

Lesson/Unit Title	Business Plans – Your Path to Financial Success!
Day(s)	6 - 7
Grade Levels	11 - 12
Curriculum Areas	Careers & Leadership Entrepreneurship Workplace Readiness
Website(s)	<p style="text-align: center;">Starting Your Own Business</p> <p>http://www.sba.gov/starting_business/startup/guide.html Small Business Administration’s “startup guide”</p> <p>www.sba.gov Small Business Administration site</p> <p>http://www.isquare.com Small Business Advisor</p> <p>www.entrepreneur.com <u>Entrepreneur Magazine</u> site</p> <p>http://www.inc.com Entrepreneur resource site</p> <p style="text-align: center;">Business Plans</p> <p>http://www.sba.gov/starting_business/planning/basic.html Business Plan Basics</p> <p>http://www.sba.gov/starting_business/planning/writingplan.html Elements of a Business Plan</p> <p>http://www.bplans.com/samples/mbus.cfm Business plan templates for various types of businesses</p> <p>http://www.bplans.com/sp/businessplans.cfm Sample “real life” business plans</p> <p>http://www.bplans.com/st/ How to Start a Business</p> <p style="text-align: center;">Entrepreneur Games</p> <p>http://www.playactive.com/play/g_gaz.html Gazillionaire online game is the award-winning business simulation game, a cross between Monopoly set in outer space and Wall Street in Wonderland! Winner of 7 awards and nominated for Shareware of the Year, Gazillionaire is a wild game of intergalactic business strategy! Free download.</p> <p>http://www.disney.go.com/hotshot/hsb.html Disney’s “Hot Shot Business” gives players the chance to create one of three businesses—a skateboard factory, a pet spa or a comic store.</p> <p>http://www.ae4rv.com/games/lemonade.htm Lemonade Stand popular online simulation game introduces students to the challenges of running a business, dealing with environmental variables and advertising costs. Players start out with \$3 and have to decide how much to spend on advertising, how much lemonade to make and how much to charge per glass. Like “Hot Shot Business,” real-world issues arise, such as unexpected cold weather, that can positively or negatively impact your business venture!</p>

Teacher Resources	<ul style="list-style-type: none"> • PowerPoint: “<i>What a Business Plan Should Look Like</i>” • Computer Lab • (optional) Calculator to perform mathematical applications
Unit Overview	<p>In this unit, students will acquire the necessary skills to start a new business and then create/prepare their own business plan in which they identify and/or explain:</p> <ul style="list-style-type: none"> • What it takes to become a successful entrepreneur • Product and target market • Mission statement, goals, and staff requirements • How much space and money they will need to start their business • Where they will get their financial assets to start the business • The financial statements that will be added to their business plan after they start their business. <p>Daily Lesson Overview: Day 1: Elements of a Business Plan Day 2: Research and organization of information Day 3: Financial aspects and considerations of business plans Day 4-5: Writing your business plan Day 6: Presentation of business plan</p>
NE Frameworks Essential Learnings	<p>Business Administration (Page 48) Entrepreneurship Essential Learning BE 12.6.1 Students will understand the importance of recognizing and acting on local, regional and global business opportunities in small business and corporate environments. They will demonstrate competency by identifying a business opportunity and researching and developing a business plan.</p> <p>Example Indicators <i>Business Plan</i> – develop and communicate the elements of a business plan designed for organizing and operating a business <i>Finance</i> – maintain and utilize financial records to determine cash needs, identify sources and types of funding and interpret financial statements <i>Management Plan</i> – develop a management plan that describes establishing goals, hiring employees, building teams and monitoring achievement and risk</p> <p>Informational Technology (Page 57) Computer Applications Essential Learning BE 12.4.1 Students will understand a variety of application software. They will demonstrate competency by utilizing appropriate software for specific tasks.</p> <p>Example Indicators <i>Application Software</i> – use application software (word processing, desktop publishing, spreadsheet, database, presentation)</p>
Link to Nebraska Standards	<p><u>Reading/Speaking/Listening</u></p> <ul style="list-style-type: none"> • Students will write using standard English (conventions) for

