MARKETING SALES AND SERVICE

PATHWAY: Marketing & Management

COURSE: Entrepreneurship: Building a Business

UNIT 10:   Formal Business Plan

INTRODUCTION

Annotation:

Students will delve into the contents of a formal business plan. They will focus on the sections of the business plan and what type of content goes into each section. This lesson will not have students creating a business plan, but learning about the sections.

Grade(s):

x	9th
x	10th
x	11th
x	12th

Time:

7 days

Author:

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Notes to the Teacher:

Make sure to have Internet access and computers for student use. Students will need a blank CD and possibly CD labels for last project.

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.

FOCUS STANDARDS

GPS Focus Standards:

MKT-EN-10 Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.
   a. Discuss elements needed in a formal written prospectus (i.e., executive summary, introduction, analysis of the business situation, planned operation of the proposed business/product/service, planned financing and request for financing).
   b. Identify technology needed to create visual presentation.

GPS Academic Standards:

ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.
ELA12W3. The student uses research and technology to support writing.
SSEMI2. The student will explain how the Law of Demand, the Law of Supply, prices and profits work to determine production and distribution in a market economy.

National / Local Standards / Industry / ISTE:

UNDERSTANDINGS & GOALS

Enduring Understandings:
- Students will understand the importance of creating an effective business plan for an entrepreneur.

Essential Questions:
- Why would it be important to create a formal, written business plan when starting a new business?

Knowledge from this Unit:
- Identify technological needs to create presentations and student utilization of such technology.

Skills from this Unit:
- What better way to learn than to teach someone else? In this lesson, students will be creating a presentation with Movie Maker to teach others about creating a business plan. They also will create a spreadsheet with many resources for aspiring entrepreneurs, a business plan template, and find some sample business plans. All these items will be put onto one CD that would be a resource for someone wanting to start their own business.
- Discuss elements of a formal written business plan.

✅ ASSESSMENT(S)

Assessment Method Type:

_____	Pre-test
_____	Objective assessment - multiple-choice, true- false, etc.
	__ Quizzes/Tests
	__ Unit test
_____	Group project
x	Individual project
x	Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
	__ Self-check rubrics
	__ Self-check during writing/planning process
	__ Journal reflections on concepts, personal experiences and impact on one's life
	__ Reflect on evaluations of work from teachers, business partners, and competition judges
	__ Academic prompts
	__ Practice quizzes/tests
x	Subjective assessment/Informal observations
	__ Essay tests
	__ Observe students working with partners
	__ Observe students role playing
x	Peer-assessment
	__ Peer editing & commentary of products/projects/presentations using rubrics
	__ Peer editing and/or critiquing
_____	Dialogue and Discussion
	__ Student/teacher conferences
	__ Partner and small group discussions
	__ Whole group discussions
	__ Interaction with/feedback from community members/speakers and business partners
x	Constructed Responses
	__ Chart good reading/writing/listening/speaking habits
	__ Application of skills to real-life situations/scenarios
_____	Post-test

Assessment(s) Title:

- Who am I? Key
- Movie Maker Project Rubric

Assessment(s) Description/Directions:

Day 1
Introduction: Write the following terms on the board. "House plan, Lesson Plan, Game Plan, Wedding Plan, Vacation Plan." Ask students the significance of making these types of plans. Let students elaborate on what would happen in each scenario if there were no plans. Let this discussion lead to the importance of a business plan for a new entrepreneur. Ask students how they could start a business without a plan.

Give each student the handout "Parts of a Business Plan". Use the presentation "The Formal Business Plan" to demonstrate each section of the business plan. Begin with the importance of the business plan. Make sure to cover the Small Business Administration (www.sba.gov). Go to the website during the presentation and show students what types of resources they have. Tell students to make sure they become very familiar with the

sections of the business plan; they will be quizzed over the material on Day 2. There is a quiz available in the folder titled "Who Am I?"

Day 2
Start with handing out the quiz titled "Who am I?" You can have students complete individually or in small groups.

Open the spreadsheet "Entrepreneur Resources" and put on the overhead projector. Go to some of the resources on the spreadsheet and point out the numerous amounts of online resources for someone who would like to start their own business. Give students a copy of this spreadsheet. Their assignment is to add more resource websites to this spreadsheet. It is the teacher's discretion as to how many the students will be required to add, depending on class time.

