

COURSE 3: MODULE 7—PLANNING FOR BUSINESS SUCCESS

Content	Prerequisite Teacher Skills	Skills Taught	Ongoing Student Projects
<ul style="list-style-type: none"> Entrepreneurship Developing a business plan: <ul style="list-style-type: none"> ➤ Financial plan ➤ Market Research and planning 	<ul style="list-style-type: none"> Internet research Using Excel spreadsheets Facilitating teamwork 	<ul style="list-style-type: none"> Use spreadsheets to conduct cost analyses Design market research surveys Use basic statistics to analyze survey results Give and receive feedback Make decisions and solve problems in teams Conduct Internet research <p>Throughout all Ford PAS modules students engage in collaborative learning. Most activities involve small group work; students are continuously developing their teamwork skills.</p>	<p>NoNaymz Band: Throughout the module, students take on the role of consultants to help a fictional band make financial and marketing decisions in order to make it in the music business.</p> <p><i>Building a Business:</i> Students develop a financial and marketing plan for their own business idea</p>

Activity 1: Business 101		
Learning Goals	In this activity, students will:	Benchmarks addressed in Ohio Graduation Test
1.1 Identify and explain key factors that contribute to the success or failure of a business. 1.2 Analyze a business idea to determine its potential for success.	<ul style="list-style-type: none"> Engage in a computer simulation during which they will make marketing decisions for a fictional rock band. Identify and explain key factors that contribute to the success or failure of a business by reading and discussing case studies about successful and unsuccessful businesses. Identify business opportunities and the root of those opportunities (such as problem, changes, or competition) for different situations. Brainstorm different roots of opportunity in their community and businesses they might start based on those roots of opportunity; perform a feasibility check for each business idea. 	ENGLISH LANGUAGE ARTS No corresponding OGT benchmark.
		MATHEMATICS No corresponding OGT benchmark.
		SOCIAL STUDIES Grades 9 and 10, Economics Benchmark A: Compare how different economic systems answer the fundamental economic questions of what goods and services to produce, how to produce them, and who will consume them. Grade 8, Social Studies Skills and Methods Benchmark D: Work effectively in a group.
		SCIENCE No corresponding OGT benchmark.

Activity 2: Getting to Know Your Market		
Learning Goals	In this activity students will:	Benchmarks addressed in Ohio Graduation Test
<p>2.1 Define the 4Ps of marketing (product, price, place, and promotion) and explain how they apply to particular business situations.</p> <p>2.2 Use basic statistics to analyze market research data, and make business decisions based on market research analysis.</p> <p>2.3 Apply criteria for effective market research to design a market survey for a prospective business.</p>	<ul style="list-style-type: none"> • Discuss the 4Ps of marketing (product, price, place, and promotion) and explain how they apply to different business situation. • Work with their Building a Business team to complete their feasibility checks and make a final decision about what type of business to pursue for their ongoing project. • Evaluate a market research survey based on its content, length, clarity, objectivity, and potential effectiveness for drawing responses; develop criteria for a good survey. • Design a market research survey for their business that will help them address the 4Ps. • Use basic statistics to analyze a fictional band's market research survey results and help the band make decisions based on those results. 	<p align="center"><u>ENGLISH LANGUAGE ARTS</u></p> <p>Grades 8, 9 and 10, Research Benchmark A: Formulate open-ended research questions suitable for investigation and adjust questions as necessary while research is conducted.</p>
		<p align="center"><u>MATHEMATICS</u></p> <p>Grades 8, 9 and 10, Data Analysis and Probability Benchmark F: Construct convincing arguments based on analysis of data and interpretation of graphs.</p>
		<p align="center"><u>SOCIAL STUDIES</u></p> <p>Grades 9 and 10, Economics Benchmark A: Compare how different economic systems answer the fundamental economic questions of what goods and services to produce, how to produce them, and who will consume them.</p> <p>Grade 8, Social Studies Skills and Methods Benchmark D: Work effectively in a group.</p>
		<p align="center"><u>SCIENCE</u></p> <p>No corresponding OGT benchmark.</p>
Activity 3: The Price Is Right		
Learning Goals	In this activity students will:	Benchmarks addressed in Ohio Graduation Test
<p>3.1 Determine the costs involved in running a business (including start-up, fixed, and variable costs).</p> <p>3.2 Use cost data to calculate profit, cost per unit, and break-even point (with and without spreadsheets).</p>	<ul style="list-style-type: none"> • Use Excel spreadsheets to calculate costs and profits for different business situations. • Use Excel spreadsheets to calculate the fixed and variable costs for a business scenario, and to calculate the cost-per-unit, break-even point, and profit-per-unit for a hypothetical production contract. • Conduct an interview with an adult about his or her work and share their findings with the class. • Act out a role-play about concert tickets that illustrates the effects of supply and demand on 	<p align="center"><u>ENGLISH LANGUAGE ARTS</u></p> <p>Grades 8, 9 and 10, Research Benchmark A: Formulate open-ended research questions suitable for investigation and adjust questions as necessary while research is conducted.</p> <p>Grades 8, 9 and 10, Writing Process Benchmark A: Formulate writing ideas and identify a topic appropriate to the purpose and audience.</p>
		<p align="center"><u>MATHEMATICS</u></p> <p>Grades 8, 9 and 10, Data Analysis and Probability Benchmark F: Construct convincing arguments based on analysis of data and interpretation of graphs.</p> <p>Grades 8, 9 and 10, Mathematical Processes Benchmark B: Apply mathematical knowledge and skills routinely in other content areas and practical situations.</p>

