

Te Tohu Atawhai Kaipakihi
*Certificate in Applied Small Business
Growth and Development*

Lesson Plan Workbook

for

Wāhanga Tuatahi:
Tātari Whakawhanake Umanga
Module 1:
Business Development Analysis

Programme Developers and Authors

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Introduction to Lesson Plan Workbook 1

How to Use this Lesson Plan Workbook

This workbook contains instructions that tell you what you need to do to complete this module of the programme. It consists of five lesson plans for Weeks 1 to 5 of the programme (which are solely dedicated to Module 1), plus guidance as to how you are to spend the remaining hours of learning for the Module throughout Weeks 6 to 22.

There are two parts to each of the five lesson plans in this workbook:

- **Core Lesson Content:** The core lesson content is the programme content that will be covered in the three-hour weekly classes that you are required to attend. It is useful to review this content before you attend each class. This will assist with your understanding of the content and will provide you with an opportunity to identify any questions that you may wish to ask during class time.
- **After Lesson Learning:** The second part of each lesson plan in this workbook is titled 'After Lesson Learning'. As the name suggests, this section provides guidance on how you should allocate time associated with the programme *outside* of the three-hour weekly classes. It shows the amount of time that should be allocated to review the core lesson content as well as to complete your assessments.

Learning Hours

The hours of learning for this module are as follows:

Learning Format	Hours
Lessons (<i>five 3-hour lessons</i>)	15
Mentoring Hours	3
Lesson Review & Preparation (<i>eight hours per week for first four weeks</i>)	32
Case Study Workshops (<i>eight 1-hour seminars</i>)	8
Case Study Readings (<i>3.5 hours per Case Study Workshop</i>)	28
Assessment Completion (<i>includes an average of 13.5 hours per week for the first four weeks</i>)	114
TOTAL HOURS	200

Explanation of Learning Hours

Lessons

15 hours total

Through to Week 22 of the programme, tauira will meet weekly with their kaitiaki and peers for three hours. For the first five weeks of the programme, this lesson time will be entirely devoted to Module 1 content: In Weeks 1 to 4, the content of the module book will be delivered, during which time tauira will work on the corresponding assessment (Assessment 1). Then, in Week 5, Assessments 2 and 3 will be introduced and a seminar on the topic of 'Writing Business Reports' will be delivered. This seminar will assist you to complete Assessment 2, as well as assessments in Modules 2 and 3 of the programme.

During Week 5, tauira will also select which case study they would like to present for Assessment 3, identify whether they choose to work alone or in pairs, and select the Case Study Workshop timeslot in which they will deliver their presentation.

Mentoring Hours

3 hours total

Throughout the entire programme, you are entitled to receive one-on-one mentoring support from your kaitiaki for one hour per fortnight. This is a total of 12 hours for the programme. It is recommended that you devote three hours of this time to Module 1. Use this time to get guidance and feedback from your kaitiaki in regards to your proposed project topics and methodology for implementing your projects.

Note that you may choose to combine these mentoring sessions to instead have one 3-hour session for the module (or two 1.5 hour sessions, etc.). Look through the requirements of the assessment to determine in which week(s) you think it would be most beneficial to meet with your kaitiaki. As soon as you have done this, contact your kaitiaki to schedule mentoring times. Your kaitiaki may choose to provide you with a timetable showing when mentoring timeslots will be available. As your kaitiaki has other taura to whom they will also be giving support, the earlier you can contact them to book in your time(s), the more likely your kaitiaki will be able to meet you at your preferred time(s).

It is recommended that you allocate the remaining nine hours of mentoring time to Module 2: Business Implementation Projects. In this particular module (Module 1), you are required to suggest meeting dates with your kaitiaki for Module 2. You will do this in the project briefs that you write for Assessment 2. In doing this, give consideration to review dates and dates by which you will have progress reports written (which you are required to write for Module 2).

Lesson Review & Preparation

32 hours total

Lesson Review involves spending time during the week reviewing the content of the week's lesson presented in the module book and preparing for the following week's lesson. As the entire content of the module book will be delivered during the first four weeks of the module, allow an average of eight hours per week over these four weeks for this purpose.

Use this time to:

- re-read the Section of the module to which the week's lesson relates and go through any notes made during the lesson to make sure you fully understand the lesson content.
- ensure that you understand the requirements of the assessments.
- read the next Section of the module and write down any questions that you have in preparation for the next lesson.
- prepare for your mentoring sessions. Make sure that you make the most of the limited one-on-one time that you have with your kaitiaki by preparing a list of questions for them in advance of your meeting times.

Case Study Workshops

8 hours total

Case Study Workshops will be held every fortnight, from Week 8 through to the end of this module (i.e. Weeks 8 to 22 of the programme). This is a total of eight workshops, scheduled to be held in the following weeks*:

- Workshop 1: Week 8 of programme
- Workshop 2: Week 10 of programme
- Workshop 3: Week 12 of programme
- Workshop 4: Week 14 of programme
- Workshop 5: Week 16 of programme
- Workshop 6: Week 18 of programme
- Workshop 7: Week 20 of programme
- Workshop 8: Week 22 of programme

Tauira will deliver their presentations for Assessment 3 during these workshop times. Depending on the number of tauira in a class, and on whether tauira choose to work individually or in pairs, there may be more than one presentation per workshop.

