

# Micro-Enterprise Curriculum



Teacher  
Edition

## Elementary Module 4: Creating a Micro-Enterprise Business Plan

In this module, students develop a business plan for a micro-enterprise. They discuss the importance of micro-enterprises developing a business plan and possible road blocks micro-enterprises could face within their plan.

Funded by

## General Elementary Standards – Addressed in all modules

Conversation / Speaking / Presenting	CC.K.SL.1, CC.K.SL.1.a, CC.2.SL.4, CC.3.SL.4, CC.3.SL.6, CC.4.SL.4 CC.5.SL.4, CC.5.SL.5, CC.K.SL.5, CC.K.SL.6, CC.K-12.SL.4, CC.K-12.SL.5
Writing, Speaking, Reading or Listening:	CC.2.L.3, CC.3.L.3, CC.3.R.I.1, CC.4.L.3, CC.5.L.1
Reading:	CC.1.R.F.4, CC.1.R.F.4.a, CC.1.R.F.4.b, CC.2.R.F.4.a, CC.2.R.F.4.b, CC.3.R.F.4.a, CC.3.R.F.4.b, CC.3.R.F.4.c, CC.4.R.F.4, CC.4.R.F.4.a, CC.4.R.F.4.b, CC.5.R.F.3, CC.5.R.F.4, CC.K.R.I.10, CC.K-12.L.R.3, CC.K.R.L.10
Writing:	CC.1.L.2, CC.2.L.1, CC.2.L.2, CC.3.L.2, CC.3.L.2.a, CC.4.L.1, CC.4.L.3.a, CC.K-12.L.R.2, CC.K-12.R.R.1, CC.1.R.L.2, CC.1.R.L.3, CC.1.R.L.7, CC.1.R.L.9, CC.2.R.L.3, CC.3.R.L.2, CC.3.R.L.3, CC.3.R.L.6, CC.4.R.L.3, CC.K-12.R.R.2, CC.1.W.2, CC.1.W.3, CC.3.W.2.b, CC.3.W.2.c, CC.3.W.2.d, CC.3.W.3, CC.3.W.3.a, CC.3.W.3.b, CC.3.W.3.d, CC.4.W.2.a, CC.4.W.2.b, CC.4.W.2.e, CC.5.W.1, CC.5.W.1.d, CC.5.W.2, CC.5.W.2.a, CC.5.W.2.b, CC.5.W.2.c, CC.5.W.2.d, CC.5.W.2.e, CC.5.W.3, CC.K.W.5, CC.K.W.6, CC.K-12.W.R.1
Comprehension:	CC.1.SL.1.c, CC.1.SL.2, CC.1.SL.3, CC.2.SL.1.c, CC.2.SL.3, CC.3.SL.1.b, CC.3.SL.1.c, CC.3.SL.1.d, CC.3.SL.2, CC.3.SL.3, CC.4.SL.1.a, CC.4.SL.1.b, CC.4.SL.1.c, CC.4.SL.1.d, CC.4.SL.2, CC.4.SL.3, CC.5.SL.1.c, CC.5.SL.1.d, CC.5.SL.2, CC.5.SL.3, CC.K.SL.3, CC.K-12.SL.1, CC.K-12.SL.2, CC.K-12.SL.3
General Math	CC.K.CC.6, CC.K.OA.1, CC.K.OA.2, CC.K.OA.3, CC.K.OA.4, CC.K.OA.5, CC.K.MD.1, CC.K.MD.3, CC.1.OA.3, CC.1.OA.4, CC.1.OA.5, CC.1.OA.6, CC.1.OA.8, CC.1.NBT.2, CC.2.OA.2, CC.2.OA.3, CC.2.NBT.9, CC.3.OA.1, CC.3.OA.2, CC.3.OA.3, CC.3.OA.4, CC.3.OA.7, CC.3.NBT.1, CC.4.NBT.1, CC.4.NBT.2, CC.7.RP.1, CC.7.SP.8c, CC.9-12.S.MD.1, CC.9-12.S.MD.2, CC.9-12.S.MD.3, CC.9-12.S.MD.4, CC.9-12.S.MD.5, CC.9-12.S.MD.5a, CC.9-12.S.MD.5b, CC.9-12.S.MD.6, CC.9-12.S.MD.7, CC.K-12.MP.1, CC.K-12.MP.2, CC.K-12.MP.3, CC.K-12.MP.4, CC.K-12.MP.5, CC.K-12.MP.6

### Elementary School – Module 4

#### Module Title: *Creating a Micro-Enterprise Business Plan*

General Description: Develop a business plan for a micro-enterprise. Discuss the importance and possible road blocks micro-enterprises could face within their plan.