Introduce the Movie Maker Project "How to Create a Business Plan". The students will be creating a movie that explains the sections of the business plan for someone who might be interested in starting their own business, but not sure where to start.

The final requirement for this lesson is to have students to create a CD for entrepreneurs. The CD will include the Movie Maker Project "How to Create a Business Plan", the Excel Spreadsheet "Entrepreneurial Resources", Business Plan Templates found online, and Sample Business Plans found online. You can add to this assignment by having students design the CD cover, whatever time permits.

Day 3-6
Allow students time to work on project. Time may need to be adjusted according to availability of computers and other needed materials

Day 7
Students will present their Movie Maker project to the class and if CD cover was assigned, allow students to pass around their CD for other students to look at.

Attachments for Assessment(s):

- Entrepreneurial Resources Excel worksheet
- How to Create a Business Plan Project Word document
- Microsoft Movie Maker Project Rubric Excel worksheet
- Parts of a Business Plan Note Guide Word document
- Who Am I Word document

LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
   - MKT-EN-10 Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.
     a. Discuss elements needed in a formal written prospectus (i.e., executive summary, introduction, analysis of the business situation, planned operation of the proposed business/product/service, planned financing and request for financing).
     b. Identify technology needed to create visual presentation.

- ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.
- ELA12W3. The student uses research and technology to support writing.
- SSEMI2. The student will explain how the Law of Demand, the Law of Supply, prices and profits work to determine production and distribution in a market economy.

2. Review Essential Questions.

- Why would it be important to create a formal, written business plan when starting a new business?

3. Identify and review the unit vocabulary.

4. Instruction

- Day 1: Teacher Instruction: PowerPoint "The Formal Business Plan"
- Day 2: Quiz, Resource Guide and Introduction of Project
- Day 3-6: Personnel: Work on projects
- Day 7: Presentations

Attachments for Learning Experiences:

- Entrepreneurial Resources Excel worksheet
- How to Create a Business Plan Project Word document
- Microsoft Movie Maker Project Rubric Excel worksheet
- Parts of a Business Plan Note Guide Word document
- Who Am I Word document
- The Formal Business Plan PowerPoint

Notes & Reflections:

CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

- Parts of a Business Plan Note-Taking Guide
- Who am I? Quiz
- Entrepreneurial Resources Spreadsheet
- Movie Maker Project " How to Create a Business Plan"
- CD Creation which will include Movie Maker Project, Excel Spreadsheet of Entrepreneurial Resources, Business Plan Templates, and Sample Business Plans

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

- Parts of a Business Plan Note-Taking Guide – students will fill in the worksheet as teacher shows PowerPoint "The Formal Business Plan"
- Who am I? Quiz – hand out to students and have them complete individually or in small groups

- Entrepreneurial Resources Spreadsheet – hand out the sheet to students and tell them to fill in as they come across resources. The amount and time allotted is up to the teacher's discretion
- Movie Maker Project " How to Create a Business Plan" – see attached instructions sheet
- CD Creation which will include Movie Maker Project, Excel Spreadsheet of Entrepreneurial Resources, Business Plan Templates, and Sample Business Plans – see attached instructions sheet

Attachments for Culminating Performance Task:

- Entrepreneurial Resources Excel worksheet
- How to Create a Business Plan Project Word document
- Microsoft Movie Maker Project Rubric Excel worksheet
- Parts of a Business Plan Note Guide Word document
- Who Am I Word document
- The Formal Business Plan PowerPoint

UNIT RESOURCES

Web Resources:

- Movie Maker Tutorial - http://www.atomiclearning.com/moviemaker2
- The Small Business Administration (www.sba.gov) will be a great resource for teaching this lesson or any lesson in Entrepreneurship. There are even free online classes in preparing a business plan.

Attachment(s):

Materials & Equipment:

What 21st Century Technology was used in this unit:

x	Slide Show Software		Graphing Software		Audio File(s)
	Interactive Whiteboard		Calculator		Graphic Organizer
	Student Response System	x	Desktop Publishing		Image File(s)
	Web Design Software		Blog		Video
	Animation Software		Wiki		Electronic Game or Puzzle Maker
	Email		Website		