

Business Outreach Lesson Plan

Thematic Unit

Collaborative and creative problem solving to start a small business

Skill Area(s)

Reading comprehension, critical thinking, collaboration, writing, word processing

Objective

Students create an informational flier for a small business.

Necessary Tools/Materials

Narrative of “business problem”

Instructions for completing assignment

Student assessment form for assignment

Microsoft Word (any word processing software that includes a picture file)

Procedure

- | | *Time |
|--|---------------------|
| 1. Pair students according to skill/comfort level using computer (high with low) | 5 minutes |
| 2. Describe assignment, “You will be working together to complete a project. You own a small business that needs a flier to promote its services in the community. “ | 10 minutes |
| 3. Distribute “problem” narrative and assignment instructions | |
| 4. Students begin brainstorming | 15 minutes |
| 5. Students begin drafting on paper and computer | 30 - 45 minutes |
| 6. Students begin revising | 15 minutes |
| 7. Students edit work | 15 minutes |
| 8. Students present their assignment to group | 5-10 min. per group |
| 9. Students assess their experience, teacher begins individual student assessment | 10 minutes |

Observations

Example: Students initially had difficulty in deciding and sharing responsibilities during collaboration. May want to provide mini-lesson on collaborative work to build that skill.

*This assignment is designed for a class that lasts approximately two hours. The activity can be extended over a two day period. If you have an assigned time to use a computer lab, do steps 1-5 and have students draft in the classroom. Then complete the rest of the assignment starting with Step 6 in the computer lab.