

Lesson Plan – CE-Oh!

Module 13: Growth and Exit

Class Description	<p>This is the thirteenth module in the CE-Oh! Be Your Own Boss series. Learners have created a solid vision of the type of business they would like to create and have covered nearly all of the topics relating to start-up and managing a business. In this module, we will discuss business growth and exit strategies.</p>
Objectives	<ul style="list-style-type: none">• Understand business growth and product life cycles• Learn how to value a business• Identify possible exit strategies for business owners• Understand investments and how money grows
National Entrepreneurship Standards Standards	<p>A.33 create processes for ongoing opportunity recognition A.34 Adapt to changes in business environment A.35 Explain the need for continuation planning A.38 Develop exit strategies D.27 Demonstrate self control G.05 Explain the time value of money G.15 Set financial goals M.03 Determine equipment needs M.04 Establish operating procedures O.04 Develop company goals/objectives</p>
National Entrepreneurship Standards: Career Competencies Standards	<p>Creativity & Innovation Set personal goals</p>
Common Career Technical Core Standards Overview Standards	<p>BM.3 Explore, develop and apply strategies for ensuring a successful business career</p> <p>BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals</p>

Lesson Plan – CE-Oh!**Module 13: Growth and Exit**

	BM-MGT.8 Create strategic plans used to manage business growth, profit and goals	
	CRP.3 Attend to personal health and financial well being	
Vocabulary	Book value Compounding Core business Debt capital Diversification Diversification growth strategies Employee stock ownership plan Equity capital Future value of money Goodwill Harvesting Horizontal diversification Horizontal integration Initial public offering Integrative growth Intensive growth strategy	Liquidation Management buyout Market development Market penetration Market share Micromanagers Multiple of earnings method Organic growth Perpetual life cycle Product development Product life cycle Rule of 72 Self-financing Synergistic diversification Vertical integration Volatile investments
Prior to Class	Learners will have participated in all previous modules of this course. Learners will have identified a viable business opportunity to create apply their learning to.	
Links and Materials	Terms and definitions	
Delivery Method	e-Learning	
Duration	60 min	

Lesson Plan – CE-Oh!

Module 13: Growth and Exit

Lesson 1: Growth

Learners will be able to Will Be Able To (LWBAT): Recognize business growth and product life cycles

Activity: Learner will be introduced to organic and external growth

Activity: Learner will review the product life cycle and how it impacts the business growth plan

Activity: Learners will be provided with an explanation of growth strategies as well as some challenges of growing a business

Activity: Learner will answer 3 of 3 knowledge check questions correctly (Knowledge Check Questions 1, 2, and 3)

Lesson 2: Determining the Value of a Business

LWBAT: Learn what contributes to and how to accurately value a business

Activity: Learners will be presented with concepts relating to book value, liquidation, and the multiple of earnings method as well as non-tangible aspects of a business that contribute to it's value (goodwill)

Activity: Learner will answer 2 of 2 knowledge check questions correctly (Knowledge Check Questions 3 and 4)

Lesson 3: Exit Strategies

LWBAT: Identify possible exit strategies for business owners

Activity: Learners will be provided with an explanation of several exit strategies, including harvesting, management buyout, employee stock ownership plans (ESOP), and initial public offerings (IPO)

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

Lesson 4: Investments

LWBAT: Understand investments and how money grows

Activity: Learners will be provided with an explanation of ways in which money grows, the future value of money, and the value of diversification

Lesson Plan – CE-Oh!

Module 13: Growth and Exit

Activity: Learners will use a calculator and an income statement to find the operating ratio percentage given an example

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

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: Plan the growth of your business using any growth strategy you have learned (intensive, integrative, diversification).

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 links