Workshop times for this module will take place immediately before the Business Implementation Workshop times for Module 2. That is, for Module 2, you will have a two-hour workshop every fortnight, held in the weeks specified above also. This means, you will remain in class following each one-hour Case Study Workshop for a further two hours for the Module 2 Business Implementation Workshop.

** There is some flexibility with workshop times. The kaitiaki and tauira together may agree to change this schedule so that, for example, more case study workshops are covered earlier in the programme (or later in the programme).*

Case Study Readings

3.5 hours per workshop

Prior to attending each case study workshop, you are required to read the case study (or case studies) to be presented at that particular workshop. You need to do this so that you can engage in discussions with your peer(s) who will be presenting their analysis of the case study for Assessment 3. As the case studies are quite large, your kaitiaki may choose certain sections for you to read, as opposed to requiring you to read the entire case.

Once tauira have selected which case study they want to present and the workshop in which it will be presented (which is done in Week 5 of the programme), the kaitiaki will provide the class with a schedule showing the order in which case studies will be presented. Use this schedule to identify when to read each case study.

Assessment Completion

114 hours total

A total of 114 hours are allocated to completing the assessments for this module. It is recommended that these hours be allocated as follows:

▪ **Assessment 1: Business Development Analysis** 54 hours

It is suggested that you spend an average of 13.5 hours per week for the first four weeks working on Assessment 1 of this module. However, as this assessment involves planning the future of your business, it is recommended that you spend any extra time required in order to complete the assessment tasks thoroughly and to your satisfaction.

Guidance is given in each week's lesson plans as to how you can allocate these hours to each part of your assessment. Note that in some weeks the number of suggested hours is not equal to 13.5 (it may be more or less). However, over the four week period in which you will be completing this assessment, the *average* number of hours per week is equal to 13.5.

▪ **Assessment 2: Project Briefs** 47 hours

As a suggestion, you may wish to allocate these hours as follows:

- Determining Projects 3 hours
- Development of Project Briefs 22 hours per Project Brief (total of 44 hours)

Although this Assessment is not due until Week 7 of the programme, it is highly recommended that you **complete most of it in Week 5** of the programme; the earlier you finish your project briefs and have them approved by your kaitiaki, the earlier you can move on to Module 2 in which you implement them. Therefore aim to have both of your project briefs completed before your regular weekly meeting time with your kaitiaki in Week 6 of the programme.

▪ **Assessment 3: Business Case Study Analysis** 13 hours

Allow approximately 13 hours to write the report and prepare the presentation for this assessment. As a suggestion, you may wish to allocate these 13 hours as follows:

- Reading of Case Study and Development of Report 9 hours
- Preparation of Presentation 3 hours
- Practise Delivery of Presentation 1 hour

Lesson Plans

Lesson Plan 1

☐ (Tick when lesson is complete) Date Completed: _____

Core Lesson Content

Learning Outcomes Covered

1. Analyse the current position of a business
2. Identify the desired future position of a business

Component of Module

- Section 1: Your Business Path

After Lesson Learning

Assessment Completion

It is suggested that you spend 11.5 hours working on Assessment 1 this week. This time could be allocated as follows:

Learning Outcome	Component of Learning Outcome	Hours
1: Analyse the current position of a business	Business Description	1.5
	Background to the Business	2
	Performance of Business to Date	2
2: Identify the desired future position of a business	Entire Learning Outcome	4

Plus: Two hours writing / typing and formatting this component of Assessment 1.

Other Learning

Remember that you also need to allow time for:

- Mentoring meetings with your kaitiaki (one hour per fortnight), and
- Lesson review & preparation (eight hours per week).

Lesson Plan 2

☐ (Tick when lesson is complete) Date Completed: _____

Core Lesson Content

Learning Outcome Covered

3. Identify internal and external problems, issues, challenges and opportunities for business development

Component of Module

- Section 2: Internal Business Analysis Tools

After Lesson Learning

Assessment Completion

It is suggested that you spend 10 hours working on Assessment 1 this week. This time could be allocated as follows:

Learning Outcome	Component of Learning Outcome	Hours
3. Identify internal and external problems, issues, challenges and opportunities for business development	Completing at least one internal analysis tool.	8

Plus: Two hours writing / typing and formatting this component of Assessment 1.

Other Learning

Remember that you also need to allow time for:

- Mentoring meetings with your kaitiaki (one hour per fortnight), and
- Lesson review & preparation (eight hours per week).

Lesson Plan 3

☐ (Tick when lesson is complete) Date Completed: _____

Core Lesson Content

Learning Outcome Covered

3. Identify internal and external problems, issues, challenges and opportunities for business development

Component of Module

- Section 3: A Business Environment Audit

After Lesson Learning

Assessment Completion

It is suggested that you spend 19 hours working on Assessment 1 this week. This time could be allocated as follows:

Learning Outcome	Component of Learning Outcome	Hours
3. Identify internal and external problems, issues, challenges and opportunities for business development	Completing at least one, most likely two, external analysis tools.	12
	Identifying and explaining the main problems, issues, challenges and opportunities that are facing your business	4

Plus: Three hours writing / typing and formatting this component of Assessment 1.

