

# Bring Humor into the Classroom with SNL Viable Business Models

Jennifer Gessner (EIX/University of St. Thomas)

**KEYWORDS:** Entrepreneurial Mindset and Innovation.

Engage your students in learning business models with a twist! The SNL Viable Business Models module uses humor to teach students about viable and non-viable business ideas. Through an SNL skit and hands-on activities, students analyze what makes a business model sustainable and develop their own creative solutions to turn improbable ideas into profitable ones.

## What's in the Module?

This module includes all the resources high school educators need to make learning about business models both fun and memorable:

- Detailed Lesson Plan: Step-by-step instructions for introducing business models using humor to enhance student engagement.
- Slide Deck: Visual aids that help students understand business models and lead discussions on the elements of a viable business.
- Student Worksheets: Tools for students to analyze the SNL skit, brainstorm improvements, and develop their own viable business ideas.

## Learning Objectives

By the end of this lesson, students will:

- Identify the elements that make a business model viable or non-viable.
- Analyze a humorous skit to understand core business concepts.
- Apply critical thinking and creativity to transform unconventional ideas into feasible business models.

## Why Use It?

This lesson offers an innovative way to introduce students to business models. The humor of an SNL skit breaks the ice and draws students into a deeper analysis of business viability. It's an engaging exercise that develops critical thinking, creativity, and a

foundational understanding of business strategy.

## How to Use It in Your Classroom

The module is ideal for classes focused on entrepreneurship, marketing, or business strategy. Begin with the SNL skit, then guide students in analyzing and brainstorming ways to make the skit's "non-viable" ideas viable. The lesson ends with presentations where students share their creative solutions, reinforcing key business model concepts.

Make business learning enjoyable and memorable with this SNL-inspired lesson—where humor meets entrepreneurial insight!

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