

# Business Plan

## Project-Based Learning

A Real-World  
Activity

Elevates  
Engagement &  
Creativity

Gets Students to  
Think Like  
Business Owners!



**Engaging ● Entrepreneurship ● Real World!**

BUSINESS EDUCATION WITH *Denise Leigh*

# Converts easily from Google to Microsoft

The screenshot shows a Google Docs presentation titled "Business Plan Project" in edit mode. The "File" menu is open, and the "Download" option is selected, which has opened a sub-menu. In this sub-menu, "Microsoft PowerPoint (.pptx)" is highlighted. A yellow text box with a black border says "Change the font color, size, and style if you would like." The main slide content includes the title "Executive Summary" and a text box with the placeholder "Click to add text".

**File -> Download -> Microsoft PowerPoint**

The materials included with this resource provide the teacher with **step-by-step instructions** for students to prepare their Business Plan.

### Step 1:

An instructional presentation to show your students before the project begins. This PowerPoint is only to be used to generate discussion on “*What is a Business Plan?*” & “*What is it used for?*” Use this discussion to get your students to decide what type of business would get them excited to create a business plan.

### Step 2:

Create a cover for their formal business plan folder.

### Step 3:

Students complete the components of their Business Plan.

### Step 4:

Students gather images of supplies and equipment needed for their start-up business. Students must 'shop' within a fixed budget.

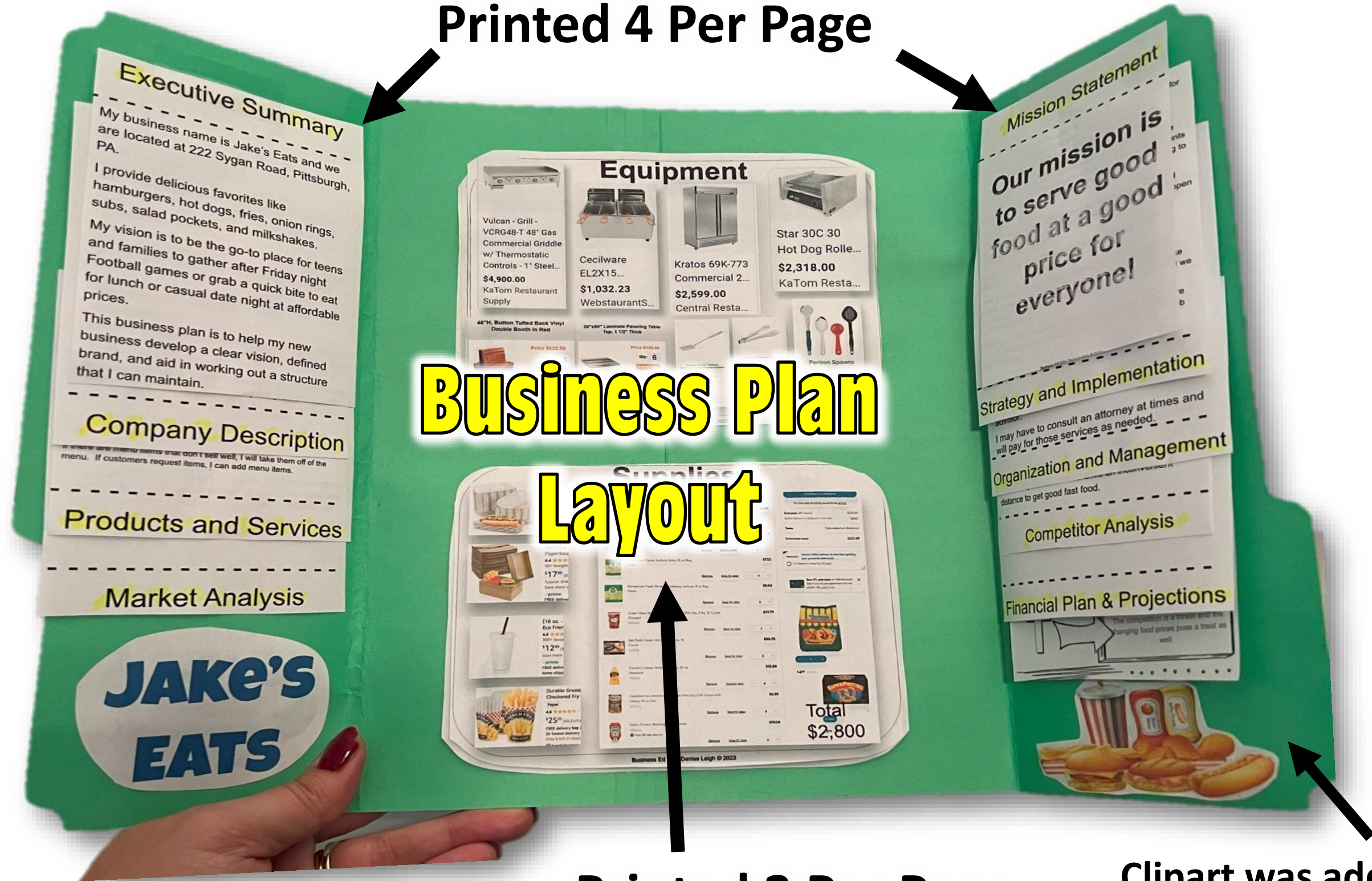




The **Formal Business Plan Project** layout -

The **green folder** is a regular, pocketless folder folded in this shape.

Printed 4 Per Page



Business Plan

Layout

Printed 2 Per Page

Clipart was added by the student to add interest.

Inside the Business Plan Folder

# Teacher Testimonials



**My department chair loved this!** I happened to be introducing this when they walked in for an informal observation. I have a good mix of ML students and a low level learner that they too could follow along and complete the project. Bonus is the look of the finished project. They were **attractive** and **easy to put together**.



My students **really enjoyed** this resource. It was a **great way** to introduce a business plan idea and to create a step by step business plan. Instructions are really clear and the end result is **great** to display for administrators and parents.



**My students loved this resource.** We do an Entrepreneur Fair each year after we learn how to write a Business Plan. I used to have them complete the plan like a report but once I found this it makes learning about Business Plans much **more fun**.



This was perfect for a project based **final exam** for my entrepreneurship students!! They got into the project and produced some **great work!**

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

