



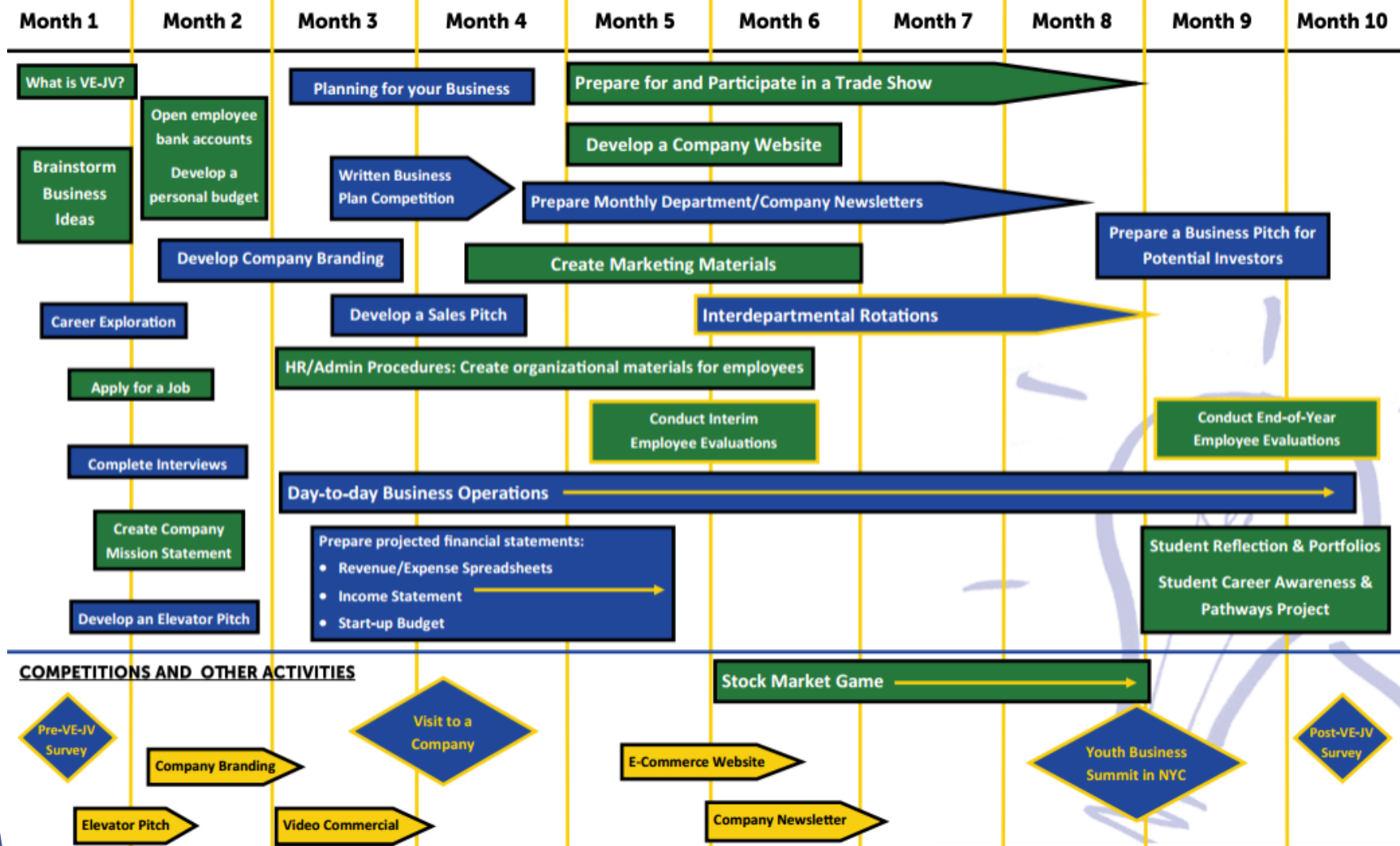
VE-JV Career Academy: 8th Grade Activity Map & Overview



Presenters:
Joanna Gillen, I.S. 259
Frank Bennici, M.S. 137

Objectives

- Explore the 8th grade activity map, course outline, lessons and supporting instructional components.
- Share best practices for facilitating this class.
- Discuss tips for a successful VE-JV program.



Getting Started Orientation

The Orientation lessons should be delivered to **all** students.

During this phase, you will observe students as they begin to demonstrate leadership abilities and develop interests.



Tasks

- Task 1 - Introduction to the VE-JV Program
- Task 2 - Work as a Team
- Task 3 - **Brainstorm Business Ideas**
- Task 4 - Career Exploration: Matching Abilities and Skills with Jobs & Careers
- Task 5 - Career Exploration: Explore Careers Related to Business
- Task 6 - Career Exploration: VE-JV Job Definitions
- Task 7 - Career Exploration: **Apply for a Job Within the Company**
- Task 8 - Career Exploration: Preparing for and Completing the Interview
- Task 9 - Communication Strategies in Business
- Task 10 - Introduction to the VE Online Banking System
- Task 11 - Create a Mission Statement
- Task 12 - Develop an Elevator Pitch
- Task 13 - Create a Personal Budget

