

MARKETDAY CURRICULUM LESSON PLAN TABLE OF CONTENTS

LESSON 1:	An Introduction To MARKETDAY Resource: Why MARKETDAY – The Rationale
LESSON 2:	What Is Business? (Part 1)*
LESSON 3:	What Is Business? (Part 2)* Resource: Economics Basics – Demand and Supply
LESSON 4:	Entrepreneurship And Entrepreneurs* Resource: Poverty Solution – Bits and Bites
LESSON 5:	Global Poverty & The Entrepreneurial Poor Resource: The Major Causes and Sustainers of Poverty
LESSON 6:	Starting A Business
LESSON 7:	The Business Plan Resource: Sample Student Business Plan
LESSON 8:	Narrowing The Choices Resource: Good ideas that have worked
LESSON 9/10:	Market Research – Planning For Success
LESSON 11/12:	Developing A Financial Plan Resource: Sample Sponsor Letters
LESSON 13:	Production
LESSON 14:	Effective Advertising Resource: Media Promotions
LESSON 15-21:	The Physical Plan Of The Storefront
LESSON 22:	Team Evaluation
LESSON 23:	Turning In The First Draft For Marking Resource: Checklist of Business Plan Required Pages & Content Sample Student Business Plan

- LESSON 24: Bringing It All To The Deadline
- LESSON 25: **MARKETDAY** Logistics & Business Etiquette
- LESSON 26: Tallying The Final Profit & Evaluating The MarketDay Event
- LESSON 27: What Have We Learned About Entrepreneurship?
- LESSON 28: A Further Look At Global Poverty & The Entrepreneurial Poor
- LESSON 29: Microfinance
- LESSON 30: What Is Philanthropy – Really? *

Resource: List of Reputable Microfinance charities &

Thank You Letter Template

**Note: Teacher's keys are available at the back of the binder*