

LessonPlan CE-Oh!

Module 3: Generating Business Ideas and Creative Thinking

Class Description	This is the third module in the CE-Oh! Be Your Own Boss series. This module focuses on idea generation and introduces both the business model canvas and business plan. Tools to spark brainstorming and creative thinking will be provided. Tools to develop the canvas and plan will be provided for students to use throughout the remainder of the course.
Objectives	<ul style="list-style-type: none">● Explain how the entrepreneurial mindset is used as part of generating new business ideas.● Identify how creativity and creative thinking is used in generating new business ideas.● Engage in various creative thinking activities for idea generation.● Describe the purpose of the business model canvas and business plan.
National Entrepreneurship Standards Standards	A.01 Explain the need for entrepreneurial discovery A.02 Discuss entrepreneurial discovery process A.03 Assess global trends and opportunities A.04 Determine opportunities for venture creation A.05 Assess opportunities for venture creation A.06 Describe idea-generation methods A.07 Generate venture ideas A.31 Use creativity in business activities/decisions L.01 Explain methods to generate a product/service area L.02 Generate product/service areas
National Entrepreneurship Standards: Career Competencies Standards	K.09 Demonstrate writing/publishing applications
Common Career Technical Core Standards Overview Standards	BM.3 Explore, develop and apply strategies for ensuring a successful business career CRP.6 Demonstrate creativity and innovation CRP.11 Use technology to enhance productivity

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Vocabulary	Brainstorm Business Model Canvas Business Opportunity Business Plan Creative thinking (Lateral thinking) Creativity Idea Generation	Idea Map Ideation Innovation Need Pivot Want Window of Opportunity
Prior to Class:	Learners will have participated in Weeks 1 and 2 in class and will have shared some ideas about the type of business they are interested in starting. Learners will have demonstrated an understanding of how successful businesses solve realworld problems.	
Links and Materials	Link: sba.gov https://www.sba.gov/starting-business/write-your-business-plan%20 Link: www.entrepreneur.com Link: forbes.com famous business pivots https://www.forbes.com/sites/jasonnazar/2013/10/08/14-famous-business-pivots/#418990857978 Terms and Definitions PDF Brainstorming and Mind Mapping PDF Business Model Canvas Workbook PDF	
Delivery Method	e-Learning	
Duration	60 min	

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Lesson 1: Ideation

Learners will be able to Will Be Able To (LWBAT): Explain how the entrepreneurial mindset is used as part of generating new business ideas.

Activity: Learner will answer 1 out of 1 knowledge check questions related to ideation correctly (Knowledge Check Question 1).

Activity: Learner will investigate Snap, Inc. and reflect on how the company engaged in innovation by re-thinking existing products as well as creating new ones.

Lesson 2: Creative Thinking

LWBAT: Identify how creativity and creative thinking is used in generating new business ideas as well as differentiate between an idea and an opportunity.

Activity : Learner will answer 2 out of 2 knowledge check questions related to creative thinking correctly (Knowledge Check Question 2 and 3).

Activity : Learner will connect creative thinking with innovation.

Activity: Engage in various creative thinking activities for idea generation.

Activity: Learners will appraise various creative thinking activities and select the one they feel is the best for themselves.

Activity: Learners will support their selection on a poll.

Activity: Learners will be given a way to differentiate between an idea and business opportunity.

Lesson 3: Business model canvas and Business Plan

LWBAT: Understand basic business planning concepts, including the business model canvas and business plan

Activity: Learner will research on SBA.gov to get information about business plans.

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Knowledge Check and Reflection

LWBAT: Answer 5 out of 5 review questions correctly

Activity: Knowledge Check – 5 questions

Activity: Compare and contrast the learner's definition at the beginning of the module with the answer they provide at the end of the module.

Activity: Learner will research types of business plans on www.sba.gov and www.entrepreneur.com. Learner will synthesize information found in their research to create a table in Google Sheets describing the different types of business plans they learn about.

NOTE: Providing a link to the instructor is not prompted in the online learning module. As an instructor it will be your responsibility to have the learners send you the link to the Google Sheet they create.

Research Assignment