Facilitating The VE-JV Class

Sage on the stage

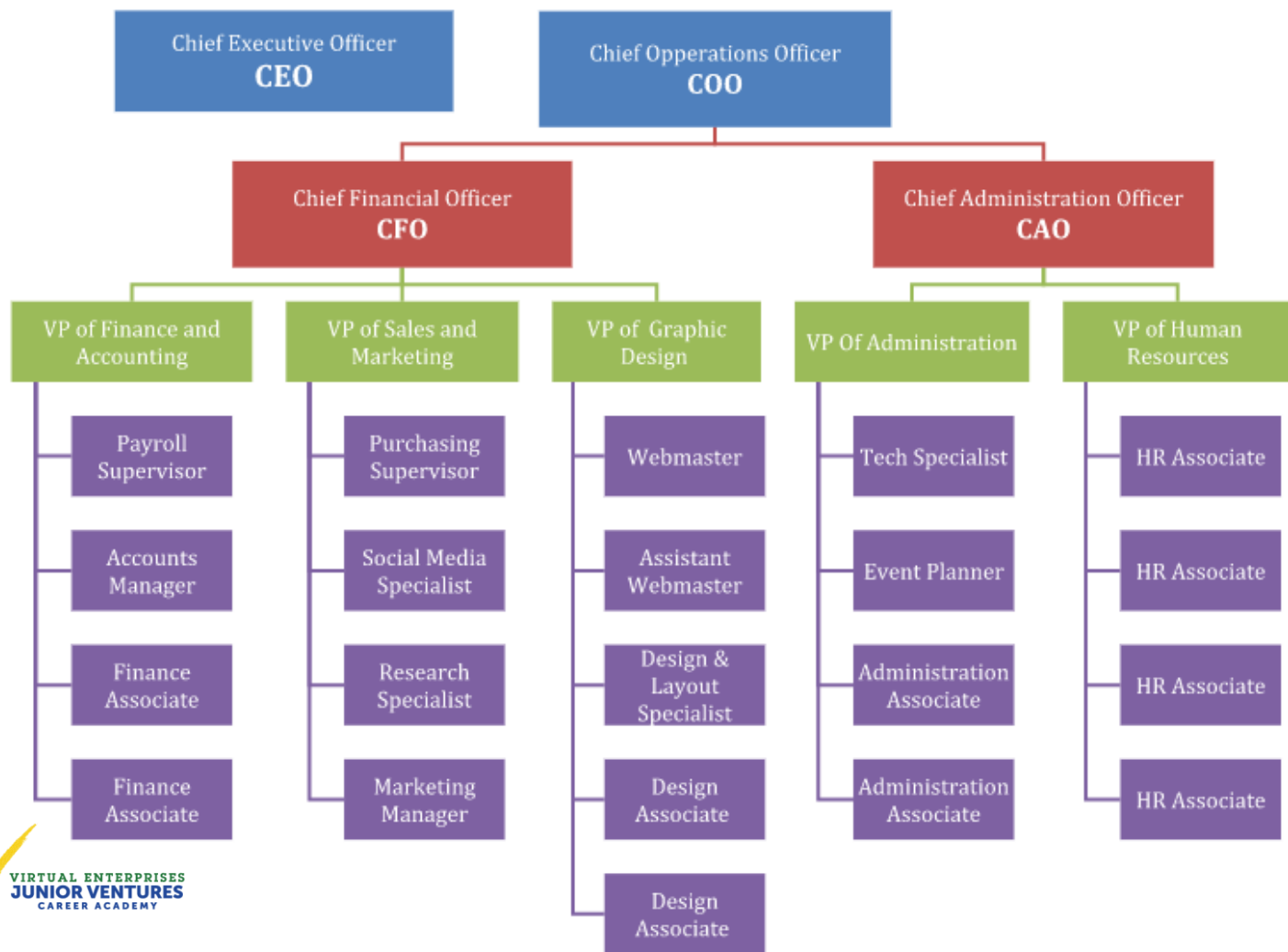


Guide on the side



Department Tasks

Administration	Human Resources	Marketing	Graphic Design	Accounting and Finance
<ol style="list-style-type: none"> 1. Identify company goals and objectives 2. Create a system for saving and sharing files 3. Company letterhead and presentation template 4. Create business cards 5. Coordinate the business plan project 6. Develop procedures to manage purchases 7. Engage in E-Commerce within the VE Marketplace 8. Conduct weekly/monthly staff meetings 9. Coordinate a company newsletter project 10. Organize trade show activities and oversee the design of the booth 11. Develop a process to evaluate employees 12. Develop a business pitch for potential investors 	<ol style="list-style-type: none"> 1. You're Hired: Paperwork: tax forms, direct deposit...) 2. Create a company directory 3. Develop a company organization chart 4. Create a seating chart 5. Create daily attendance procedures 6. Take daily attendance/Prepare weekly attendance reports 7. Create employee badges 8. Collect and maintain employee weekly journals 9. Complete monthly self/peer evaluations 10. Prepare a presentation about payroll, paystubs, tax.. 11. Article for newsletter 12. Employee Manual 13. Conduct interim and end-of- year employee evaluations. 	<ol style="list-style-type: none"> 1. Write a product description 2. Identify a target market 3. Develop 4 P's (product, price, placement, promotion) 4. Make sales projections and determine break-even point 5. Develop a sales pitch 6. Develop website 7. Write an article for the company newsletter 8. Create promotional materials: catalog, advertising, promotional flyer 9. Prepare for a trade show 10. Develop a business pitch for potential investors. 	<ol style="list-style-type: none"> 1. Design a logo 2. Design company letterhead and presentation template 3. Design business cards 4. Create employee badges 5. Develop company website 6. Write article for the company newsletter 7. Design marketing materials 8. Design an order form and invoice 9. Design the trade show booth 10. Develop a template for the business pitch 11. Create a commercial 	<ol style="list-style-type: none"> 1. Introduction to revenue, expenses, and profit 2. Projecting revenue and expenses 3. Calculate the break-even point 4. Prepare a projected profit or loss (income) statement 5. Financing your business 6. Payroll, paystubs, and taxes 7. Create an order form 8. Create an invoice 9. Create and update the Sales Journal 10. Write an article for the company newsletter 11. Process payments for fixed and variable expenses. 12. Create the profit & loss report



Lessons/Materials

- Each department is displayed as a **module**
- Tasks and related supporting material to accomplish the task are displayed below the module.
- Each task (lesson plan) includes suggested strategies and resources that may be used by the **student leading the department** to guide the activity.

