

Instructor:

Course:

Date:

Sample Lesson Plan

Task	Description
Lesson Title	
Objectives	
Rationale	
Resources/Materials	

Time/Minutes Spent on Activity/Content

Sample Lesson Plan

Task	Description
Lesson Title	The Service-Profit Chain
Objectives	Students will be able to: <ul style="list-style-type: none"> - Identify the components of the Service-Profit Chain - Describe how the SPC affects other service organization systems
Rationale	Students will need to understand the how the Service-Profit Chain works as a foundation for service management strategies
Resources/Materials	<ul style="list-style-type: none"> - Handouts (24) - Textbook, chapter 2 - Flipcharts (6)

Time/Minutes Spent on Activity/Content

12:00pm	5 mins	Welcome Briefly discuss main points from last class. Clear up any questions. Go over objectives for today's class.
12:05pm	10 mins	Mini-Lecture Present information about the Service-Profit Chain.
12:15pm	20 mins	Group Activity Instruct students to break into groups. Distribute handout (case study). Students will use flipcharts to complete activity in which they address obj. 2. <i>Periodically check on groups.</i>
12:35pm	15 mins	Groups Present Each group presents flipchart. Instruct students to ask groups questions (part of their participation grade for the day).
12:50pm	10 mins	Comprehension Check Students will write brief paper identifying components of SPC. Collect paper as students leave. *Remind students of homework, reading*
1:00pm	End of Class	