

Subject Area: Entrepreneurship
Unit Title: Developing a Business Plan and Pitching Ideas
Grade Level: 9-12
Lesson Number: 1 of 4

Duration: 2 hours
Date: Week 1
Teacher: [Teacher Name]
Room: [Room Number]

Curriculum Standards Alignment

Content Standards:

- Understand the importance of business planning
- Identify the key components of a business plan
- Develop a business idea and create a rough outline

Skills Standards:

- Critical thinking and problem-solving
- Communication and collaboration
- Entrepreneurial mindset and creativity

Cross-Curricular Links:

- Mathematics: financial planning and projections
- English: writing and presenting a business plan
- Technology: using digital tools for market research and presentation

Essential Questions & Big Ideas

Essential Questions:

- What is the importance of business planning in entrepreneurship?
- How do I develop a comprehensive business plan?
- What are the key components of a successful business pitch?

Enduring Understandings:

- Business planning is crucial for entrepreneurial success
- A comprehensive business plan includes market research, financial projections, and a marketing strategy
- A successful business pitch requires clear communication, creativity, and confidence

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Student Context Analysis

Class Profile:

- Total Students: 25
- ELL Students: 5
- IEP/504 Plans: 3
- Gifted: 2

Learning Styles Distribution:

- Visual: 40%
- Auditory: 30%
- Kinesthetic: 30%

Pre-Lesson Preparation

Room Setup:

- Arrange desks in a collaborative configuration
- Ensure access to whiteboard and markers
- Prepare handouts and materials

Technology Needs:

- Computer and projector for presentation
- Internet access for research
- Software for business plan development

Materials Preparation:

- Business plan templates
- Market research worksheets
- Financial projection templates

Safety Considerations:

- Ensure a safe and respectful learning environment
- Encourage open communication and feedback
- Be aware of students' individual needs and accommodations

Detailed Lesson Flow

Introduction to Business Planning (15 minutes)

- Introduce the importance of business planning
- Discuss the key components of a business plan
- Provide examples of successful business plans

Group Discussion: Business Ideas (30 minutes)

- Ask students to share their business ideas
- Encourage discussion and feedback
- Provide guidance on developing a business idea

Business Plan Outline (45 minutes)

- Provide students with a business plan template
- Ask students to create a rough outline of their business plan
- Encourage students to share their outlines and provide feedback

Week 1: Introduction to Business Planning

Lesson Objectives:

- Understand the importance of business planning
- Identify the key components of a business plan
- Develop a business idea and create a rough outline

Lesson Plan:

- Introduction to Business Planning (15 minutes)
- Group Discussion: Business Ideas (30 minutes)
- Business Plan Outline (45 minutes)

Assessment and Feedback

Formative Assessment:

- Participation in class discussions
- Quality of business plan outline

Feedback:

- Provide constructive feedback on business plan outlines
- Encourage students to peer-review and provide feedback

Week 2: Market Research and Analysis

Lesson Objectives:

- Understand the importance of market research
- Conduct market research and analyze the results
- Identify target markets and competitors

Lesson Plan:

- Introduction to Market Research (15 minutes)
- Market Research Activity (45 minutes)
- Group Discussion: Market Analysis (30 minutes)

Assessment and Feedback

Formative Assessment:

- Participation in market research activity
- Quality of market analysis

Feedback:

- Provide constructive feedback on market analysis
- Encourage students to peer-review and provide feedback

Week 3: Financial Planning and Projections

Lesson Objectives:

- Understand the importance of financial planning
- Create financial projections and a budget
- Identify funding options

Lesson Plan:

- Introduction to Financial Planning (15 minutes)
- Financial Projections Activity (45 minutes)
- Group Discussion: Funding Options (30 minutes)

Assessment and Feedback

Formative Assessment:

- Participation in financial projections activity
- Quality of financial projections

Feedback:

- Provide constructive feedback on financial projections
- Encourage students to peer-review and provide feedback

Week 4: Pitching and Presenting

Lesson Objectives:

- Understand the importance of pitching and presenting
- Craft a persuasive pitch and presentation
- Practice pitching and presenting

Lesson Plan:

- Introduction to Pitching and Presenting (15 minutes)
- Pitching and Presenting Activity (45 minutes)
- Group Presentation: Pitching and Presenting (30 minutes)

Assessment and Feedback

Formative Assessment:

- Participation in pitching and presenting activity
- Quality of pitch and presentation

Feedback:

- Provide constructive feedback on pitch and presentation
- Encourage students to peer-review and provide feedback

Conclusion

Summary of Key Takeaways:

- Importance of business planning
- Key components of a business plan
- Market research and analysis
- Financial planning and projections
- Pitching and presenting

Assessment

Final Assessment:

- Business plan and pitch presentation (30%)
- Class participation and engagement (30%)
- Weekly assignments and activities (40%)

