



# Starting a Business 1: Vision and Opportunity

## Lesson plan

<b>Starter activity</b>	<b>Learning objectives</b>
<p>Students discuss the question: Are entrepreneurs born or made?</p> <p>Arguments for each side of the debate can be collated as a class verbally or on the board.</p>	<ul style="list-style-type: none"> <li>• To define the different dimensions and drivers of the opportunity business model.</li> <li>• To produce a business proposition.</li> <li>• To evaluate a business proposition.</li> </ul>
<b>Main activities</b>	<b>Resources required</b>
<p>In their own time, students watch the video on Step 1.3 and makes notes on the dimensions and drivers in the opportunity business model. This should include a definition or explanation as well as the example given in the video. These notes can be structured as a table or mind map.</p> <p>Students work in pairs (with a copy of the Opportunity business model template from Step 2.3 of the course) to create a business proposition for a new business idea in their chosen industry.</p>	<ol style="list-style-type: none"> <li>1. Access to FutureLearn course.</li> <li>2. Devices to watch video on.</li> </ol> <p><b>Assessment for Learning</b> Producing a business proposition.</p> <p><b>Differentiation</b> <b>SEND:</b> Videos have subtitles.</p> <p><b>Low ability:</b> Peer-learning.</p> <p><b>Gifted and Talented:</b> Peer-teaching.</p> <p><b>Plenary</b> Students swap their propositions with a different pair and peer-mark them, providing feedback on what would make the business successful.</p>