Other Learning

Remember that you also need to allow time for:

- Mentoring meetings with your kaitiaki (one hour per fortnight), and
- Lesson review & preparation (eight hours per week).

Lesson Plan 4

☐ (Tick when lesson is complete) Date Completed: _____

Core Lesson Content

Learning Outcome Covered

4. Develop and analyse strategies and goals to reach the desired position of the business

Component of Module

- Section 4: Strategy Development

After Lesson Learning

Assessment Completion

It is suggested that you spend 13.5 hours working on Assessment 1 this week. This time could be allocated as follows:

Learning Outcome	Component of Learning Outcome	Hours
4. Develop and analyse strategies and goals to reach the desired position of the business	Selecting 2 strategies and explaining how you would be most likely to pursue each strategy.	2
	Analysing strengths of strategies	6 (3 hours per strategy)
	Identification of preferred strategy	1.5
	Goal development	2

Plus: Two hours writing / typing and formatting this component of Assessment 1.

Other Learning

Remember that you also need to allow time for:

- Mentoring meetings with your kaitiaki (1 hour per fortnight), and
- Lesson review & preparation (8 hours per week).

Lesson Plan 5

☐ (Tick when lesson is complete) Date Completed: _____

Core Lesson Content

This lesson provides an introduction to the remaining Assessments for the module and includes a seminar which will assist taura in completing Assessment 2 of this module, as well as assessments for Modules 2 and 3.

Assessments Introduced

- Assessment 2: Project Briefs
- Assessment 3: Business Case Study Analysis

Learning Outcomes to Which the Assessments Relate

5. Identify projects and write project briefs to address business development needs
6. Analyse a case study business by identifying, and suggesting solutions for, internal and external problems, issues and challenges
7. Identify and evaluate opportunities for business development for a case study business
8. Present an analysis of a case study business and facilitate a discussion relating to the analysis with peers

Seminar Topic

- Writing Business Reports

After Lesson Learning

Assessment Completion

It is recommended that all 'After Lesson Learning' hours for this Lesson Plan be devoted to **Assessment 2: Project Briefs**. This time should include one hour of mentoring time with your kaitiaki, during which time you can get feedback on your proposed projects.

As per the Explanation of Learning Hours given near the beginning of this Lesson Plan Workbook, there are a total of 47 hours associated with completing Assessment 2. Given that this is a 24 week programme involving 800 learning hours, the average learning hours per week are therefore 33.3. This means that, after allowing three hours for the Core Lesson Content, you should aim to dedicate approximately 30 hours to the development of your project briefs for Assessment 2 this week.

During this time you should be able to:

- Identify projects (allow three hours),
- Fully complete one project brief (allow 22 hours per project brief), and
- Make a start on the second project brief.

This will leave approximately 17 hours of work remaining for Assessment 2, which should be completed as early as possible in Week 6 of the programme.

For those of you who already have an in-depth business plan, perhaps developed through completing the Level 4 Certificate in Small Business Management (CSBM) offered by Te Wānanga o Aotearoa, Assessment 2 presents an opportunity for you to identify parts of your business plan that you would like to action with the support of a mentor. The projects you identify can meet the dual purpose of addressing business development problems and making progress against existing business plans.

Refer to the Assessment Handout for Assessment 2 for further guidance on identifying suitable project topics.

Guidance on Learning Hours for Weeks 6 to 22

Learning Hours Completed to Date

Throughout Weeks 1 to 5, you will have completed the following hours of learning as outlined at the beginning of this Lesson Plan Workbook:

- Lessons (15 hours)
- Mentoring (3 hours)
- Lesson Review & Preparation (32 hours)
- Assessment 1: Business Development Analysis (54 hours)

You should have also completed approximately 30 hours towards Assessment 2: Project Briefs.

Learning Hours Remaining for Weeks 6 to 22

Throughout Weeks 6 to 22, you therefore have the following hours of learning remaining:

- Case Study Workshops (8 hours)
- Case Study Readings (28 hours)
- Assessment 2: Project Briefs (approximately 17 hours remaining)
- Assessment 3: Business Case Study Analysis (13 hours)

It is highly recommended that you complete Assessment 2 in Week 6, as early as possible. Ideally, you would want to complete it prior to your regular weekly meeting time with your kaitiaki and peers, so that you can submit this assessment for review and feedback. The earlier you do this, the earlier you can start implementing your projects (for Module 2).

After completing Assessment 2, all other learning hours associated with this module relate to Assessment 3: Business Case Study Analysis. Prior to attending each of the eight case study workshops, you will need to spend approximately 3.5 hours reading the case study (or case studies) to be presented at that workshop. In addition, prior to it being your turn to present a case study analysis, you will need to allocate a total of 13 hours to prepare the report and the presentation for this assessment.