ADMINISTRATION - Task 1 - Identify Company Goals and Objectives

Departments Involved: HR, Accounting, Marketing, Graphic Design


 ADMIN Task 1 Lesson.pdf

 ADMIN Task 1 Activity Sheet - Common Business Goals.docx

 ADMIN Task 1 Activity Sheet - Research Company Goals.docx

 ADMIN Task 1 Resource - Business Goals and Objectives.pptx

 ADMIN Task 1 Videos

 ADMIN Task 1 Assignment: List Departmental Goals and Objectives
0 pts

 ADMIN Task 1 Assignment: Common Business Goals Activity Sheet
0 pts

 ADMIN Task 1 Assignment: Research Company Goals Activity Sheet
0 pts

Student Work Samples/Tasks



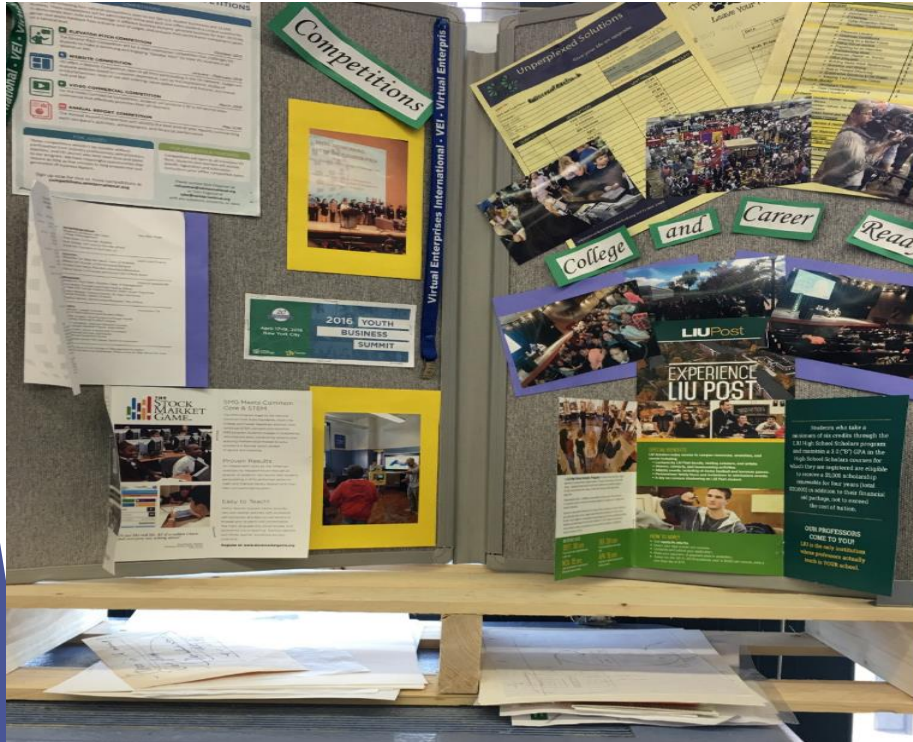
Administration



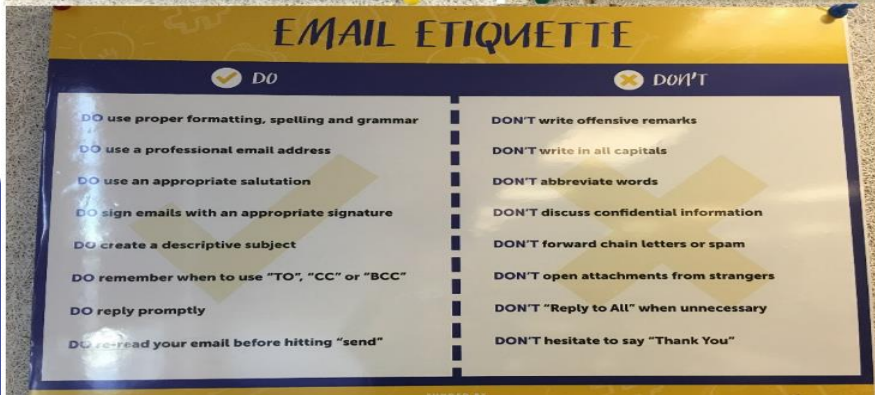
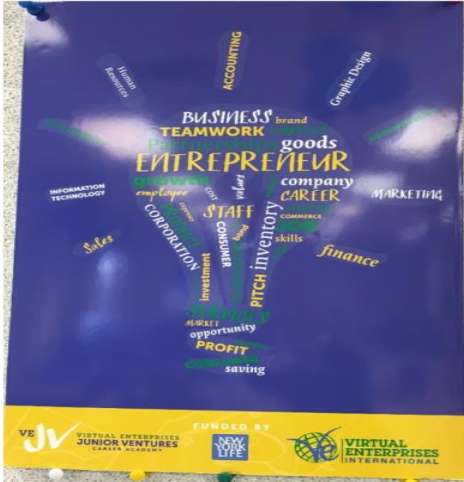
The VE Environment



Student Work Samples/Tasks



Student Work Samples/Tasks




Student Work Samples/Tasks

STUDENT WORK SAMPLES

Mehakpreet Kaur
SolTech
CEO

Conserving energy today
for a better tomorrow.




SolTech
Conserving Energy For a Better Tomorrow

Sales Order

Date: April 26, 2017
Invoice #: [100]
Customer ID: [ABC12345]

To: [Name]
SolTech
109-15 98th Street
Ozone Park, NY, 11417
(718) 659-0471

Ship to: [Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]
[Email]

Salesperson	Job	Shipping Method	Shipping Terms	Delivery Date	Payment Terms	Due Date
		USPS	U.S. Priority	1-3 days	Debit/Credit	

Qty	Item #	Description	Unit Price	Discount	Line Total
				Total Discount	
				Subtotal	
				Sales Tax	
				Total	

Make all checks payable to [Your Company Name]
Thank you for your business!

109-15 98th Street, Ozone Park, NY, 11417 (718) 659-0471 soltech801@gmail.com

VIRTUAL ENTERPRISES
JUNIOR VENTURES
CAREER ACADEMY

Student Work Samples/Tasks

STUDENT WORK SAMPLES

JV ✓



Mission Statement:

Our purpose at Soltech is to offer a revolutionary method to electrical conservation through the production of eco friendly solar technology products, treating our customers with the same respect we do with the environment.



**Power to
the people,
Power to
the planet!**



Soltech

Conserving energy today for
a better tomorrow.

Coordinators:
Frank Bennici, Pamela Trincado

CEO:
Mehakpreet Kaur

Administrators:
Shania P., Halima A., Alexander G.,
Justin V.,



Dark Matter

The Dark Matter is our cutting edge tablet-laptop. The most proper way to describe our Dark Matter is a "jack of all trades" and is good for the whole family.

- Works fast and efficiently in all work fields and situations.
- Kid-friendly: Children can use this product for entertainment, creativity and even education.
- Solar-Powered
- Durable and waterproof
- Detachable keyboard

*Available Colors: Azure Blue, Rose Gold, Jet Black.

Price:
• 128 GB- \$1700

Flare

Flare is our one of a kind solar powered phone. Unlike other mainstream brands with a solar case, we at Soltech have made the Flare itself solar powered. In addition to all its other great features.

- Durable and waterproof
- Solar-powered
- Touch Identification
- Headphone Jack
- Fast Processing Unit

*Available Colors: Azure Blue, Rose Gold, Jet Black.

Prices:

- 32GB- \$850
- 64GB- \$900
- 128GB- \$950



Sonic Boom

The Sonic Boom is our very own headset. Our headphones are like nothing else available on the market, with an abundance of revolutionary features.

Features Include:

- Soundproof (Sound doesn't come in and doesn't leak out)
- Waterproof
- Voice Activation & Usage
- Solar-Powered
- Wireless
- Stores Music

*Available Colors: Azure Blue, Rose Gold, Jet Black.

