# Introducing Business Models: A Comprehensive Lesson Plan for High School Students

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**KEYWORDS:** Business Models and Strategy.

Understanding business models is key to entrepreneurial success, and now you can help your students master this essential concept with our Intro to Business Models module. Adapted from expert insights, this lesson offers a hands-on approach to teaching students how companies create value and generate revenue through different models.

## What's in the Module?

This module includes everything you need to bring the concept of business models to life in your classroom:

- Detailed Lesson Plan: Step-by-step instructions for introducing business models, guiding student exploration, and facilitating discussions.
- Slide Deck: Visual aids to help explain the eight common business models, including Product, Service, Subscription, and more.
- Student Worksheets: Templates for students to analyze real-world companies and apply business model concepts.

## Learning Objectives

By the end of this lesson, students will be able to:

- Understand the importance of business models in entrepreneurship.
- Identify and analyze common business models.
- Explore how different models impact a company's operations and customer value.

## Why Use It?

This introductory exercise is designed to build a strong foundation in understanding business models, setting students up to tackle more complex concepts in future lessons. By using real-world examples, the module helps students make connections between business strategy and value creation. It's an excellent resource for fostering critical thinking and preparing students for deeper explorations of entrepreneurship.

## How to Use It in Your Classroom

The module is designed to be flexible for business, marketing, or entrepreneurship classes. Students start by learning about different business models, then engage in individual and group activities where they analyze and rethink company strategies. The lesson wraps up with reflective discussions that encourage students to apply these concepts to future business endeavors.

Help your students develop a solid foundation in business strategy with this engaging and insightful lesson—an essential step in their entrepreneurial journey.

Intro to Business Models Slide Deck (https://eiexchange.com/api/submissions/1143/documents?file=Intro%20to%20Bus%20Models.pptx&download=1)

Handout: Intro to Business Models (file:///C:/Users/gess5089/Downloads/Intro%20to%20Business%20Models%20-%20Handout%20(2).pdf)

Intro to Business Models Teaching Exercise (https://eiexchange.com/api/submissions/1143/documents?file=Intro%20to%20Business%20Models%20Teaching%20Exercise.pdf&download=1)

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