Unit 202: Understand business success

# Sample lesson plan 10

**Course number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Course title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **Tutor’s name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Time:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Lesson length:** 2 hours **Room:** \_\_\_\_\_\_\_\_\_\_\_

 **Lesson topic:** Factors that affect profitability and ways to increase revenue in hospitality businesses

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| **Aims**: * By the end of the session learners will understand the importance of profitability to hospitality businesses.
 | **Learning outcomes**: To enable learners to:* identify factors that affect profitability
* explain ways of increasing revenue.
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| **Timing (mins)** | **Work to be covered** | **Teaching activity/assessment** | **Learner activity** | **Resources**  |
| --- | --- | --- | --- | --- |
| 2.5 | Registration and welcome | Take register. |  |  |
| 2.5 | Aims and objectives | Discuss the aims and objectives for the lesson.  | Learner discussion and Q&A. | Whiteboard |
| 15 | Introduction task 1:Identify factors that affect profitability | Outline the focus of the lesson to include the importance of profitability to hospitality businesses. Activity: Split the class into smaller groups and ask them to list on a whiteboard what they think are factors that affect profitability.  | List on the whiteboard examples of factors that affect profitability.  | Whiteboard  |
| 50 | Main body of lesson:Explain ways of increasing revenue | Deliver **PowerPoint presentation 10** Activity: Task learners in groups to produce a vision board that lists the main costs associated with a hospitality business and suggest ways to reduce those costs listed alongside each cost. Encourage learners to use text and pictures. Set a time limit of 30 minutes. Discuss/fill gaps as a class. Each group are to present to the rest of the class. Encourage Q&A session after each presentation. | ListenNote takingQ&A.Completed vision boardPresent to the classGroup discussion: Group to discuss and constructively feedback on the presentations and their content. | **PowerPoint presentation 10** Pen/pencilNotebookWhiteboard |
| 30 | Main body of lesson | Activity: Split the class into smaller groups and ask them to list on a whiteboard how they would increase revenue within a hotel. Groups to present back to the rest of the group. Encourage Q&A session after each presentation.Learners to complete **Worksheet 10** | Learners to list on the whiteboard how they would increase revenue within a hotel.Complete **Worksheet 10.** | Whiteboard **Worksheet 10** |
| 15 | Summary of session | **Activity 1: 1-minute paper:** Learners to summarise the key points covered in the lesson. Encourage peer-to-peer reflection and feedback on the exercise. Direct the discussion, and identify any points not picked up by the learners. Group question and answer session: Ask individual learners oral questions specific to the topic. | Learner discussion and Q&A. | **Activity 1** |
| 5 | Next session | ExplainQ&A | Listen and ask questions. |  |

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| **How learning is to be measured:*** Oral questions and answers
* Activities and worksheets
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| **Homework/research work:** |
| **Lesson evaluation** (delete as appropriate) | * Was the lesson better than expected
* As expected
* Worse than expected
 |
| **Lesson evaluation/comments*** Was the lesson better than expected
* As expected
* Worse than expected
 |
| **Suggestions/modifications for next lessons** |