Prices:
• 64GB- \$285
• 128GB- \$300

Contact Us

SolTech
109-15 98th St
Ozone Park, NY 11419
Telephone: (718)-659-0471

Visit us on the Web:
soltech801.wixsite.com/vejv

Virtual Enterprise Junior Ventures

Week of: 11/06 - 11/10/2017

Supervisor Signature: Mario Petron

Virtual Enterprises Join Ventures

Employee: Form W-4 (2015)[illegible]

Personal Assessment Worksheet (Part 2: Your needs)		A
1. How are you prepared to do this work?	<p>Time: Do you have enough time to do this work?</p> <p>Energy: Do you have enough energy to do this work?</p> <p>Skills: Do you have the skills to do this work?</p> <p>Resources: Do you have the resources to do this work?</p>	
2. What are your goals for this work?	<p>Short-term goals: What do you want to achieve in the next 6 months?</p> <p>Long-term goals: What do you want to achieve in the next 12 months?</p>	
3. How do you plan to achieve your goals?	<p>Strategies: What strategies will you use to achieve your goals?</p> <p>Resources: What resources will you need to achieve your goals?</p>	
4. How do you plan to measure your progress?	<p>Metrics: What metrics will you use to measure your progress?</p> <p>Tools: What tools will you use to measure your progress?</p>	
5. How do you plan to deal with challenges?	<p>Challenges: What challenges do you anticipate?</p> <p>Solutions: What solutions do you have for these challenges?</p>	
6. How do you plan to stay motivated?	<p>Motivation: What will keep you motivated?</p> <p>Support: What support do you need?</p>	
7. How do you plan to stay organized?	<p>Organization: What will keep you organized?</p> <p>Tools: What tools will you use to stay organized?</p>	
8. How do you plan to stay healthy?	<p>Health: What will keep you healthy?</p> <p>Tools: What tools will you use to stay healthy?</p>	
9. How do you plan to stay safe?	<p>Safety: What will keep you safe?</p> <p>Tools: What tools will you use to stay safe?</p>	
10. How do you plan to stay happy?	<p>Happiness: What will keep you happy?</p> <p>Tools: What tools will you use to stay happy?</p>	

[illegible]

Signature _____ Date _____

Employment Eligibility Verification
Department of Homeland Security
U.S. Citizenship and Immigration Services

LSC 126
 Form 1-9
 LSC 126, Rev. 7-13-2007
 All rights reserved.

DISCRIMINATION NOTICE: It is illegal to discriminate against an individual because of race, ethnicity, sex, age, disability, or other protected characteristics. The refusal to hire an individual because of a characteristic protected by law is illegal discrimination. The refusal to hire an individual because of a characteristic protected by law is illegal discrimination. The refusal to hire an individual because of a characteristic protected by law is illegal discrimination.

Last Name (Family Name)	First Name (Given Name)	Middle Initial	Other Names (last if any)
2000			

Address (Street Number and Name)	Apt. Number	City or Town	State	Zip Code
60 Overlook Ave	22	Brooklyn, NY	NY	11205

Date of Birth (mm/dd/yyyy)	U.S. Social Security Number	E-mail Address	Telephone Number
10/09/09	1-231-6019971	maria.4975@gmail.com	706-95-537

I attest, under penalty of perjury, that I am (check one of the following):

☐ A citizen of the United States

☐ As also authorized to work until expiration date, if applicable, extend(s) _____ Some states may write "N/A" in this box.
(See instructions)

For agents authorized to work, provide your Agent Registration Number/SCIS Number OR Ficti- / 54 Admission Number

2. Form 1041 Admission Number _____

Foreign Passport Number _____

Some aliens may write "N/A" in the Foreign Passport Number and Country of Issuance fields. (See instructions)

Signature of Employee: *Alan Moore* Date: 2/20/2015

Preparer and/or Translator Certification (To be completed and signed if Section 1 is prepared by a person other than employee.)

I attest, under penalty of perjury, that I have assisted in the completion of this form and that to the best of my knowledge information is true and correct.

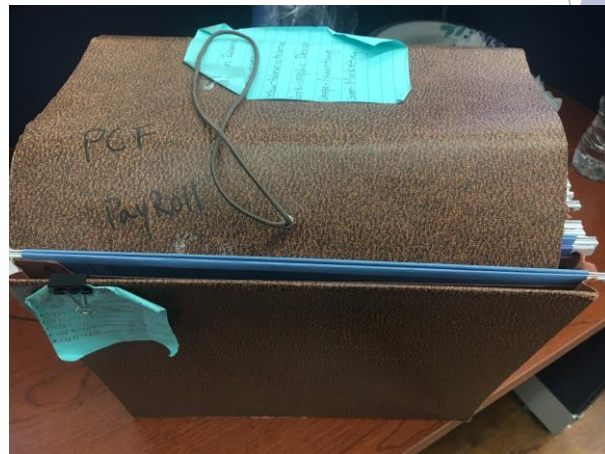
Signature of Taxpayer or Taxpayer	Date (mm/dd/yyyy)
-----------------------------------	-------------------

Last Name (Family Name) Dennis Brinkley First Name (Given Name) Dennis


Grigoryev	Dennis
Address (Last Name and Home)	City or Town
GOLDEN GATE OF	BRECKIN

Employee Completes Next Page

Page 10 of 10




Student Communication




Dennis Grigoryev
Mar 25


Time Sheets are for you! Please have them done by 2:00 PM March 26th!



Time Sheets
Google Forms




Add class comment...




Jason Wu
Mar 24


This is the work schedule for the trade show.



20180323_143828.jpg
Image



Add class comment...




Chenille Jiang
Mar 23

!!!NEWSLETTER!!!


Each department writes a paragraph at least 8 sentences long and share it with cjiang2900@mck like you can include a picture with your paragraph. Please have this done by March 28th.

If you have any ideas for the newsletter please add them to the comments or share with Chenille.




Mohammad Rafeeqe
Apr 16

This is the final schedule for the trade show.]




Final Trade Show Table#2
Google Sheets

4 class comments




Michael Jiang Apr 17

However, if your request is necessary I am sure we can




Add class comment...




Kula Zheng

New mission statement. Any comments?




Mission Statement
Google Docs

2 class comments



Michael Jiang Feb 4


Just a little bit of revision and correcting on my liking, "By improvising unique and fun little gadgets, imagination and creatively will come to every person who uses our products. It doesn't matter how you start with your day and where you are, Gizmo Gadgets will make your life just that little bit easier."



Simona Garcia Feb 7


I like this we should vote to have it set in stone

Answer this today




Important
Google Forms

No response




Add class comment...




Dennis Kogos
Mar 2

The Administration team will be sending out emails to everyone.If you do not receive an email by the 12 or Dennis, This emails will tell you when and what you are doing at the tradeshow.



Add class comment...



