

## Lesson Overview

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**Grade Level:** 9-10 (Age 15)  
**Duration:** 90 minutes  
**Subject Area:** Business Studies  
**Prerequisites:** Basic mathematics knowledge

## Learning Objectives

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

## Essential Questions

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- What makes a business successful in today's market?
- How do entrepreneurs identify and evaluate business opportunities?
- Why is market analysis crucial for business success?
- How do financial decisions impact business operations?

## Business Model Canvas

### Key Components:

- Customer Segments
- Value Propositions
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partnerships
- Cost Structure

### Class Activity: Building a Business Model

Students will work in groups to create a Business Model Canvas for a hypothetical business idea.

#### Steps:

1. Brainstorm business ideas (10 minutes)
2. Complete each section of the canvas (20 minutes)
3. Present to class (5 minutes per group)

### Real-World Example: Local Coffee Shop

- **Customer Segments:** Students, professionals, remote workers
- **Value Proposition:** Quality coffee, comfortable workspace, free WiFi
- **Channels:** Physical store, social media, delivery apps
- **Revenue Streams:** Coffee sales, food items, merchandise

## Market Analysis Fundamentals

### Key Concepts:

- Market Size and Segmentation
- Target Customer Profiling
- Competitive Analysis
- Market Trends
- SWOT Analysis

### Practical Exercise: Market Research

Students will conduct basic market research for their business idea.

#### Research Components:

- Identify target market demographics
- Analyze 3 main competitors
- Research current market trends
- Create customer personas

## Assessment Criteria

- Understanding of market research methods
- Quality of competitive analysis
- Depth of customer profiling
- Presentation of findings