

FRANKLIN-SIMPSON HIGH SCHOOL

Course Name: Entrepreneurship (A)

Unit Name: Unit 4 – Business Plans

Objectives:

- Explain the purpose of writing a good business plan
- Identify the importance of a business plan
- Identify the parts of a business plan (using the FBLA business plan competition as a model)
- Identify ways to research for a business plan
- Create a “mini” business plan using the FBLA format for business plans
- Create a business plan for KACTE Business Plan Contest

Purpose of the Unit:

To help students understand the importance of creating a good business plan and be knowledgeable of the different parts found in it. This unit gives the students an opportunity to practice creating a shorter “mini” version of a business plan. Lastly, the students get to work together in groups to compete in the KACTE Business Plan contest where each group creates a business plan and video to go along with it. The winning group from class will get to compete with students across the state for a chance to win up to \$1,000 for 1st place.

Prerequisites:

None

Daily Lesson Guide

Day	Lesson Content and Daily Focus Questions	Tasks/Procedures		Engagement	Assessment and/or Accommodations
		Knowledge or Comprehension Activities	Critical Thinking (High Yield / Literacy /LTF/etc.)		
1	Explain purpose of writing a good business plan; Identify the importance of a business plan	Read p. 106-9; Video “Your Own Business – Getting Started”; Internet Research on parts of a business plan	Literacy	Technology	Are You on Target slip Internet Research
2	Identify the parts of a business plan (using FBLA business plan format)	Read p. 110-4; Graphic organizer over parts of business plan	Literacy	Technology Internet Research	Are You on Target slip Internet Research
3	Identify ways to research for a business plan	Read p. 115-21; Demonstrate websites for business plans; Internet Research for other websites for business plans	Literacy	Technology Internet Research	Are You on Target slip
4 - 7	Create a “mini” business plan using the FBLA format for business plans	Create a “mini” business plan using various website sources for a restaurant	Application to Real World	Technology Student Choice	Business Plan
8 – 9	Create a business plan in a group for the KACTE contest which includes creating a video to go along with the business plan	Create a business plan for contest (handout with rules for business plan and video); Work with group for ideas	Application to Real World	Technology Student Choice Contest for chance at winning money.	Business Plan Video for Plan

10 - 12	Create the "Description and Analysis of the Business" section of the business plan	Working in groups, students work on this section of business plan; turn in rough draft and correct/advise	Application to Real World	Technology Student Choice Contest for chance at winning money	Business Plan
13 - 15	Create the "Marketing Plan" section of the business plan	Working in groups, students work on this section of business plan; turn in rough draft and correct/advise	Application to Real World	Technology Student Choice Contest for chance at winning money.	Business Plan
16 - 18	Create the "Financing Plan" section of the business plan	Working in groups, students work on this section of business plan; turn in rough draft and correct/advise	Application to Real World	Technology Student Choice Contest for chance at winning money.	Business Plan
19 - 21	Create the "Marketing Plan" section of the business plan	Working in groups, students work on this section of business plan; turn in rough draft and correct/advise	Application to Real World	Technology Student Choice Contest for chance at winning money.	Business Plan
22 - 25	Finish and present video to judges/class for contest judging	Groups finish final touches on video and have judges come into class to judge videos for business plans	Application to Real World	Technology Student Choice Contest for chance at winning money	Business Plan Video for Business Plan

