



BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER

LESSON 1

Lesson Plan Title: Day 1: Market Opportunities with Products & Services		Instructor:
Suggested Total Time for Lesson (minutes): 40 minutes (1 day)		
Content Focus - What Will Students Learn? (Content Skill Sets)		
0972.BM.1439.13 Understand the nature of business to show its contributions to society.		
Materials and Resources- What do you need to assemble and prepare before the lesson?		
Materials: <ul style="list-style-type: none"> • Pencils • Product Ideas Sitting around the room 		Resources: <ul style="list-style-type: none"> • Business Cluster PowerPoint Presentation
Lesson Outline: What learning activities will your students do?		
Time	Sequence/Description of Learning Activity	
10 minutes	<p>Get Started/Explain: Introduce students to the world of Business through Market Opportunities. Start on Slides 1-5 in the PowerPoint</p> <p>Start with this video as an introduction to Business: Your Entrepreneur Pasty Footwear. The video is embedded into this PowerPoint Presentation and does not require the internet to be able to play.</p>	
15 minutes	<p>Discover/Engage/Practice: Start with the discussion on Slide 6: Every product that is available in the market today was at one time someone's idea. That idea was generated in response to an opportunity that someone recognized – a market opportunity. Use the Market Opportunities PowerPoint Presentation as a guide for this activity.</p> <p>Examples</p> <ul style="list-style-type: none"> • The pencil or pen that you are writing with. • The clock on the wall • The smartboard or Promethean TV in your classroom. • Product ideas come from different places • An idea to solve a current problem that exists. • An idea to assist with the needs of the customer or improvement of an already existing idea. • An idea that directly relates to another problem. • Or sometimes a totally new idea for something that has never been produced • Now show the Think Outside the Box video on this slide. This video is embedded into this presentation and you do not need the internet to play this video. 	
15 minutes	<p>Check for Understanding/Summarize/Close: Hands-on Activity:</p> <ul style="list-style-type: none"> • Divide the students into pairs. Have the students explore the classroom and pick a product. Have them go back to their desks and determine the problem the product solves and consider the market opportunity. Provide time for a share out to the entire class. • Alternative Option: Use the PowerPoint Products that Solve Problems and let each pair or group pick a product from the presentation and share out the problem it solves. 	
Modifications, Support, and Extensions (for those students with IEP)		
Reflection- Did the students learn the content outlined in the lesson focus? Why or why not?		