

# Starting a Business



Students will be able to work cooperatively to create a business and learn basic vocabulary.

Skills: Data Analysis, Collaboration, and Decision Making  
Introduction to Business (Mr. Scribner)  
Tuesday, February 1st, 2022

Introduction Link: [“Our Sweet Story”](#)

Don't Forget Daily Check-In Survey for Credit Each Day!

# CLASS NORMS & AGENDA

## CLASS NORMS

- Respect Yourself, Others, Our Space
- Listen, Listen, Listen
- Think About It, Then Speak
- Take Notes, It Helps
- Collaborate Peacefully
- ASK FOR HELP!

## AGENDA

- 2 Minutes: Norms / Introductions
- 3 Minutes: Setup / Role Assignment
- 5 Minutes: Data Review / Dept. Mtg
- 4 Minutes: Board Meeting / Solution
- 1 Minute: Wrap-Up

### Reference Website

<https://edutechphilly.blogspot.com/>



### OBJECTIVE

**Create a Business and Learn Vocabulary. Collaborate Together!**

# Introductions

## Mr. Scribner

- Teaching K-12 since 2009
- 20 Years in Army & 20 Years in Design Sales
- Local Scout Leader & Sports Coach
- Video Games & eSports Manager (Rocket League, Overwatch, Fortnite, etc.)

Students: What is Your Name & What is a Activity or Sport you LOVE?

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# Vocabulary

Product:	A tangible good that is for sale or trade
Start-Up Costs:	The amount of money needed to begin a business
Marketing Strategy:	A plan to promote a product or service
Variable Costs:	Costs that increase/decrease tied directly to sales
Business Plan:	A plan to make or offer a product or service
Productions:	The process of creating something from parts
Advertise:	To call attention to a product or service
Target Customer:	Person most likely to buy your product or service

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# Setup Roles & Assignments (Department Meetings)

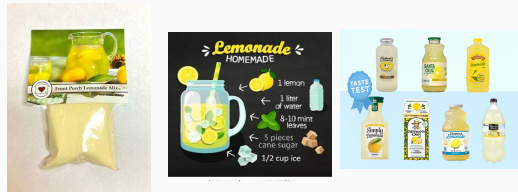
## Marketing Department

Data Analysis and a **Decision** to Advertise with Posters, Radio, or Newspaper Ads



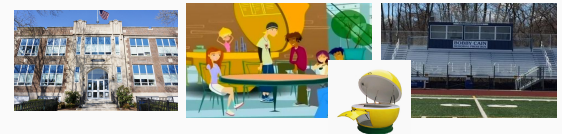
## Production Department

Data Analysis and a **Decision** to Make it from a Recipe, Pre-Mix Powder, or Pre-Bottled Distribution



## Sales Department

Data Analysis and a **Decision** to Sell at School Sidewalks, NASD HS Sports Events, or Kiosk at a Local Mall



**EXECUTIVE (PRESIDENT):** Watch, Listen, Encourage, and Report Findings

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# Board Meeting Agenda

## Open Meeting

### Reports

Production Department:	Recommendation on Product
Marketing Department:	Recommendation on Advertising
Sales Department:	Recommendation on Location
Executive Notes:	Observations (Positive / Improvements)

Motion To Vote, Vote to Approve Decisions, Adjournment (Reflection)

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# Reflection / Wrap-Up / Homework

Wrap-Up Reflection / Exit Ticket

Homework - Complete the Worksheet!

Extra Credit: GMail Reflection (Check The Website!)

**GREAT JOB TODAY! I APPRECIATE YOUR EFFORT!  
THANK YOU FOR YOUR TIME AND PROFESSIONALISM!**

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