3.3 Analyze how such factors as surpluses, shortages, government regulations, and incentives can influence supply, demand, and price.	price. <ul style="list-style-type: none"> Write a story that explains the changes in price, supply, and demand for a particular product or service. 	<u>SOCIAL STUDIES</u> No corresponding OGT benchmark.
		<u>SCIENCE</u> No corresponding OGT benchmark.
Activity 4: Building a Business		
Learning Goals	In this activity students will:	Benchmarks addressed in Ohio Graduation Test
4.1 Analyze market research data and make business decisions based on this data analysis. 4.2 Determine the price for a product or service, taking into account costs and consumer behavior. 4.3 Evaluate the accuracy and comprehensiveness of a company's financial plan.	<ul style="list-style-type: none"> Compile their business team's market research survey results; analyze the results to make decisions about how to market their product or service. Read a case study about a start-up company and analyze and evaluate its financial plan. Complete a financial plan for their Business team's business; give and receive feedback on other teams' financial plans. Determine the price for their business' product or service, taking into account costs and consumer behavior. 	<u>ENGLISH LANGUAGE ARTS</u> Grades 8, 9 and 10, Concepts of Print, Comprehension Strategies and Self-Monitoring Strategies Benchmark A: Apply reading comprehension strategies to understand grade appropriate text. Grades 8, 9 and 10, Research Benchmark C: Organize information from various resources and select appropriate sources to support central ideas, concepts and themes.
		<u>MATHEMATICS</u> Grades 8, 9 and 10, Data Analysis and Probability Benchmark F: Construct convincing arguments based on analysis of data and interpretation of graphs.
		<u>SOCIAL STUDIES</u> Grade 8, Social Studies Skills and Methods Benchmark D: Work effectively in a group.
		<u>SCIENCE</u> No corresponding OGT benchmark.
Activity 5: Reaching Your Market		
Learning Goals	In this activity students will:	Benchmarks addressed in Ohio Graduation Test
5.1 Apply marketing concepts to design an effective promotional plan for a business. 5.2 Identify ethical issues in marketing and propose ethical	<ul style="list-style-type: none"> Examine and analyze examples of promotional materials to identify the costs and effectiveness of different methods of promotion. Identify the ethical issues in different marketing examples, and propose ethical resolutions. Consider the effect of technological changes on 	<u>ENGLISH LANGUAGE ARTS</u> Grades 8, 9 and 10, Communications Benchmark B: Analyze the techniques used by speakers and media to influence an audience, and evaluate the effect this has on the credibility of a speaker or media message. Grades 8, 9 and 10, Communications Benchmark D: Demonstrate an understanding of effective speaking strategies by selecting appropriate language and adjusting presentation techniques.

<p>resolutions. 5.3 Analyze the effects of technological changes on an industry, and recommend ways that a business might adapt to these changes.</p>	<p>the music industry by participating in a mock town meeting to discuss perspectives on software that allows users access to free shared music files.</p> <ul style="list-style-type: none"> • Present a promotional piece that they have developed for their business, and evaluate other teams' promotional pieces. 	<p style="text-align: center;"><u>MATHEMATICS</u> No corresponding OGT benchmark.</p> <p style="text-align: center;"><u>SOCIAL STUDIES</u> Grades 9 and 10, Citizenship Rights and Responsibilities Benchmark B: Explain how individual rights are relative, not absolute, and describe the balance between individual rights, the rights of others, and the common good.</p> <p style="text-align: center;"><u>SCIENCE</u> No corresponding OGT benchmark.</p>
Activity 6: Building Your Business		
<p>Learning Goals</p> <p>6.1 Identify factors that limit growth in businesses and other systems. 6.2 Synthesize all of the components of a business plan to create a compelling proposal. 6.3 Design a presentation format that effectively conveys the strengths of a business.</p>	<p>In this activity students will:</p> <ul style="list-style-type: none"> • Identify factors that limit the growth in business and other situations. • Complete and compile all the sections of their team's business plan and create a persuasive presentation to introduce their business to potential investors. • Give and evaluate other teams' business presentations. 	<p style="text-align: center;">Benchmarks addressed in Ohio Graduation Test</p> <p style="text-align: center;"><u>ENGLISH LANGUAGE ARTS</u> Grades 8, 9 and 10, Communications Benchmark C: Evaluate the content and purpose of a presentation by analyzing the language and delivery choices made by a speaker. Grades 8, 9 and 10, Communications Benchmark D: Demonstrate an understanding of effective speaking strategies by selecting appropriate language and adjusting presentation techniques. Grades 8, 9 and 10, Research Benchmark C: Organize information from various resources and select appropriate sources to support central ideas, concepts and themes. Grades 8, 9 and 10, Writing Applications Benchmark E: Write a persuasive piece that states a clear position, includes relevant information and offers compelling evidence in the form of facts and details.</p> <p style="text-align: center;"><u>MATHEMATICS</u> No corresponding OGT benchmark.</p> <p style="text-align: center;"><u>SOCIAL STUDIES</u> Grade 8, Social Studies Skills and Methods Benchmark D: Work effectively in a group. Grades 9 and 10, Social Studies Skills and Methods Benchmark B: Use data and evidence to support or refute a thesis.</p> <p style="text-align: center;"><u>SCIENCE</u> No corresponding OGT benchmark.</p>