



LIBERTY EDUCATION

# ENTREPRENEURSHIP

**FOR KIDS**

A Practical, Creative Business Journey for Young Problem-Solvers

# PEDAGOGICAL APPROACH



**Entrepreneurship for Kids is an engaging, hands-on course designed to help upper primary students discover what it means to be an entrepreneur.**

More than just a business class, this course empowers students to think creatively, solve real-world problems, and bring their own ideas to life.

Whether you're a classroom teacher, a homeschool parent, or part of an after-school program, this curriculum makes entrepreneurship accessible, fun, and meaningful for all learners — regardless of their background in business.

## COURSE AIM

This course is built on **project-based learning (PBL)**, which means students learn by doing. They don't just study business concepts — they create, build, pitch, and reflect on real ventures they design themselves. Each module includes collaborative challenges, guided discussions, and practical applications to deepen understanding.

We use the following strategies to engage young learners:

### ■ **Scaffolded learning:**

Concepts are introduced step-by-step, starting with personal reflection and ending with global innovation. No prior knowledge of business is required — for students or teachers.

### ■ **Real-world connections:**

Students analyze real companies, solve authentic problems, and design ideas for their communities or the world.

### ■ **Creative expression:**

Each child builds a mini business from the ground up — including logos, pitches, and product ideas.

### ■ **Social-emotional learning:**

Activities develop teamwork, resilience, confidence, and communication — core traits of successful entrepreneurs.

### ■ **Teacher-friendly design:**

With scripts, rubrics, sample responses, and slide decks included, even educators with no business background can confidently guide the lessons.

# COURSE CONTENTS (MODULES 1-7)

**Each module includes vocabulary support, teacher scripts, student worksheets, assessment rubrics, and engaging activities like role-plays, design challenges, and team pitches.**



## **MODULE 1:**

### **Introduction to Entrepreneurship**

Students explore what it means to be an entrepreneur and identify personal traits like creativity and initiative. They reflect on real-world problems and begin generating their first business ideas.



## **MODULE 2:**

### **Generating Business Ideas**

Through brainstorming workshops and team collaboration, students turn everyday problems into creative business opportunities. They evaluate their ideas using a simple SWOT method and deliver a group pitch.



## **MODULE 3:**

### **Business Planning Basics**

Students learn how to write a simple business plan, conduct mini market research, and set SMART goals. This helps them clarify their idea and prepare for real-world feedback.



## **MODULE 4:**

### **Marketing and Branding**

Students create their brand identity — including a logo, tagline, and social media plan. They also apply the “4 Ps” of marketing (Product, Price, Place, Promotion) through engaging visual activities.



## **MODULE 5:**

### **Financial Literacy for Entrepreneurs**

Students run simulations and budget games to learn financial concepts like revenue, cost, and profit. They make decisions about pricing, spending, and saving — all in kid-friendly scenarios.



## **MODULE 6:**

### **Launching Your Business**

Students plan and present their business at a mini “market day” or classroom launch. They practice receiving customer feedback and make improvements using critical thinking and problem-solving.



## **MODULE 7:**

### **Entrepreneurship in a Global Economy**

Students learn how businesses expand internationally, adapt to cultural differences, and use emerging technology. They create futuristic pitches and complete global strategy challenges.

# ASSESSMENT & DIFFERENTIATION

Every module includes age-appropriate rubrics with clear criteria in categories like creativity, feasibility, teamwork, and presentation skills. Assessments include:

**Poster presentations**

**Business pitch decks**

**Reflection journals**

**Simulations and peer feedback**

**Launch events and global scenario planning**

Differentiated support is built in — including optional extensions, visual scaffolds, and sentence starters for varied learning levels.

## SUPPORT FOR EDUCATORS

Even if you're not a business expert, you can teach this course! The **Teacher Guide** includes:



A weekly **pacing plan** (ideal for 1-2 lessons/week)



Ready-to-go **slide decks** for each module



**Sample student responses** to model quality work



**Video scripts** for short student intros



**Discussion tips** and strategies for classroom management



**Formative and summative rubrics** for clear grading

We've designed this for flexible delivery — in classrooms, enrichment settings, or homeschool environments.

# OUTCOMES: WHAT STUDENTS WILL GAIN

By the end of the course, students will:



Think like entrepreneurs — with confidence and creativity



Collaborate with others and give/receive feedback



Understand basic business concepts like planning, marketing, and budgeting



Present their ideas in front of peers — and adapt based on insights



Build a mini venture that reflects their passions and ideas



Begin to understand global business, cultural awareness, and the power of innovation

## COURSE COMPONENTS PROVIDED

Full **Activity Book** (student workbook)

Complete **Teacher Guide**

Ready-to-use **Slide Decks** for all 7 modules

**Rubrics Pack** for clear and consistent assessment

**Short video scripts** for student motivation and blended learning

## IDEAL FOR:

- International schools and bilingual classrooms
- After-school and enrichment programs
- Homeschooling families seeking project-based learning
- Schools introducing **real-world skills, future-ready thinking, or financial literacy**