

Lesson Plan– CE-Oh!
Module 9: Revenue Streams

<p>Class Description</p>	<p>This is the ninth module in the CEOh! Be Your Own Boss series. Learners have created a solid vision of the type of business they would like to create and in the most recent learned about business expenses. In this lesson, we will continue to focus on finance by learning about revenues.</p>
<p>Objectives</p>	<ul style="list-style-type: none"> ● Identify potential revenue streams for a business ● Explain sales forecasting so learners can plan for their business’s future ● Describe the parts and function of income statements
<p>National Entrepreneurship Standards Standards</p>	<p>F.23 Assess factors affecting a business’s profit G.15 Set financial goals G.19 Complete financial instruments G.20 Maintain financial records G.21 Read and reconcile financial statements I.02 Prepare estimated/projected income statements I.13 Explain the nature of overhead/operating expenses I.28 Supervise/implement regular accounting procedures and financial reports L.34 Explain factors affecting pricing decisions L.37 Set prices L.38 Adjust prices to maximize profitability L.53 Plan strategies for meeting sales quotas O.06 Forecast income/sales</p>
<p>National Entrepreneurship Standards: Career Competencies Standards</p>	<p>Future Orientation</p>
<p>Common Career Technical Core Standards Overview Standards</p>	<p>BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business BM.3 Explore, develop and apply strategies for ensuring a successful business career BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business’s financial wellbeing</p>

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<p>Vocabulary</p>	<p>Balance sheet Calendar year Customer retention Fiscal year Franchising Freemium Income statement Licensing Profit and loss statement Revenue Revenue stream Sales forecasting Subscription Syndication Transaction fee</p>
<p>Prior to Class</p>	<p>Learners will have participated in all previous modules of this course. Learners will have identified a viable business opportunity to create and apply their learning to.</p>
<p>Links and Materials</p>	<p>Terms and Definition PDF Household Budgeting Worksheet PDF Income Statement XLS and link https://docs.google.com/spreadsheets/d/15GRqnSW17INWrl-RrGCsCNVljhoScGk5M9o2HIQgu4/edit?usp=sharing Sales Dashboard XLS and link https://docs.google.com/spreadsheets/d/1n3owP4nJynAZxoHHryCLi gWkoXcGBwSnl3x3lhj0gpw/edit?usp=sharing Sales Forecasting Tools PDF and link https://www.vertex42.com/Files/download2/themed.php?file=sales - forecast.xlsx Sample Balance Sheet 1 XLS Sample Balance Sheet 2 XLS Sample Profit and Loss Template XLS SWOT Analysis Worksheet PDF</p>
<p>Delivery Method</p>	<p>e-Learning</p>
<p>Duration</p>	<p>60 min</p>

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Lesson 1: Revenues and Revenue Streams

Learners will be able to Will Be Able To (LWBAT): Identify potential revenue streams for a business.

Activity: Learners will be provided with a discussion of revenue and revenue streams with real-world examples.

Activity: Learner will answer 2 of 2 knowledge check questions correctly (Knowledge Check Questions 1 and 2).

Lesson 2: Sales Forecasting

LWBAT: Create an accurate sales forecast using market research, past performance, as well as future orientation.

Activity: Learners will be provided with the information they need to create an accurate sales forecast

Activity: Learners will receive a link to sales forecasting tools available online

Activity: Learner will answer 1 of 1 knowledge check questions correctly (Knowledge Check Questions 3).

Lesson 3: Income Statements

LWBAT: Use EOU to determine profit or loss of goods or services sold

Activity: Learner will be presented with the information needed to create an income statement (profit and loss statement), including the information that is typically included on an income statement

Activity: Learner will receive instruction on financial statements, including balance sheets, profit and loss statements and cash flow statements

Activity: Learner will answer 1 of 1 knowledge check questions correctly (Knowledge Check Question 5).

Knowledge Check and Reflection

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LWBAT: Answer 5 out of 5 review questions correctly

Activity: Knowledge Check – 5 questions

Activity: Learners will create a oneyear projected income statement using the Income Statement template in the Resources section. Include:

- Links that show where you found your research data
- Include a list of your main revenue streams
- Forecast sales for each of your main revenue streams
- Create a projected income statement (profit and loss statement) based on the information you can find that will show your revenue as well as your expenses

NOTE: The learner is not prompted to provide the instructor with this document. As the instructor it is your responsibility to prompt the learners to give you access to the document they create.

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.

Assignment: Independent Practice