**Lesson plan**

**Subject: SETTING UP A BUSINESS**

**Headword: BUSINESS PLAN**

**Topic: CREATING A BUSINESS PLAN**

**General aim:** a student creates a business plan

**Specific aims:**

1. cognitive (or/and psychomotor)

**A student is able to:**

* mention the elements and rules of creating a business plan;
* define what a business plan is;
* describe the functions of a business plan in a company;
* create a simplified business plan;
* explain the aim of creating a business plan;
* use SWOT analysis;
* describe the individual elements of a business plan;
* explain the benefits from the ability to create a business plan;
* enumerate the situations when creating a business plan is essential;
* describe the individual elements of a business plan based on a particular company.

1. educational  
   **A student is able to:**

* work in a team;
* predict the consequences of his/her actions;
* assume responsibility for the actions taken;
* think logically and in and orderly manner;
* understand, use and consciously process texts to reach his/her goals;
* solve problems;
* use modern ICT technologies;
* supervise the project work;
* express his/her thoughts with precision and listen to the opinions of others.

**Teaching methods and aids**

The basic teaching strategy is based on the students’ interests, supports the development of a group and strengthens its cohesion .

**Teaching methods**:

* lecture elements,
* group activities,
* project method.

**Teaching aids:**

* a coursebook,
* multimedia presentations,
* paper for flipcharts, markers.

**Forms of work:**

group work.

**Lesson structure**

1. Organizational activities

2. Introduction to the lesson and setting its aims

3. Solving problems in groups and individually

4. Lesson summary:

5. The ending of the lesson.

**Procedure:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Lesson elements** | **Students’ activities** | | **Teacher’s activities** | **Time** | **Teaching aids** |
| **Task results** | **Intermediary activities** |
| **Preliminary** |  |  | 1. The teacher greets the   students,  checks attendance. | 2' |  |
| 1. The students know  the aims and   the procedure of   the lesson  2. Students’ own notes. | 1. Students write down the topic of the lesson in their notebooks or using the text editor. | 2. The teacher presents the aims, the subject and a short description of the lesson’s procedure.  The students are informed how much time they have to complete the tasks. | 3' | a board,  an interactive whiteboard |
| **Introductory** | 1. The students know the basic terms.  2. The students can define the notion of a business plan, they know its usage.  3. The students enumerate the features of a business plan.  4. The students enumerate the situations when a business plan is created.  5. The students enumerate the rules of planning. They characterize the phases of planning.  6.Students’ own notes, if necessary. | 1. The students answer the teacher’s questions, in case they are not sure they can use the multimedia presentation.  2. The students answer the questions in their own words.  3. The students answer the questions in their own words.  4. The students answer the questions in their own words.  5. The students answer the questions in their own words.  They enumerate the IT systems, their rules and phases of planning. | 1. The teacher checks the students’ knowledge from the previous lesson (they will need it to complete the project)  The teacher asks the students questions  2.What is a business plan and what is it used for?  3. What are the basic features of a business plan?  4. When is a business plan supposed to be created?  5. What are the rules of planning?  Why do we plan?  What are the phases of planning?  The teacher moderates the discussion.  7. The teacher moderates the discussion on the chosen IT systems and their interfaces.  ***\*Attention: the teacher must check the students’ knowledge of the subject in detail to make sure everyone has the necessary background to proceed with the project.*** | 5’  2’  2'  3'  10'  10'  32min | an interactive whiteboard  multimedia presentation |
| **Main** | 1.The students know the aim of the lesson.  2. Four teams of three.  3. The teams know the subject of their business plan.  4. The ready business plan. | 1. The students ask the questions regarding the project they are supposed to complete.  2. Students form groups of three.  3. The students draw the subjects.  4.The students create the business plan in groups. | 1. The teacher explains their tasks in detail.  He encoureges them to ask questions nd answers them in detail.  2. The teacher asks the students to form the groups of three.  (he supervises the division if necessary)  3. The teacher asks the students to draw the details of their business.  4.The teacher gives each group their task according to the details they have drawn.  5. The teacher checks the business plans. | 15'  2'  2'  BREAK  25’  10’  3'  5'  2'  20'  8'  The end of the lesson2 | Prezentacja multimedialna |
| **Final** | 1. The grade in the register | 1. The students listen to the teacher’s evaluation of their project, they can agree or disagree with their grade, giving their justification. | 1. The teacher grades the students’ work according to the school principles of grading.  2.The teacher summarises the lesson and the whole project work.  He thanks the students for active participation in the classes. | 5’  5’ |  |
| **Homework *(up to the teacher)*** | The teacher asks the students to prepare a presentation of their business. | | | | |

**APPENDICES**

Appendix 1

Introduction – includes the contents of the multimedia presentation

**Definition** – a businessplan is a set of documents – analyses and programmes (based on the financial situation of the company and the analysis of its surroundings) which include the aims and the ways to reach them with regard to the financial, marketing, organizational, personnel and technological situation of a company.

