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. |

| **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. | Listen  Note taking  Q&A.  Completed vision board  Present to the class  Group discussion: Group to discuss and constructively feedback on the presentations and their content. | **PowerPoint presentation 10**  Pen/pencil  Notebook  Whiteboard |
| 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 | Explain  Q&A | Listen and ask questions. |  |

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| **How learning is to be measured:**   * Oral questions and answers * Activities and worksheets | |
| **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** | |