## Lesson Plan

### Teacher Name
Michael Goodnight

### Learning Topic
Financial Planning

### Course
Principles of Business, Marketing and Finance

### Cycle & Week
Cycle 2 Week 1

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| Monday    | 130.112.C.03.D Identify factors that affect businesses profit, revenues and expenses | 1. Do Now: Take out Notes  
2. Direct Instruction:  
   - 1.04 Financial Planning PPT (30 minutes)  
   - Key Terms (20 minutes)  
3. Practice: Key Terms  
4. DOL: Key Terms  

Homework: none | Key Terms | income, expenses, profit, revenue, financing, start up budget, operating budget, cash budget |
| Tuesday   | 130.112.C.03.D Identify factors that affect businesses profit, revenues and expenses | 1. Do Now: Take out Notes  
2. Direct Instruction:  
   - Finish 1.04 Financial Planning PPT (20 min)  
   - Income Statement Assignment (30 min)  
3. Practice: Income Statement Assignment  
4. DOL: Income Statement Assignment  

Homework: none | Income Statement Assignment | income, expenses, profit, revenue, financing, start up budget, operating budget, cash budget |
| Block Day Wed./Thurs. | 130.112.C.03.D Identify factors that affect businesses profit, revenues and expenses | 1. Do Now: Take out Income Statement Assignment  
2. Direct Instruction:  
   - Finish Income Statement Assignment (30 min) | Income Statement Assignment/Budget for Franchise Assignment | income, expenses, profit, revenue, financing, start up budget, operating budget, cash budget |
| Friday | 130.112.C.03.D | Identify factors that affect businesses profit, revenues and expenses | - Budget for Franchise Assignment (60 min)
- 3. Practice: Income Statement Assignment/ Budget for Franchise Assignment
- 4. DOL: Income Statement Assignment/ Budget for Franchise Assignment

Homework: none | Critical Writing
List all financial data relevant for each entrepreneur's pitch. | Budget, cash budget |

1. Do Now: Take out sheet of paper and something to write with.
2. Direct Instruction:
   - Shark Tank
   - Critical Writing
3. Practice: Critical Writing
4. DOL: Critical Writing

Homework: none | income, expenses, profit, revenue, financing, start up budget, operating budget, cash budget |