



Lesson Series

🕒 45 - 60 minutes

## Owning a Business: From Idea to Operation

### Introduction

1. Understand the basics of owning and operating a business.
2. Identify the key steps required to start a business.
3. Explore the different types of business ownership structures.
4. Identify common challenges and potential solutions for owning a business.
5. Develop an understanding of the importance of planning and adapting in the business ownership journey.
6. Learn about marketing and market research.
7. Be inspired to engage oneself with their own potential business enterprise.

### Materials Needed

✓ SharkSkillz WebApp

✓ Whiteboard

✓ Access to computer or tablet

✓ Paper for Posters

✓ Notepad or exercise book to take notes



Lesson 01

🕒 55 minutes

## Owning a Business

### Introduction

🕒 10 minutes

1. Greet the students and introduce the topic of owning a business and its significance in the economy. Enter Stage 1 of the SharkSkillz Business Skillz ocean. Play the three lessons audio to the class.
2. Start a discussion by asking students if they have ever thought about starting their own business and take a few responses.

### Understanding Business Ownership

🕒 10 minutes

1. Discuss the concept of business ownership and the different types of business structures, such as sole proprietorship, partnership, and corporation.
2. Explain the advantages and disadvantages of each structure, and how they impact ownership, liability, and decision-making.
3. Write definitions of terms in books.

### Steps to Start a Business

🕒 25 minutes

1. Introduce the basic steps involved in starting a business, including identifying a business idea, conducting market research, creating a business plan, acquiring funding, and registering the business.
2. Discuss each step in detail, encouraging students to ask questions and engage in a conversation about the importance of thorough planning.
3. Split into groups to discuss business ideas and decide on the business you will create together.

### Discuss business ideas with groups

🕒 10 minutes



## Business Enterprise

### Introduction

🕒 10 minutes

1. Greet the students and introduce the topic of business enterprise and its significance in the economy. Enter Stage 3 of the SharkSkillz Business Skillz ocean. Play the three lessons of audio to the class. Whilst showing it on the board.
2. Start a discussion by asking students what their best business ideas are and take a few responses.

### Definition & Importance of Entrepreneurship

🕒 10 minutes

1. Explain that entrepreneurship refers to the process of identifying opportunities and using resources to create and run a new business or venture.
2. Discuss the importance of entrepreneurship in driving innovation, job creation, and economic growth.
3. Provide real-world examples of successful entrepreneurs and how their businesses have had a positive impact on society.

### Characteristics & Skills of Successful Entrepreneurs

🕒 10 minutes

1. Engage the students in a discussion and ask them to list some characteristics they believe successful entrepreneurs possess.
2. Write down their responses on the whiteboard, and discuss each characteristic, providing examples where possible.
3. Highlight the importance of skills such as creativity, problem-solving, decision making, and perseverance in entrepreneurial success.



## Business Enterprise

### Students continue making a plan for their business

🕒 20 minutes

1. It needs to include, what is being sold. What type of marketing they will do. What sort of budget they will need to start. Try to plan for some of the issues that they may face when planning and when they start trading.

### Discuss business ideas with groups

🕒 5 minutes





## Market Research

### Introduction

🕒 15 minutes

1. Greet the students and introduce the topic of marketing and market research and its significance in the economy. Enter Stage 4 & 5 of the SharkSkillz Business Skillz ocean. Play the three lessons of audio to the class. Whilst showing it on the board.
2. Start a discussion by asking students what marketing strategies they would use and take a few responses.

### Definition and Importance of Marketing

🕒 5 minutes

1. Define marketing as the process of creating, communicating, and delivering value to customers.
2. Discuss the importance of marketing in creating awareness, generating demand, and building customer loyalty.
3. Provide examples of successful marketing campaigns to illustrate its impact on business success.

### What is Market Research?

🕒 5 minutes

1. Explain market research as the process of collecting and analysing data about target markets, customers, and competitors.
2. Discuss why market research is crucial in understanding customer needs, preferences, and behaviours.
3. Introduce the different types of market research, such as primary and secondary research, qualitative and quantitative research, and online surveys.



## Market Research

### Conducting Market Research

🕒 5 minutes

1. Discuss the key components of market research: defining the research objectives, identifying the target audience, selecting the appropriate research methods, collecting data, and analysing findings.
2. Demonstrate how to conduct market research by using hypothetical products or services as examples.
3. Encourage students to brainstorm ways to gather information about a specific target audience.

### Students continue making a plan for their business.

🕒 20 minutes

1. It needs to include marketing strategies, market research methods. Try to answer questions like: Who is my customer? What product or service will be most appealing to our customer?

### Discuss business ideas with groups

🕒 5 minutes



## Marketing & Market Research

### Introduction

🕒 15 minutes

1. Greet the students and introduce the topic of marketing and market research and its significance in the economy. Enter Stage 6 of the SharkSkillz Business Skillz ocean. Play the three lessons of audio to the class. Whilst showing the App on the board.
2. Start a discussion by asking students what marketing strategies they would use and take a few responses.

### Importance of Planning and Adapting

🕒 20 minutes

1. Emphasise the importance of creating a solid business plan, which includes defining objectives, targeting the right audience, developing marketing strategies, and creating financial projections.
2. Discuss how businesses must adapt to changing market conditions, technological advancements, and evolving customer needs.
3. Highlight the significance of continuous learning and seeking feedback in order to stay competitive in the business landscape.

### Real-Life Examples

🕒 10 minutes

1. Share examples of successful businesses and entrepreneurs who have overcome challenges and achieved remarkable growth.
2. Briefly discuss their journeys and the lessons that can be learned from their experiences.
3. Encourage students to reflect on how they can apply these lessons to their own business ideas or ventures.



## Marketing & Market Research

### Conclusion

🕒 10 minutes

1. Recap the key points covered in the lesson (5 minutes).
2. Discuss with the students any specific questions they may have or any additional information they would like to explore.
3. Encourage students to further research and develop their business ideas while keeping in mind the lessons shared.
4. Thank the students for their participation and end the lesson.



Lesson 05

🕒 55 minutes

## Marketing & Market Research

### Materials Needed

✓ SharkSkillz WebApp

### Important Note

1. We recognise that by this stage teachers will have adapted lessons to suit their class. Please do finish the Business Skillz ocean and finish your projects with your class. You might even encourage your pupils to explore these ideas outside of the classroom. Some pupils may even set up lemonade stands outside their house and so much more. We hope you enjoyed using SharkSkillz WebApp! Please check out our other lessons series plans for every other ocean.
2. These lesson plans are adaptable and can be modified based on the needs and level of the students. Additional activities, guest speakers, case studies, or simulations could be included to enhance engagement and understanding.

### Real-Life Examples

1. Take your business project to the next level and start to try to make it a reality.
2. Start to try to understand a software tool like google analytics.