challenge question - Definition of nepotism - the practice among those with power or influence of favouring relatives, friends, or associates, especially by giving them jobs

Activity Three – (15 minutes) How can you bring an entrepreneurial mindset to business or school?

Explain to students that the final clip they are going to watch involves Niran and Damola discussing what business ideas they had in school and how they enacted them.

Watch the clip (05.35-08.42)

Ask students to either write a paragraph or create a Venn diagram to showcase what their passion and skills are.

Discuss challenge question and gauge student understanding of the entrepreneurial mindset/how their skills and passion can transfer into businesses.

Plenary – (5 minutes) Exit Pass – think of one new definition of piece of information that you've learnt today and either write it on a post it or verbally tell the teacher in order to leave the lesson.

Different types of learners - there is a wordsearch activity feel

1. Entrepreneurship

Starter Activity

What do you think is meant by the term 'entrepreneurship'?

Helpful words:

Business
Creativity
Vision
Innovation



Challenge:

Can you name
any famous
entrepreneurs?

Famous Female Entrepreneurs

Beyoncé

Janice Bryant Howroyd

Vera Wang

Rhianna

How To Build It – Niran Vinod & Damola Timeyin



Whilst we watch...

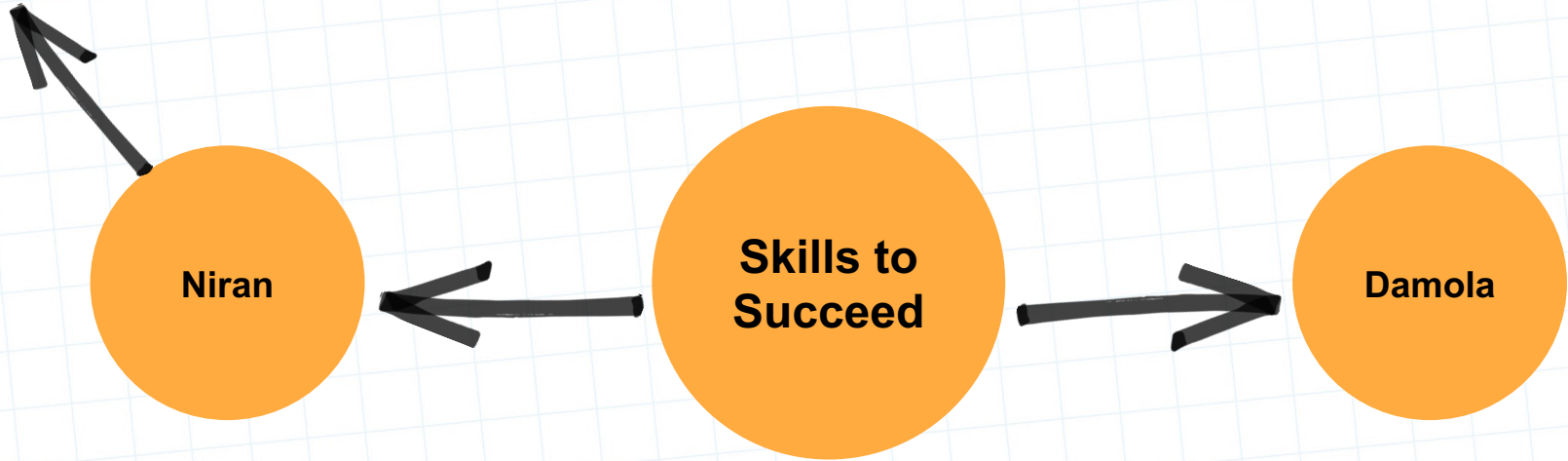
Write down Damola's definition of entrepreneurship and what it means to him

- Add his definition to your explanation in the starter activity.

Challenge

What skills does an entrepreneur need to succeed?

Passion



How can you bring an entrepreneurial mindset to business or school?

Challenge:

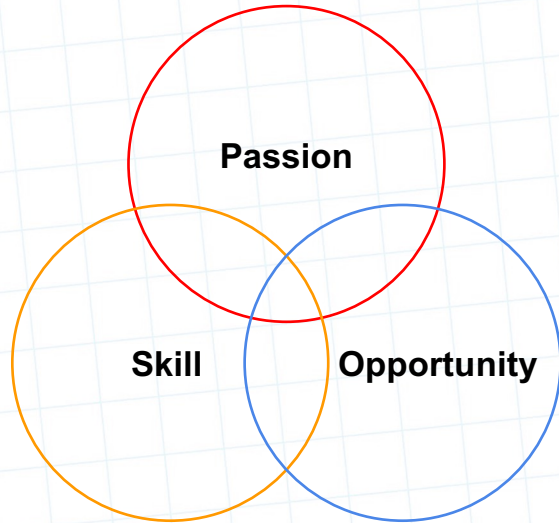
Do you think that all of their ideas would be feasible in school's today?

If you disagree, be prepared to backup your points



What are your skills and passions?

Challenge – can you form your skills and passion into a business idea?



Helpful phrases:

Sport
Photography
Fashion
Animals

Teamwork
Communication
Creativity
Technology

Exit Pass

- Entrepreneurship
- How to build it
- Skills
- Passion