**Basic features of a business plan:**

• written form,

• includes the current activity for the period from 3 to 5 years and more,

• visually attractive (clear, thorough),

• real (opportunities and threats, strengths and difficulties, multiversion).

**When to create a business plan:**

• before setting up a company,

• during the merge or the division of a company,

• in order to gain the external financial aid,

• in a critical moment (changes of property, the change of the company profile, new markets, big investments, modernization).

**The rules of planning:**

• not to plan for the planning’s sake,

• plan regarding the aims, not the procedures,

• plan the future, not the present,

• meet the needs of the market or create them,

* always plan strategically.

A business plan relates to independent business entities (and not e.g. budget units). From an infinite number of external factors a finite number is chosen and on this basis a business plan is created. Planning is understood as a selective way of gaining and processing information. The result of planning should include the reduction of a decision making uncertainty as well as the risk of a wrong decision making. Controlling serves mainly the purpose of monitoring the activities to achieve the goals.

**The phases of planning:**

I. Preliminary – formulating of the goals, assumptions and the strategy of a comapny:

Answer these questions:

1. Why do I want to run my own business?

2. What kind of business do I want to run?

3. Where will my company be located?

4. How will I gain clients?

5. Who are my competitors?

6. What business image will you create for your company – what will I look like in five years?

7. What will the target market for your comapny be – the segmentation of the market?

8. What cocts will I have to bear to start my own business?

9. How will I gain the finances necessary to start my own company?

10. What do you think your profits will be, assuming they will be higher than the costs?

11. How will I organise my company ( how will I manage my human resources)?

12. What control procedure will you adapt in order to evaluate your business and marketing activities?

**THE ACTUAL BUSINESS PLAN**

Structure – the necessary parts comprising a business plan ( one of many suggested in various sources regarding business plans).

1. Table of contents, the summary of the project.

2. The information about the company, a legal company, the subject of the activity, the scope of activity, the amount and the structure of capital, the   
 location.

3. The information about the entrepreneur (professional experience, qualifications).

4. The enterprise strategic plan guidelines – the description of the enterprise.

5. The technical plan.

6. The marketing plan.

7. The organizational plan – the plan of fuctioning of the company.

8. The financial plan.

9. Information necessary to fill the loan application form

10. Conclusion and summary.

11. Appendices.

**Appendix 2**

**THE STRUCTURE OF A BUSINESS PLAN**

**Group I. Summary**

It is usually added after writing the main parts of a business plan, it should be 1 or 2 pages long. It ought to be written in an interesting way to   
attract the potential investors and it should also include the information about the initial state of the enterprise, the future plans, the list of the most important elements of the financial plan (sales, profit), and the presentation of the managerial staff.

**Group II. Information about the company**

• the company’s history (the establishment date, its form, the most significant achievements, the current legal state, a financial and an organizational desciption of the products);

• future plans;

**Information about the entrepreneur:**

• professional experience, formal and actual qualifications, evaluation of własnych the entrepreneur’s abilities and skills to run a company;

• accomplishments, achievements.

**Description of the enterprise:**

• the analysis of the surroundings, the analysis of the factors within the company’s resources;

• the choice of strategy;

• implementing the strategy.

**Group III. The technical plan**

• a description of the product or service, together with a description of the production technology;

• a description of the necessary production assets,

• the way of organizing product and materials delivery,

• a production programme,

• production costs specification.

**Marketing plan**

• a description of a marketing strategy;

• market analysis results;

• a description of the price formation policy;

• product and service distribution;

• advertising and sales promotion activities;

• marketing costs.

**Group IV. Organizational plan**

• the organization of work and the human resources of a company;

• the enterprise organization calendar;

• the employment costs.

The financial plan (in the students’ plans, depending on the school syllabus, considering various indicators – in the minimal version the profitability indicators analysis, e.g. calculating the break-event point;

• input data;

• financial programmes;

• profit and loss account;

• balance,

• cash flow statement;

• indicators analysis;

* the evaluation of the enterprise effectiveness.

**Group V. Information on how to fill the loan application**

A business plan is often created as an appendix to the loan application, in which case the purpose of a loan must be indicated.

**Summary**

Any conclusions and summaries must show the threats which may occur while implementing the plan:

• unfavourable trends in the industry;

• staff shortages;

• a cost overrun;

• wrong estimation of sales, financial performance;

• poorly planned deadlines.

**Appendices**

• a dictionary of the most common terms and phrases;

• plan implementation schedule;

• techical data;

• market research;

• order status;

• the list of shareholders;

• organization chart;

• managerial staff resumes;

• financial data not included in the financial plan.