#### Topics Covered

1. Business Plan Components
2. Importance of a Business Plan
3. Creating a Business Plan
4. Professional Writing

#### Standards Addressed

Business Plan:	CC.1.W.5, CC.1.W.8, CC.2.L.2.b, CC.2.L.3.a, CC.3.L.1, CC.3.L.3.b, CC.3.W.2, CC.4.L.1.f, CC.4.L.2, CC.4.L.2.a, CC.4.R.I.4, CC.5.L.2.d, CC.5.L.3, CC.K-12.L.R.6, CC.K-12.R.R.4, CC.1.R.I.2, CC.1.R.I.5, CC.1.R.L.1, CC.2.L.6, CC.2.R.I.2, CC.2.R.I.5, CC.2.R.I.7, CC.2.R.L.5, CC.3.R.I.7, CC.3.R.I.8, CC.3.R.I.10, CC.4.R.I.2, CC.4.R.I.3, CC.4.R.I.5, CC.4.R.I.7, CC.K.R.I.1, CC.K.R.I.9, CC.K.R.L.1, CC.K-12.R.R.5, CC.K-12.R.R.6, CC.K-12.R.R.8, CC.K-12.W.R.2, CC.K-12.W.R.4, CC.K-12.W.R.5, CC.K-12.W.R.8, CC.K-12.W.R.9
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## Module 4: Creating a Micro-enterprise Business Plan

In this module, students develop a business plan for a micro-enterprise. They discuss the importance of micro-enterprises developing a business plan and possible road blocks micro-enterprises could face within their plan.

Student Goals:

- > Discuss importance of creating a business plan
- > Develop a sample Micro-enterprise business plan

Sections:

- I. What is a business plan?
- II. Students "Micro-Enterprise" Business Plan

Worksheets:

1. My Micro-enterprise Business Plan

Definition: 1

Classroom Discussions: 1

What is a business plan?

## **DEFINITION:**

A business plan is just that. A plan for your business. It allows you to plan for the future before you begin your journey. A business plan allows you to start planning everything from what the product or service will be, to who you will sell to and where your service or product will be sold. It also shows start thinking about your ability to make money and support yourself and your family.

A Business Plan usually includes the following:

1. Product Description - What is the specific product or service?
2. Goals - What is your overall goal for your business?
3. Cost of Product or Service - This is your actual cost of services plus how much money you would like to make on top of that.
4. Profit on Product or Service - How much money you will make from selling the product or service?
5. Cash flows - How does money move in and out of your business? How much money is needed to begin?
6. Marketing Plan - Price. Product. Place. Promotion. How will people know about your product? Is there a need for this product or service? Who are my customers? What is the name of your business?

## **DISCUSSION:**

Assure the students they can also ask friends and family for help in trying to create the best possible business plan. As most people that start Micro-enterprises have little money, this may also be a great way to get help with your business without paying for it.

How is it used? As important as a map is to a road trip, a business plan is just as important to that of a business owner, or entrepreneur. A micro enterprise will not succeed unless its management looks ahead to the future.

Assignment option: Have the students write about their own future goals and have them answer the following questions on how they're going to get there. (Have them get as creative as they want, drawings, maps, pictures from the Internet, travel magazines, etc.)

- I. Where am I today?
- II. Where do I want to go?
- III. What am I going to do there?
- IV. How do I ensure that I get there?
- V. How long will it take me to get there?
- VI. How does accomplishing your goal affect the next one?



## Students' "Micro-Enterprise" Business Plan

The students will now have the ability to put all skills learned to the test and create their own Micro-enterprise Business Plan.

**WORKSHEET:** My Micro-enterprise Business Plan  
Complete the worksheet

Assignment option: After creating their Micro-enterprise Business Plan, have them create their own marketing material to promote their business. Display in the classroom.



# Micro-Enterprise Curriculum



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