

**Course Overview:**

Grade Level: 10-11 (Ages 15-16)

Duration: 90 minutes

Subject Area: Business Studies

**Learning Objectives:**

- Understand fundamental business development concepts
- Learn to use the Business Model Canvas
- Develop basic market analysis skills
- Gain essential financial literacy knowledge

Business Model Canvas templates

Market analysis worksheets

Financial calculation tools

Case study materials

Digital presentation tools

Group activity supplies

## Lesson Preparation

**Classroom Setup:**

- Arrange desks in groups of 4-5 for collaborative work
- Prepare digital resources and handouts
- Set up presentation equipment
- Create space for business simulation activities

**Key Concepts to Cover:**

- Entrepreneurship fundamentals
- Business model development
- Market research and analysis
- Basic financial planning
- Business sustainability

## Business Model Canvas Introduction

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### Understanding the Canvas Components:

#### Value Proposition

- Problem solving
- Customer needs
- Product/service benefits

#### Customer Segments

- Target market identification
- Customer profiling
- Market segmentation

### Interactive Exercise: Building Your First Canvas

1. Divide class into startup teams
2. Assign business scenarios
3. Complete canvas sections
4. Present to class

#### Facilitation Tips:

- Use real business examples
- Encourage creative thinking
- Focus on practical application

## Market Analysis Fundamentals

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### Key Market Research Components:

- Primary vs. Secondary Research
- Competitor Analysis
- Market Size Calculation
- Customer Behavior Studies

## Financial Literacy in Business

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### Essential Financial Concepts:

- Revenue Streams
- Cost Structure
- Profit Margins
- Break-even Analysis

### Practical Exercise: Business Math

1. Calculate startup costs
2. Project revenue streams
3. Determine break-even point
4. Present financial plans

### Assessment Strategies:

- Group project evaluation
- Individual business plan creation
- Peer review sessions
- Presentation skills assessment

## Course Wrap-Up

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### Final Discussion Points:

- Real-world application of concepts
- Future business trends
- Entrepreneurship opportunities
- Next steps in business education

### Extended Learning Resources:

- Local business mentorship programs
- Youth entrepreneurship competitions
- Business simulation software
- Online business courses