Nour Hamada
Mar 2

Please fill this out as soon as possible. The background is a bit plain but thats why we do need sugges everyone of you!

No response



Evaluation/Reflection

- Goal Evaluation (Company, Department, Personal)
 - Weekly, Monthly
 - Business Plan
- Employee Evaluations
 - Monthly, Quarterly
- **Weekly Log Sheet**
- Department Challenges
- Rubrics
- Portfolios

Tips for Success

- **Create a Company Calendar** - this can be a weekly calendar, or a monthly calendar of due dates, special events, or to-do lists by department. It can be posted, or digital, or published as a handout.
- **Create Chief Notes:** Chief notes are published by YOU to help your management team stay on task and help them delegate to their VPs.
- **Create Company Notes:** Have your Chiefs (management team) create a running to-do list of priority items, which will help keep the processes on track. These notes be hard copy, digital, or posted on Google Docs -- whatever works for the team.
- **Review Departmental Tasks:** Review departmental tasks listed in Canvas (or the portal) with the head of each department. It will be key for each department head to be familiar with their tasks (and plan for their completion), so they can monitor and drive the process for the departments within their area of responsibility.
- Make sure to have **COMPANY & DEPARTMENT MEETINGS**
 - When meeting weekly with your VP and leadership teams, you should devote to planning company and department meetings. Holding these meetings on a regular basis will facilitate the organization of the company. It also allows VPs and employees to take leadership roles and helps to ensure that everyone is on the same page and moving in the same direction.

- Forgive yourself daily.
- Say often, “I don’t know. Let’s figure it out.”
- Involve the students in everything!

Planning, Organizing, Leading, Evaluating / Reflecting

- Know it will not be perfect. Imperfection is where true student learning will take place.
- Facilitate continuous reflection with the students.
- Continue to learn and evolve with your students

Share Best Practices

- What are some of the techniques/strategies that you employ in your VE-JV classes that works well?
- What are some challenges that you have experienced implementing the 8th grade program?

National Competitions

National Online Competitions offer VE students unique opportunities to demonstrate their skills and knowledge in different business domains, generate business for their VEI firms, garner real-world feedback from a diverse pool of judges, and evaluate performance compared to peers on a national level.

**Elevator
Pitch**



Branding



**Employee
Manual**



**E-Commerce
Website**



Newsletter



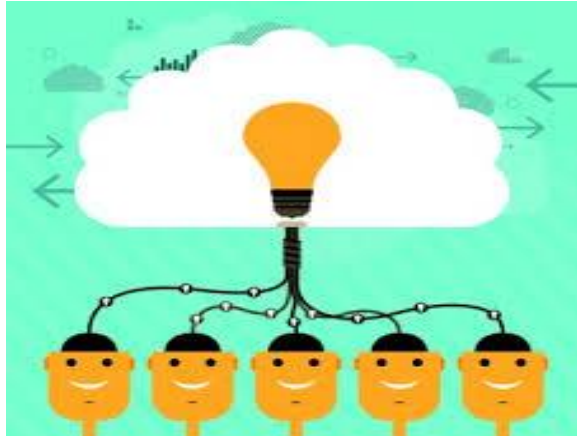
**Video
Commercial**



**Annual
Report**



Department Roles & Responsibilities



Human Resources

Administration

Marketing

Graphic Design

Accounting & Finance

EVERY EMPLOYEE MUST TAKE THE TIME TO UNDERSTAND THE ROLES OF EVERY DEPARTMENT IN ORDER TO WORK TOGETHER TO CREATE A SUCCESSFUL BUSINESS.

→ AVOID THE SILLO EFFECT ←

“The silo effect occurs when separate departments or teams within an organization don’t communicate effectively with each other – and productivity suffers because of it. One quintessential example of the silo effect is when two departments are working on practically identical initiatives, but neither of them is even aware of what the other is doing”

<http://blog.trello.com/tips-to-improve-cross-team-collaboration>

Human Resources



Tasks

1. You're Hired: Paperwork: tax forms, direct deposit...)
2. Create a company directory
3. Develop a company organization chart
4. Create a seating chart
5. Create daily attendance procedures
6. Take daily attendance/Prepare weekly attendance reports
7. Create employee badges
8. **Collect and maintain employee weekly journals**
9. Complete monthly self/peer evaluations
10. Prepare a presentation about payroll, paystubs, tax..
11. Article for newsletter
12. **Employee Manual**
13. Conduct interim and end-of- year employee evaluations.

First things first...

You're Hired - Paperwork

When a company hires a new employee, they need to have him/her fill out various paperwork in order to get paid, have their check direct deposited and to verify their eligibility as an employee in the United States. This process is also referred to as on-boarding.

You must be prepared to discuss with the company:

- laws that require employers to collect certain information from their employees
- collecting information to be provided to the Accounting department for determining how much money to deduct from employees' paychecks for taxes.

BE SURE TO COMPLETE THE FOLLOWING

- Watch the video, New Employee Forms and Other Requirements by FItSmallBUbusiness. <https://youtu.be/mLiF1sNAKe4> (4:50) and determine how the information in this video will be accomplished in the VE-JV firm.
- Set up an employee file system.
- Access the most current IRS W-4 form from the IRS website to have all new hires complete.
- Enter the newly hired employee(s) into the Firm Administration database in the portal.
- Access the I-9 form from the US Department of Labor website to have all new hires complete.
- Display federal and state labor law posters in the firm.
- Access the Direct Deposit Authorization form in the resources to have all new hires complete.
- Convene a meeting with all new employees to collect the required information and forms. Explain to employees who this information is needed and for what purpose it will be used.
- Provide the Accounting Department with the information from the W-4 forms.
- Develop a procedure for collecting this information from all future employees
- Maintain employee files with the information required by law and determined above.

Company Directory

- Create employee directory that can be used by company managers and employees for communication, recognition, or information. *(Use Google Form to collect and organize information)*
- Create labels for each employee files

Organizational Chart

- Using a graphic organizer, create a company organization chart including employee names and positions.
- Update the employee organization chart as employees are hired, transferred to a new department, or leave the company.
- Redistribute the organization chart via email or paper copy after it has been updated.

Seating Chart

- Identify a seating arrangement that best utilizes the space available.
- Organize the company employees in a way that promotes productivity and efficiency.
- Create a seating chart identifying employees and their department.

Employee Badges

- Explain the significance and function of employee badges.
- Identify the content of company badges.
- Work with the Graphics/Design department to develop the employee badge for the firm.
- Develop and implement an employee policy regarding employee badges. For employee manual

Presentation on Payroll, Paystubs, and Taxes

Employees will deliver a “how to” presentation on payroll, paystubs, and taxes to all employees. (Using the resources under Task 10)

- Identify the components of a payroll register.
- Define the terms “gross pay,” “net pay,” and “direct deposit.”
- Identify the elements of a paystub.
- Identify the types and uses of payroll taxes.
- Deliver a presentation to employees on this information.

