

CONTENTS

Table of Contents

BizWorld Foundation	i
BizWorld Program Overview	ii
Correlations to National Standards	iii-vii
Preparing to Teach BizWorld	viii-ix
Part A: Start Up	1-24
Session One: Pre-Assessment and Applications	1
Session Two: The Business World.....	4
Session Three: Corporate Jobs.....	8
Session Four: Incorporate	12
Session Five: Designing Your Product	17
Session Six: Building a Prototype.....	21
Part B: Production	25-36
Session Seven: The Manufacturing Process.....	25
Session Eight: Manufacturing Your Product.....	29
Session Nine: Packaging and Pricing	32
Part C: Sales and Marketing	37-45
Session Ten: Marketing Your Product.....	37
Session Eleven: Selling Your Product	42
Part D: Finance	46-52
Session Twelve: Finance and Company Value	46
Session Thirteen: Post-Assessment and Evaluations.....	51
Appendix	54-68
Glossary	54
TEACHER ROLES.....	56
TEACHER LEDGER.....	57
VENTURE CAPITALIST PITCH RUBRIC	58
FINANCE WORKSHEET A SAMPLE	59
FINANCE WORKSHEET B SAMPLE	60
FINANCE WORKSHEET C SAMPLE.....	61
FINANCE WORKSHEET D SAMPLE.....	62
INCOME STATEMENT.....	63
BALANCE SHEET.....	64
COMPANY PERFORMANCE SUMMARY SAMPLE.....	65
COMPANY PERFORMANCE SUMMARY.....	66
TEACHER EVALUATION	67
CERTIFICATE OF COMPLETION	68
Answer Keys	70-95

The BizWorld program continues to be revised as we receive feedback from our users. Please contact the BizWorld Foundation for the latest version.