

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

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	<p>Outline the focus of the lesson to include the importance of profitability to hospitality businesses.</p> <p>Activity: Split the class into smaller groups and ask them to list on a whiteboard what they think are factors that affect profitability.</p>	List on the whiteboard examples of factors that affect profitability.	Whiteboard

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
50	Main body of lesson: Explain ways of increasing revenue	<p>Deliver PowerPoint presentation 10</p> <p>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.</p> <p>Discuss/fill gaps as a class. Each group are to present to the rest of the class. Encourage Q&A session after each presentation.</p>	<p>Listen</p> <p>Note taking</p> <p>Q&A.</p> <p>Completed vision board</p> <p>Present to the class</p> <p>Group discussion: Group to discuss and constructively feedback on the presentations and their content.</p>	<p>PowerPoint presentation 10</p> <p>Pen/pencil</p> <p>Notebook</p> <p>Whiteboard</p>

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
30	Main body of lesson	<p>Activity: Split the class into smaller groups and ask them to list on a whiteboard how they would increase revenue within a hotel.</p> <p>Groups to present back to the rest of the group. Encourage Q&A session after each presentation.</p> <p>Learners to complete Worksheet 10</p>	<p>Learners to list on the whiteboard how they would increase revenue within a hotel.</p> <p>Complete Worksheet 10.</p>	<p>Whiteboard</p> <p>Worksheet 10</p>
15	Summary of session	<p>Activity 1: 1-minute paper: Learners to summarise the key points covered in the lesson.</p> <p>Encourage peer-to-peer reflection and feedback on the exercise. Direct the discussion, and identify any points not picked up by the learners.</p> <p>Group question and answer session: Ask individual learners oral questions specific to the topic.</p>	Learner discussion and Q&A.	Activity 1

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
5	Next session	Explain Q&A	Listen and ask questions.	

How learning is to be measured:	
<ul style="list-style-type: none"> • Oral questions and answers • Activities and worksheets 	
Homework/research work:	
Lesson evaluation (delete as appropriate)	<ul style="list-style-type: none"> • Was the lesson better than expected • As expected • Worse than expected
Lesson evaluation/comments	
<ul style="list-style-type: none"> • Was the lesson better than expected • As expected • Worse than expected 	
Suggestions/modifications for next lessons	