	<p>sentence structure, usage, punctuation, capitalization, and spelling. (12.2.1)</p> <ul style="list-style-type: none"> Students will write compositions with focus, related ideas, and supporting details. (12.2.2) <p>Mathematics</p> <ul style="list-style-type: none"> Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology. (12.2.3) Students will apply deductive reasoning to arrive at a conclusion. (12.4.7)
NBEA Curriculum Standards	<p>Entrepreneurship: (Page 79)</p> <p>IX. Business Plans</p> <p>Level 1: Performance Expectations</p> <ul style="list-style-type: none"> Describe the importance of planning Describe why businesses must plan <p>Level 2: Performance Expectations</p> <ul style="list-style-type: none"> Identify the major components of a business plan Describe the use of a business plan <p>Level 3: Performance Expectations</p> <ul style="list-style-type: none"> Identify the information to be included in each component of a business plan Develop a business plan for a planned business
National Economics Standards	<p>Standard 3: Allocation of Goods and Services</p> <p>Standard 9: Benefits of Competition</p> <p>Standard 14: Profit and the Entrepreneur</p>
National Personal Finance Standards	<p>Standard 1: Income</p>
National Math Standards	<p>Standard 1: Number and Operations</p> <p>Standard 2: Algebra</p> <p>Standard 5: Data Analysis and Probability</p>
Teaching Strategies and Procedures:	<p>Day 1 Students will be able to explain and demonstrate the correct order of a business plan.</p> <p>Step 1: Bell Ringer: With a partner, discuss and write down how you think business's get started.</p> <p>Step 2: Introduce Unit (Creating a Business Plan)</p> <p>Step 3: PowerPoint Lecture – “What should a plan look like?”</p> <p>Step 4: Description of Supply & Demand to help students pick a product that relates to the area</p> <p>Step 5: Find an example of a business plan online. Take them to www.bplans.com/sp/businessplans.cfm to show them an example.</p> <p>Day 2 Students will explain the major details of their plan, including their product, target market, and location.</p> <p>Step 1: Bell Ringer: With a partner discuss your product. Give advice on the product your partner chose and see if you can come up with any other ideas to help each other.</p> <p>Step 2: Assignment: Business Project outline</p> <p>Step 3: Using the Internet, look up information on other businesses related to yours</p>

	<p><u>Day 3</u> Students will identify the amount of money they will need to start their business as well as the different financial forms they will need.</p> <p>Step 1: Bell Ringer: As a class, come up with ideas on how to finance your business. Will everyone use the same way?</p> <p>Step 2: PowerPoint – Financial Worksheets for a business</p> <p>Step 3: Worksheet: How Much Will You Need to Begin?</p> <p><u>Day 4 & 5</u> Students will organize and type their business plan correctly</p> <p>Step 1: PowerPoint – How to Set up Your Plan in Word</p> <p>Step2: Type out your plan!</p> <p><u>Day 6</u> Students will present their plan to the class, explaining what their product and target market is as well as the key points of their plan.</p>
<p>Assignments</p>	<p>Assignment 1: Project Outline</p> <p>This is your opportunity to create a business of your own! Using the Internet or <u>Entrepreneurship Magazine</u>, find out what kind of business you would like to run and the basic product or service you will sell.</p> <p>Using the worksheet provided, fill out the information. This will give you a basic outline of what you will need in your plan. Be as detailed as possible as this will save you time later!</p> <p>Assignment 2: The Business Plan</p> <p>Now you need to write your plan! Using the information you found and the format given to you on the first day you need to type up your plan in Microsoft Word.</p> <p>Each new topic should be on a new page with a header at the top. Don't forget your cover page with your company's logo on it! Remember, you will be presenting this to the class so make sure it looks professional.</p>
<p>Math Applications</p>	<p>Students will fill out a worksheet where they must estimate how much money they will need to get started. They will need to figure in cost of the following:</p> <ul style="list-style-type: none"> • Location: including the land, building, and any remodeling that will need to be done • Employees: Including the wages for the first month • Cost of Product: Enough to stock store for one month • Any other expenses that may be unique to their business <p>Then they must show how they are going to get the money (it cannot all be through loans). The cost should be broken up over 3 or 4 resources. Then they must show how they will pay this back and how long they believe it will take to pay off all loans based on given percentage rate.</p>