Recurring Task: Attendance

- Create a method for keeping track of employees' absences, lateness, and overtime.
- Create a written attendance policy, which includes the number of paid sick days, the penalties for excessive absences and lateness, overtime payment and limits, and vacation and sick leave guidelines and procedures. *To be used in employee manual*
- Record daily attendance data in the portal.
- Provide the Accounting department with the employee attendance information needed for processing payroll.
- Document communication of warnings or disciplinary action for attendance policy violation, in a manner that meets or exceeds expectations on the rubric.

Recurring Task: Employee Journals

- Explain the purpose of the weekly journals.
- Develop a policy for collecting, recording, analyzing, and saving the information from the weekly journals.
To be used for employee manual
- Gather data from the journals and create a master record of tasks completed.
- Analyze data from the journals to help increase productivity in the firm.
- Maintain an organized system of saving employees' weekly journals.

Recurring Task: Employee Evaluations

- Research and analyze employee evaluation tools.
- Gather data and consolidate it into an effective employee evaluation tool.
- Use Google Forms (or similar tool) to create an online evaluation tool.
- Work collaboratively with Administration to facilitate monthly self- and peer-evaluations with all employees.
- The HR department will maintain the evaluation forms in the employees' personnel files. (Note: Personnel files can be stored electronically or as hard copy files.)

Recurring Task: Articles for Newsletter

An employee from the HR department should have been assigned to the company's newsletter committee (formed in Administration Task 9). More than one employee from this department can be assigned the task of writing or collaborating on writing an article for the newsletter. **Ultimately, all employees in the department should contribute at least one article to the newsletter over the course of the year.**

All employees should read the article “How to Write Engaging Newsletter Articles in 7 Easy Steps” at <http://www.procopytips.com/writenewsletter-articles> before embarking upon this task. Newsletter writers will proofread and edit their own articles, then have them proofread by someone else in the department before submitting to the Administration department for final review.)

Major Project: Company Manual

- Discuss the importance of the employee manual.
- Review Gotham Enterprise Employee Manual (Found on Portal)
- Identify the topics typically included in an employee manual.
<http://www.inc.com/guides/2010/06/what-to-include-in-employee-handbook.html>
- Create and distribute the company's employee manual. Make sure to include:
 - A table of contents
 - A glossary of terms to clarify concepts for employees
 - An acknowledgement form that employees will sign to confirm their receipt and acceptance of the employee manual.

Policies that should be included (but not limited to:

- Job descriptions
- Employee duties and responsibilities
- Employee compensation benefits
- Company policies and procedures regarding
 - Absence
 - Lateness
 - dress code
 - Evaluation
- Letter formats and standard office forms and procedures
- Diversity policy
- Anti-discrimination policy
- Sexual harassment policy
- Safety procedures
- Company etiquette (dress code, behavior, telephone, and email policies)
- Internet and e-mail usage policies
- Employee discipline (optional)
- Telecommuting (optional).

Administration

The Administration department is so crucial in an organization that every department could not live without. It's responsible for maintaining day to day administrative services in order to help the company run smoothly.

Tasks

1. Identify company goals and objectives
2. Create a system for saving and sharing files
3. Company letterhead and presentation template
4. Create business cards
5. **Coordinate the business plan project**
6. Develop procedures to manage purchases
7. Engage in E-Commerce within the VE Marketplace
8. Conduct weekly/monthly staff meetings
9. Coordinate a company newsletter project
10. **Organize trade show activities and oversee the design of the booth**
11. Develop a process to evaluate employees
12. Develop a **business pitch** for potential investors

Company Goals and Objectives

- Give a presentation on goals and objectives.
- Develop departmental goals and objectives for the VE-JV firm that align with the company's mission and values.
- Determine which department is responsible for each of the various goals
- The Administration department will prepare a final list of goals and objectives to be used in the company's business plan

Set up a System for Saving and Sharing Files

- Select and set up of a cloud storage system.
- Develop file sharing procedures for creating documents, uploading documents, and deleting files.
- Develop and deliver a presentation on the company's cloud storage plan, as well as file sharing policy and procedures.

Develop Procedures to Manage Purchases

- Develop and implement procedures to track employees' personal and firm purchases.
- Create a shared database to record employees' personal and firm purchases.
- Create a monthly purchases report for individual employees.
- Create a requisition form.
- Communicate the procedures to all employees.

See Admin Task 6

Collaborate with Graphic Design:

Create Business Cards:

- Together: Create a professional-looking company business card template that meets or exceeds expectations on the rubric.
- Administration: Obtain the company roster, which should include every employee's name, title, and email address, from the HR department in order to prepare, print, then distribute the cards to the entire staff.

Create Company Letterhead

- Together: design company letterhead and presentation templates. Be sure to discuss the color scheme, font style, and information that will be included in each template.
- Graphic Design: create the design templates and present their work to the Administration team for approval.

Recurring Task: Weekly/Monthly Meetings

- Prepare meeting agendas following the rubric (on portal)
- Conduct staff meetings
 - With Department VPs (Weekly)
 - With Whole Staff (Monthly)
- Record and post meeting minutes as outlined on the rubric (on portal)

See Admin Task 3

Recurring Task: Company Newsletter

- Ask for volunteers from each department to be on the Newsletter Committee Each member will be responsible for gathering and/or writing articles from their department members.
- Develop a timeline for submission of articles and production of the newsletter.
- Ask members of the Graphics/Design department to select a newsletter template design from Word or Publisher
- Review articles submitted and collaborate with Graphic Design department to finalize newsletter.
- Decide how the newsletter will be distributed. If distributed electronically, the newsletter must be saved as a PDF copy.

See Admin Task 11

Major Project: Business Plan/Business Pitch

Task 7: Coordinate the Business Plan *(for all departments)*

- Identify the components of a business plan.
- Prepare an outline for a business plan
- Ensure departments complete their part of the plan and review the content
 - Cover page: Graphics/Design
 - Executive summary: Administration
 - Company description: Human Resources
 - Description of products and services: Marketing
 - Marketing plan: Marketing
 - Finances: Accounting/Finance

See Admin Task

Task 8: Develop a Business Pitch Presentation for Potential Investors (with Marketing & Graphic Design)

- Identify the necessary components of an effective business pitch.
- Administration and Marketing employees work collaboratively to develop a script for the business pitch.
- Graphics Design finalizes the slides to complement the script and add transitions, relevant graphics, and pictures to enhance the presentation.
- Deliver the pitch presentation for potential investors.

