

LESSON PLAN

School:	WAMPEEWO NTAKKE SECONDARY SCHOOL	Date:	15TH /FEB / 2023
Subject:	ENTREPRENEURSHIP	Time:	08:00AM – 9:45AM
Teacher:	ODOI VINCENT	Duration:	1hr 45mins
Class:	S.3	Number of pupils:	Boys: 30
Term:	ONE		Girls: 25

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Theme:	MARKETING IN SMALL BUSINESS ENTERPRISES
Topic:	BUSINESS MANAGEMENT
Competency:	The learner should be able to market the business products.
Learning Outcome(s):	(a) The learner is able to: carry out a simple marketing and selling activities
Generic skill(s):	The learner demonstrate excellent communication skills, leadership and interpersonal skills.
Value(s):	Creativity, honesty and patience.
Cross cutting issue(s):	Perception, price, different products, the people and environment of the business.
Key Learning Outcome(s):	The learner is able conclude a sale at any given time.

Pre- Requisite Knowledge:

Learners already have knowledge of a simple retail business, and demand and supply therein,

References: St. Bernard Entrepreneurship students’ Guide.

Time per phase ¹	Teacher Activity	Learners' Activity
10 minutes	<p>Take roll call and make a quick Introduction of the topic by giving a simple story of one of the traders in my village</p> <p>Divide the class in two groups and give them three items : pens, school bags and token money</p>	Learners listen to their names and the story that follow.
25 minutes	Give an instruction on how to go about it and they begin, each group will stock pens and school bags for sale and marketing.	Learners are given token money and getting ready to buy the products.
40 minutes	Tells learners start trading, the group leaders are the product owners and they will assign group members the responsibility to market and sell the business products within the class.	Learners participate in the market: they buy while some leave their contacts for deliveries later.
20 minutes	Tells learners to stop and analyse the transactions	Each group counts how much they have got in cash and how many potential customers they have left their contact.
10 minutes	Teacher concludes by asking learners to give their experiences from the transaction. The group with the highest amount of cash probably was the best in selling but the group that reached out to so many customers and collected many contacts from prospective buyers was the best in marketing	Learners give comments, observations, and challenges they encounter while trading: the kind of customers, what customers said of their products, the price and what they had to do in order to attract many customers.