**SESSION PLAN**

**COURSE:** ABE Level 4 Introduction to Entrepreneurship

**ELEMENT:** Element 4 – Creating a business plan and pitch

**LEARNING OUTCOME 4**

**Create a business plan and pitch for a business idea (Weighting 30%)**

4.1 Explain the content expected and developed in the plan

4.2 Develop a business plan for a new business idea

4.3 Develop a pitch that delivers key information to stakeholders

**NUMBER OF SESSIONS: Two** - approximately 18 hours in total

**SESSION TOPICS:** Session 5: Preparing a business plan

Session 6: Creating a business pitch

**Note to tutors: This is the recommended session plan for Learning Outcome 4 of ABE Level 4 Introduction to Entrepreneurship. You should follow the plan, using the resources (referenced as ‘slides’ here) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

**SESSION 5: Preparing a business plan (8 hours)**

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| **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| Business plan | Use ‘4UIE Tutor Presentation E4’  Introduction to business plan  4.1 Explain the content expected and developed in the plan  4.2 Develop a business plan for a new business idea | 1-4 | The learner will draw together the content of the programme and use it to develop their business plan which needs to be produced for a formative assessment. Learners can use the Business plan template for this activity in Activity 5. | **Start** E4 LO4 Activity 5:  Business Plan (complete session 6) |
| Tutor will discuss the reasons for a business plan  Using the Emerald Insight resource  Amir M. Hormozi, Gail S. Sutton, Robert D. McMinn, Wendy Lucio, (2002) ["Business plans for new or small businesses: paving the path to success"](http://www.emeraldinsight.com/doi/abs/10.1108/00251740210437725), Management Decision, Vol. 40 Issue: 8, pp.755-763. (This article will be available in your online student resources.) |  | Learners will discuss need for plan and review article  ‘Business plans for new or small businesses: paving the path to success’ |  |
| Tutor will present examples of business plans for regional businesses known to the learners |  | Learners to review and comment on regional business plans |  |
| Tutor will use the Emerald Insight resource to support content and structure. Hilary Schiraldi, Jesse Silva, (2012) ["Writing a business plan: reference tools to assist budding entrepreneurs"](http://www.emeraldinsight.com/doi/abs/10.1108/09504121211278016), Reference Reviews, Vol. 26 Issue: 8, pp.7-9. (This article will be available in your online student resources.) |  | Writing a business plan: reference tools to assist budding entrepreneurs |  |
| The tutor will take the learners through a typical structure of a business plan | 5-12 | The learner will draw together the content of the programme and use it to develop their business plan which needs to be produced for a summative assessment (Activity 5) |  |
| The tutor will set deadlines for submission and remind of assessment process |  | (See session 6 for final words on the business plan assessment.) Learners to be advised that they are required to submit printed business plan containing key requirements covered throughout course. The appendix must include the PowerPoint (or other) presentation slides for the 10-minute business pitch exercise. |  |

**SESSION 6: Creating a business pitch (10 hours)**

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| **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| Business pitch  Introduction | 4.3 Develop a pitch that delivers key information to stakeholders  Tutor will lead discussion on identifying key messages to communicate to an audience | 13-15 | Learners will review examples of business pitches and discuss merits, and improvement opportunities. |  |
|  |  | Working in pairs, learners will produce a list of key requirements for a business pitch using Activity 1 | E4 LO4 Activity 1 |
| Tutor to deliver skills for excellent pitch skills |  | Learner review skills and commence outline of pitch |  |
| Elevator pitch | Tutor will lead on the important of a 30 second pitch to explain a business | 16 | In class learners will prepare and present an elevator pitch lasting 30 seconds for their enterprise using Activity 2 | E4 LO4 Activity 2 |
|  |  | Classmates will give peer feedback recorded by learner on Activity 3. Peer feedback summary included | E4 LO4 Activity 3 |
| Tutor will lead session on good PowerPoint presentation skills | 17 | Watch the 10-slide pitch for Airbnb at <http://uk.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9/> |  |
| Pitch deck competition | The tutor will lead groups in a pitch deck competition with a judging panel from the centre if possible. The outline for the 10-minute business plan pitch will be presented | 18-19 | Learners are free to use their own style. Homework activity is preparation of pitch lasting no longer than 4 minutes for ‘pitch deck’ competition. Activity 4 will help structure pitch. | E4 LO4 Activity 4 |
| Preparing the business pitch | Tutor will discuss topics covered in this section and how it contributes to the business pitch | 20-23 | Learners will use skills learned to develop full business pitch. |  | |

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| Assignment | Tutor to remind learners on assessment requirements.  4.2 Develop a business plan for a new business idea | 24-26 | Learner to submit printed business plan containing key requirements covered throughout course. Complete E4 LO4 Activity 5: Business Plan started in session 5.  The appendix must include the PowerPoint (or other) presentation slides for the 10-minute business pitch exercise. |