*See Admin Task 8
Marketing Task 6*

Organize Trade Show Activities

- Register online for the trade show.
- Delegate trade show tasks to specific departments/employees.
- Collaborate with the Marketing and Graphics/Design departments to oversee the design of the trade show booth
- Finalize the Trade Show Checklist, ensuring successful completion of all trade show tasks.
- Edit all trade show items for correct spelling, grammar, accuracy, and professionalism.
- Ensure that all employees are familiar with their roles and responsibilities at the trade show.

See Admin Task 12, Marketing Task 10

Marketing



Tasks

1. Write a product description
2. Identify a target market
3. Develop 4 P's (product, price, placement, promotion)
4. Make sales projections and determine break-even point
6. Develop a business pitch for potential investors.
5. Develop a sales pitch
7. Develop website
8. Write an article for the company newsletter
9. Create promotional materials: catalog, advertising, promotional flyer
10. Prepare for a trade show

Task 1: Product Description

- Complete Activity Sheet: Product Description
- Then prepare a written product or service description for the business plan including:
 - Products and/or Services Provided – List the products and/or services that your company offers. Describe the functionality, use, and benefits of the products/services. Explain how your products are manufactured or the process for which your services are provided
 - Industry Description – Describe the industry of your products/services. Provide facts and details about your industry. Perform Internet research to assist you in this section.
 - Future Plans – Discuss how your products or services will evolve and/or expand in the future. Will you add new products or services? Will you offer innovative new features to your existing products or services?

See Marketing Task 1

Task 2: Identify Target Market

- Identify which types of products may appeal to specific groups of people.
- Define the term “target market.”
- Explain the importance of focusing marketing efforts on a specific target market.
- Identify a target market for their business.
- Complete Activity Sheets
 - Identifying Target markets
 - Customer Profile

See Marketing Task 2

Collaborate with Accounting

Task 3: Develop the 4 P's: Product, Price, Place, Promotion

****All Departments → Complete Activity Sheets:**

- 4 P's of Marketing
- Brand Comparison
- Marketing Mix

The Marketing Department will determine which responses best describe the 4 P's for the VE-JV company, summarize it in a document, and upload it to Google Drive

See Marketing Task 3

Task 4: Sales Projection/Break Even Point

- **Activity Sheet: Sales Projection**
- Prepare revenue (sales) projections using an Excel worksheet as part of Accounting Task 2.
- Identify the company's break-even point.
- Prepare an Excel chart illustrating the break-even point.

See Marketing Task 4

Accounting Task 2 and 3

Task 5: Develop a Sales Pitch

- Identify the characteristics of a good sales pitch
- Review the difference between an elevator pitch, a sales pitch, and a business pitch.
- Develop a sales pitch and sales presentation
 - Activity Sheet: Message Map
 - Activity Sheet: Developing a Sales Pitch
- Create and present:
 - A two to three minute sales pitch
 - A five to ten minute sales presentation (no more than 8 slides) to support the sales pitch.

Task 6: Develop Business Pitch

Collaborate with Administration:

- Identify the necessary components of an effective business pitch.
 - Use Resource: Business Pitch Presentation Template
- Work with administration to develop a script for the business pitch
- Have Graphic Design finalize the slides and presentation
- Deliver the Pitch for potential investors

Task 7: Develop a Company Website (Ongoing)

Collaborate with Graphic Design

Employees will design a professional website for the firm

- The head of each department should collaborate on a task list for the members of their departments, outlining one or two tasks for each member to complete that will contribute to the development of the overall site.
- When the website is complete, the Graphics/Design team will show the site to the Marketing department, which will review and make recommendations for edits, changes, and/or additions.
- Graphics/Design will incorporate feedback to produce the final website for the firm.

Task 8: Articles for Company Newsletter (Monthly)

Run by Administration

Employees will write an effective and engaging article to be included in the company newsletter

- The head of the Marketing department will have a meeting with department members to review the article topics suggested in Slide 12.
 - Surveys, polls
 - Customer feedback
 - Special promotions, incentives, contests
 - Trade show booth designs/themes
- Discuss other topics such as:
 - Can social media help to market your business?
 - What social media might be best to market your product/service?
 - How can you use the techniques learned when making a business pitch to pitch yourself to a college recruiter or potential employer?

Task 9: Create Marketing Materials

With help from Graphic Design

- Identify different types of marketing materials.
- Identify forms of advertising and promotion.
- Examine the role of social media in marketing.
- Create marketing materials for the VE-JV business.
 - An informational brochure about the VE-JV company
 - A product catalog.
 - One print advertisement about the VE-JV company (that could be used on the web).
 - One advertisement about one of the products/services of the VE-JV company.
 - One flyer inviting customers to visit your booth at the trade show.

The head of the department will assign two or three employees the task of creating one marketing piece. The Marketing department employees work collaboratively with Graphic Design department employees in developing the marketing materials. Marketing employees will write the copy for each piece, while the Graphics/Design employees will execute the design and produce the final product.

Task 10: Prepare for Trade Show

- Explain how to market products at a trade show.
- Design a trade show booth and develop promotional materials.
- Create a workflow diagram.

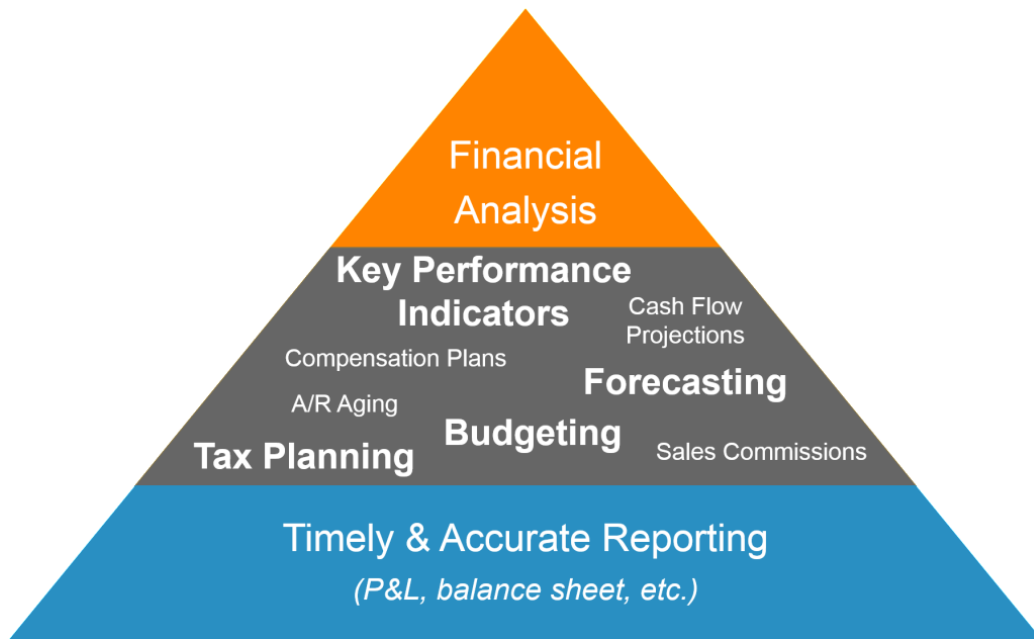
The Marketing department will prepare a table that lists staff responsibilities for completing specific tasks, due dates for submitting them, and to whom they are to be submitted.

