

## Introduction to Project-Based Learning with BizWorld



## What is BizWorld?



- Students work in teams to start and run their own small business in a simulated friendship bracelet industry.



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

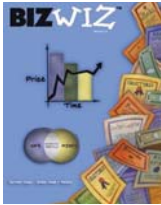
---

---

## What is BizWiz?



- Students are divided into investment teams that set a financial goal, develop an investment strategy and trading plan, create a diversified portfolio and track their investments.



---

---

---

---

---

---

---

---

## What is BizMovie?



- Students form movie production companies and experience the entire entrepreneurial cycle as they work together to design, produce, market and sell tickets to their animated film.



---

---

---

---

---

---

---

---

## What is Project-Based Learning?



“Start with the end in mind!”

1. Pick a subject area
2. Define a question
3. Determine subject areas
4. Set activities that are hands-on and include voice and choice.
5. Culminating Activity

---

---

---

---

---

---

---

---

### How students benefit from project-based learning



- "Real" world oriented
- Utilizes hands-on approach
- Risk-free environment - provides positive feedback and allows choice
- Encourages the use of higher-order thinking skills and learning concepts as well as basic facts
- Utilizes various modes of communication

### How do students benefit from The BizWorld Foundation Programs?



- Actively engages all types of learners with different abilities
- Builds teamwork and leadership skills
- Teaches critical thinking skills through an interdisciplinary curriculum
- Opens students' minds to new possibilities for their future
- Helps classroom management

### Standards Correlation



- **TEKS:** Texas Essential Knowledge and Skills
- **NCTM:** National Council of Teachers of Mathematics
- **NCEE:** National Council on Economic Education
- **NCSS:** National Council of Social Sciences
- **NCTE:** National Council of Teachers of English

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

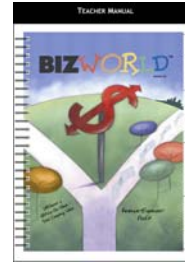
## BizWorld Kit



### Teacher Manual

- Pre and Post-Assessments, Lesson Plans, Vocabulary, Homework Assignments, Teacher and Student Evaluations, Student Packet, Company Packet
- **BizBucks** (\$1 BB and \$5 BB)
- **Bracelet string** (30+ students)
- **Stock certificates**
- **Overview CD**
- **Self addressed return envelope**

## Teacher Manual



- Daily Lesson Plans
- Assessments
- Answer Keys
- Student Packet
- Company Packet

## Session Layout



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Student & Company Packet



Section	Page
Introduction	1
Lesson 1: The Business Plan	2
Lesson 2: Marketing	3
Lesson 3: Financials	4
Appendix	5

## Countdown to implementation



- 10 days - Read the course guide
- 9 days - Contact BiWorld with any questions or concerns and ask for a teacher reference
- 8 days - Speak to a teacher who has previously used the BiWorld program in their classroom for suggestions or helpful hints
- 7 days - Plan your schedule (what days and times will you teach each session)
- 6 days - Contact volunteers in your community to help in your classroom and ask another class to participate in your sales bazaar
- 5 days - Create marketing and design packets
- 4 days - Create overheads of all visuals
- 3 days - Photocopy the student and company packets
- 2 days - Familiarize yourself with all the vocabulary words and create vocabulary charts
- 1 day - Contact BiWorld for any last minute questions
- Launch day- Have fun!

**First thing to do:  
assess prior knowledge**

Pre-Assessment Test



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## Day 1- Launching the project



Begin with very large, open ended questions:

- *What is business?*
- *What do you know about business?*
- *Have you ever heard the word entrepreneur?*
- *What do you think it means?*

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Launching a project con't...



- It is useful to take notes or create a word wall while students share information.
- It can serve as a resource for vocabulary and the social construction of knowledge which drives the project.
- Summarize for students what they have told you-letting students adjust it or change it when they hear it parroted back to them.

---

---

---

---

---

---

---

---

# Entrepreneurship Cycle



## Day 1: Start-Up (Sessions 1-3)



- Break students into groups which ( 5-6 students per group)
- Distribute parent letter and emphasize return of this gets 1\$ BizBuck per person as seed money.
- Apply for and assign jobs in the corporation.
- Introduce entrepreneurship cycle.
- Go over vocabulary with students (call/response, group report)
- Distribute Job cards and have students learn and recite their job motto (call/response)
- Each company chooses a name
- Talk about venture capital and see what students know about it.

## Vocabulary



- |           |             |
|-----------|-------------|
| Business  | Merchandise |
| Ethics    | Liabilities |
| Expense   | Equity      |
| Loss      | Debt        |
| Product   | Marketing   |
| Profit    | Advertising |
| Salary    | Campaign    |
| Service   | Scarcity    |
| Resources | Logo        |
| Assets    | Slogan      |

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Day 2- Design(Sessions 4-6)



- Review business concepts and 5 vocabulary words
- Collect parent letters and give each student 1\$ BizBuck
- Talk about incorporation. (Incorporate companies)
- Pitch to the venture capitalist (share rubric with students)
- Have students buy design kits.

## Tracking Finances



Teacher Ledger used for:

- Major cash transactions
- Useful in assisting companies to track finances

## Tracking finances con't...



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Day 3- Manufacturing (Sessions 7-9)



- Have students assess whether or not they need more funds to manufacture their product? (Banks vs. Venture capitalist )
- Discuss job shop vs. assembly line manufacturing.
- In a time controlled setting- have students make one sample of their design keeping in mind color choices, time involved, manufacturing style chosen.
- Pricing and packaging complete this session.



## Making Bracelets



- BizWorld offers three easy methods to teach students how to make a friendship bracelet



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## Day 4- Marketing (Session 10)



- Create a marketing campaign company slogan and logo print advertisement commercial.
- Sell the products to another class
- Calculate finances



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Day 5- Sales (Sessions 11-12)



- Sales Bazaar
- Income Statement (revenue - expenses = profit or loss)
- Balance Sheet (Assets = Liabilities + Equity)
- Performance Summary (Team Value)
- Post Assessment Test



## Extensions



Day 1: Launch	Day 2: Design	Day 3: Manufacture
Real job application Want ads	Thank you to VC Have students research and try their own designs	Compare and/or try both job shop and assembly line manufacturing
Day 4: Market	Day 5: Sell	After BizWorld...
Bring in advertisements that appeals to students (logo and slogan)	Bracelets can serve as a fundraiser or create a school store	BizWiz BizMovie

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



## Using Volunteers



- Venture Capitalist -  
(playing role or judging pitch to VC)
- Bank
- Store Keeper
- Demonstrate how to make friendship bracelets
- Supervise the assembly line
- Help students develop marketing campaign
- Listen to groups practice commercial
- Help oversee sales bazaar



We will send you a free string refill every time you report back and send us the pre and post tests !

[www.bizworld.org](http://www.bizworld.org)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



**Thank you for coming!**

**“BizWorld empowers youth  
with the knowledge and inspiration they need  
to succeed in school and beyond”**

**Roberta Havens, MA Ed.  
roberta.havens@bizworld.org**

---

---

---

---

---

---

---

---