	Students must also find examples of financial worksheets from businesses similar to theirs. They will then analyze these worksheets and write a summary on if they think the business is doing well based on the numbers provided.														
Assessment	<p>Students will be assessed in the following areas:</p> <table border="1"> <thead> <tr> <th>Lesson/Unit Evaluation Criteria</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>Student “bell ringer(s)”</td> <td>0 – 5</td> </tr> <tr> <td>Student presentation</td> <td>0 – 10</td> </tr> <tr> <td>Assignment 1: Project Outline</td> <td>0 – 20</td> </tr> <tr> <td>Assignment 2: Business Plan (see rubric)</td> <td>0 – 50</td> </tr> <tr> <td>Mathematical applications related to unit</td> <td>0 - 25</td> </tr> <tr> <td>Unit Possible Points</td> <td>100</td> </tr> </tbody> </table> <p>Grading Scale:</p> <p>A = 90-100 B = 80- 89 C = 70- 79 D = 60- 69 F = 0- 59</p> <p>Instructor comments:</p>	Lesson/Unit Evaluation Criteria	Points	Student “bell ringer(s)”	0 – 5	Student presentation	0 – 10	Assignment 1: Project Outline	0 – 20	Assignment 2: Business Plan (see rubric)	0 – 50	Mathematical applications related to unit	0 - 25	Unit Possible Points	100
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Teacher	Leslie Ziska														
School	Humphrey St. Francis														

Business Project Outline

On another sheet of paper or on the computer answer the questions as completely as possible. You can use the Internet, newspapers, or magazines. The more information you list under each question, the easier it will be to write your business plan.

1. Select Your Business. What is it?
2. Which kind of business is it? (e.g. manufacturer, marketer)
3. What products or services will you provide?
4. How will you get the money to start your business?
5. Give at least 2 examples each of goods and services you would buy for your business.
6. What type of employees (seasonal? Part- and/or full-time?) would you hire? Why? How would you hire them?
7. How will you sell your product? (Marketing)
8. How will you make or perform your product/service?
9. What types of records do you need to keep? Why?
10. What type of ownership will you have for your business? (e.g. partnership)
11. Why did you choose this type? Give at least two advantages and disadvantages associated with this type of ownership.
12. How will you manage your business?
13. Identify/list at least 2 to 3 goals for your business?
14. What are some of the jobs that need to be done in your business, and who will do them?
15. How will you hire workers? What will you pay them? Will you have a bonus for them? What will it be?
16. How will you inspire and motivate your workers to do the best job they can?
17. What are some ways you will promote workplace diversity?
18. How will you maintain safety on the job and promote employee wellness?
19. What are your business ethics? Give a list of your code of ethics, citing at least three points.
20. What are some goods you would possibly import? If you don't have any, tell why you don't.
21. What products can be exported? If you don't have any, explain why.
22. What are some barriers to trade that could be applied to goods you import or export? If you don't import or export anything, give examples of each kind of barrier.
23. Is your business involved in interstate or intrastate commerce? Is it regulated by the state, or the federal government?
24. For what items in your business would you need to obtain get patents or copyrights?
25. Your business is not allowed by law to be a monopoly. Who are some of your possible competitors?
26. What are some taxes you have to pay for your business?
27. Draw your logo!