The CEO and department heads will inform employees about their specific responsibilities at the trade show including, but not limited to, booth set up/clean up, selling products/services, and taking customer orders.

Recommended delivery sequence:

- Marketing Task 1 (all students)
- Marketing Task 2 (all students)
- Accounting Task 1 (all students)
- Marketing Task 3, Accounting Task 2, and Marketing Task 4 (all students, concurrently)
 - Product (Mkt 3) → Variable Expenses (Acct 2) → Price (Mkt 3) → Revenue Projections (Acct 2) & Sales Projections (Mkt 4) --> Break-Even (Acct 3) --> Accounting Task 3

Accounting & Finance



Tasks

1. Introduction to revenue, expenses, and profit
2. Projecting revenue and expenses
3. Calculate the break-even point
4. Prepare a projected profit or loss (income) statement
5. Financing your business
6. Payroll, paystubs, and taxes
7. Create an order form
8. Create an invoice
9. Create and update the Sales Journal
10. Write an article for the company newsletter
11. Process payments for fixed and variable expenses.
12. Create the profit & loss report

Task 1: Introduction to Revenue, Expenses, and Profit Presented to Entire Staff

- Define the terms “revenue,” “expense,” and “profit.”
- Calculate revenue, expense, and profit using various business scenarios.
- Use Reference PPT: Introduction to Revenue, Expenses, and Profit
 - On Slide 2, discuss how to calculate revenue.
 - On Slide 3, review the example for calculating revenue.
 - On Slide 4, review the expenses typically found in a business.
 - On Slide 5, review the example for calculating expenses.
 - On Slide 6, introduce the formula for calculating profit. Emphasize that when expenses are greater than revenue, there is a loss.
 - On Slide 7, review the example for calculating profit.
- Employees will complete the Activity sheet: Calculating Revenue, Expense, and Profit.

Task 2: Projecting Revenue and Expenses

- Define the terms “projections,” “fixed expense,” and “variable expense”
- Identify fixed and variable expenses in a company.
- Calculate the cost per unit to produce the product or service.
- Identify sources of revenue.
- Prepare revenue and expense projection worksheets.

Full Staff: Present Resource: Making Revenue and Expense Projections slideshow

All Employees will complete:

- Activity sheet: Fixed and Variable Expenses.
- Activity sheet: Calculating Cost per Unit.

Accounting and Finance will complete:

- Activity sheet: Financial Planning and Financial Planning Workbook.xls *(with the exception of the Break-Even Analysis Worksheet, which will be completed in Accounting/Finance Task 3).*
 - In order to complete the Revenue Projections portion, the Accounting/Finance Department will need to convene a meeting with the Marketing Department to discuss Marketing Task 4.
 - Employees should not attempt to complete the Break-Even Analysis Worksheet contained in the Financial Planning Workbook at this time. Break-Even Analysis will be covered in Accounting/Finance Task 3

Task 3: Calculate the Break-Even Point

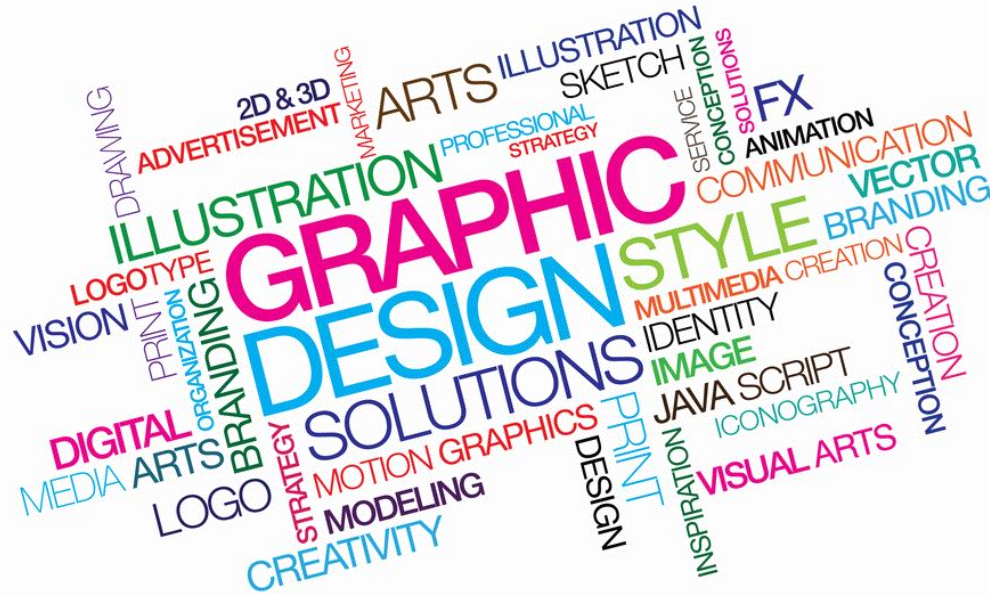
- Calculate the break-even point in units.
- Calculate the break-even point in dollars.
- Create a chart showing the break-even point

The accounting department will present to the Whole Staff: Present Resource: Identify the Break Even Point Slideshow

- The accounting department employee in each group will open the Resource: Financial Planning Workbook.xls and save it as financialplanning.yourname.
- The accounting department employee in each group will demonstrate how to calculate the break-even point in units and dollars, and create a chart to show the firm's break-even point.

Task 4: Prepare a Projected Income Statement

Graphic Design



Tasks

1. Design a logo
2. Design company letterhead and presentation template
3. Design business cards
4. Create employee badges
5. Develop company website
6. Write article for the company newsletter
7. Design marketing materials
8. Design an order form and invoice
9. Design the trade show booth
10. Develop a template for the business pitch
11. Create a commercial