

Creating a Business Plan Lesson 12: Creating Your Business Plan (Part II)

SUBMITTED BY: WGYP Summer Educator

SUBJECT(S): Entrepreneurship

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson of the unit Creating a Business Plan, students will apply the ideas and concepts they learned throughout the unit to develop their own business plans.

≡ NBEA STANDARD(S):

- Entrepreneurship, IX. Business Plans

≡ WHARTON GLOBAL YOUTH PROGRAM ARTICLE:

- [“A Maker Develops the Business Plan for His Latest ‘Eye-pad’ Innovation”](#)

NBEA Standard(s):

- Develop a business plan.

Common Core Standard(s):

- CCR Standard for Writing: Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

- CCR Standard for Writing: Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.
- CCR Standard for Speaking and Listening: Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.

Objectives/Purposes: In this lesson, students will create a paper/report and presentation of their business plans.

Knowledge@Wharton Articles:

- Students can and should refer back to articles from previous lessons to help give support and evidence as they create their business plans. Have these texts available.

Wharton Global Youth Program (WGYP) Articles:

- Students can and should refer back to articles from previous lessons to help give support and evidence as they create their business plans. Have these texts available.

Other Resources/Materials:

- WGYP Video Glossary of Business Ethics given by professor Hussain Waheed
<https://globalyouth.wharton.upenn.edu/glossary/business-ethics/>
- Outline for Business Plan Project
- Business Plan Paper/Report Rubric
- Business Plan Presentation Rubric
- Computers (if available)
- Poster board or Newsprint
- Markers
- Any materials students can use to create their business plan

Activity:

Plan Outline

Presentation Rubric

Report Rubric

1. Do Now: Students will watch the glossary video Business Ethics by Professor Hussain Waheed (<https://globalyouth.wharton.upenn.edu/glossary/business-ethics/>). After they watch it, they should answer the question: As you begin to create your business plan, how do business ethics play a role? (5 min)
2. Students share answers and teacher uses this to highlight the point that as students are making decisions about their businesses, they should keep this in mind. (5 min)
3. Teacher hands out copies of the worksheet Outline for Business Plan Project and goes over it as a class. Answer any questions about what students need to include in the paper/report and the presentation. (10 min)
4. Before groups start working, teacher hands out copies of Business Plan Paper/Report Rubric and Business Plan Presentation Rubric. They can use these as they work. (2 min)
5. Students have time to work with group members on the paper/report and the presentation. They should remember to use notes, worksheets, posters and anything else they have done from previous lessons to help construct their business plan. They do not need to start from scratch. (30 min)
6. Wrap Up: As a business group, make a list of what needs to be accomplished during the next lesson. (3 min)

Practice Outside of the Classroom:

At home, students can continue to work on the paper/report and presentation. At home they might be able to use additional resources to do some research that will help support their decisions.

What Worked and What I Would Do Differently:

In lessons 12 and 13, students will need a lot of time to work in their groups. Any assistance, extra time or additional resources would be helpful to the students. If any of the unit lessons have been extended into other classes, it might be helpful to work with that teacher and have them help students with particular sections of the project.

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