

Course Overview

Course Details:

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

Duration: One Semester

Prerequisites: Basic Mathematics

This comprehensive course introduces students to the fundamental concepts of business development and entrepreneurship. Through a combination of theoretical knowledge and practical applications, students will develop an understanding of modern business practices and entrepreneurial thinking.

Learning Objectives

By the end of this course, students will be able to:

- Understand and apply the Business Model Canvas
- Conduct basic market analysis
- Develop fundamental financial literacy skills
- Create a basic business plan
- Analyze business opportunities in their community

Course Structure

Module 1: Business Foundations

- Introduction to Entrepreneurship
- Business Model Canvas
- Value Proposition Design

Module 2: Market Understanding

- Market Research Basics
- Customer Segmentation
- Competitive Analysis

Business Model Canvas

The Business Model Canvas is a strategic management tool that helps visualize and analyze business models. This section covers each component in detail with practical examples.

Key Components:

1. Customer Segments
2. Value Propositions
3. Channels
4. Customer Relationships
5. Revenue Streams
6. Key Resources
7. Key Activities
8. Key Partnerships
9. Cost Structure

Classroom Activity: Business Model Analysis

Students will analyze a well-known company using the Business Model Canvas framework. They will:

- Identify key customer segments
- Map out value propositions
- Analyze revenue streams
- Present findings to the class

Assessment Criteria

Formative Assessment (40%)

- Class Participation: 10%
- Project Work: 15%
- Assignments: 15%

Summative Assessment (60%)

- Mid-term Project: 25%
- Final Business Plan: 35%

Financial Literacy

Key Financial Concepts:

- Revenue and Cost Analysis
- Profit Margins
- Break-even Analysis
- Basic Accounting Principles
- Cash Flow Management

Practical Exercise: Budget Planning

Students will create a simple business budget including:

- Startup costs calculation
- Monthly revenue projections
- Operating expenses estimation
- Profit calculation

Teaching Resources

Classroom Materials

- Business Model Canvas Templates
- Financial Planning Worksheets
- Case Study Documents
- Assessment Rubrics

Teaching Strategies

- Group Discussions
- Case Study Analysis
- Role-playing Exercises
- Project-based Learning