

# PART A: START UP

## Session Three: Corporate Jobs

### OBJECTIVES

- To establish student teams
- To identify the responsibilities of different positions (jobs) within each company

### TEACHER PREPARATION

- Review Session Three
- Prepare copies of the company packet for distribution
- Arrange student desks and/or classroom tables in order to accommodate team assignments

### VOCABULARY

President  
Vice President (VP) of Design  
VP of Manufacturing  
VP of Marketing  
VP of Sales  
VP of Finance

### RESOURCES AND HANDOUTS

#### Teacher Resources and Materials:

- BIZWORLD MEMO 3 KEY (Pg.77)
- A large envelope, box, or area of the room for each company to store its materials
- HOMEWORK - WHAT'S IN A NAME? (S10)  
[Answers will vary- no key provided]

#### Student Handouts and Homework:

- BIZWORLD MEMO 3 (S9)
- Company Packet (C1-C11)
- JOB CARDS (C1)
- BUSINESS CONTRACT (C2)
- HOMEWORK - WHAT'S IN A NAME? (S10)

### TEACHER'S NOTES

# Session Three: Corporate Jobs



## BizWorld Memo (10 Min.)

Instruct the students to complete the BizWorld MEMO (S9) while you write the session objectives on the board.

Review the answers with your students.

## Jobs in the Corporation (10 Min.)

Each company will consist of six employees. Each employee will have a specific job title.

If your students completed the APPLICATION FOR EMPLOYMENT (S5), discuss the following questions:

- For which job did you apply?
- What makes you think you can do this job well?
- What skills are necessary for this job?

Review the following jobs with your students in order to clarify the responsibilities and “mottos” for each position.

**President** - is responsible for managing the smooth operation of the company and its employees.

*Motto: “Be reasonable”*

**VP of Design** - is focused on the quality of the product and creating an attractive design that will appeal to customers.

*Motto: “If you build it, they will come”*

**VP of Manufacturing** - is focused on making the product as easily and inexpensively as possible.

*Motto: “Just make ‘em and ship ‘em out”*

**VP of Marketing** - is focused on promoting the company, product or service.

*Motto: “Make it look good”*

**VP of Sales** - is focused on making customers happy and selling lots of products.

*Motto: “Sell, sell, sell”*

**VP of Finance** - is focused on making sure all money is accounted for and that the company is making a profit.

*Motto: “Low cost, high price”*

Each student will be assigned a specific job, yet is responsible for providing support in all aspects of the company.

## BIZWORLD MEMO 3 KEY (pg.77)

### BIZWORLD™

#### MEMO 3 KEY

Name: \_\_\_\_\_ Date: \_\_\_\_\_

#### Message:

The following is a list of earning and unemployment rates, based on education level, for individuals ages 25 and over working full-time.

Education Level	Unemployment Rate	Median Annual Salary
Graduate degree	2.9%	\$55,328
College degree	3.3%	\$46,800
Some college, no degree	5.2%	\$32,344
High school diploma	5.5%	\$28,808
Some high school, no diploma	8.8%	\$20,592

Source: Unemployment rate, 2003 annual average: Bureau of Labor Statistics; earnings, March 2003: Bureau of the Census median weekly earnings time fifty two weeks.

Questions: Answer the following questions based upon the above information.

1. What are some examples of graduate degrees?  
Sample answers: Masters in Business Administration, medicine, dentistry, optometry, law, Certified Public Accountant
2. Why do you think the unemployment rate for individuals with a graduate degree is the lowest?  
Answers may vary - graduate degrees often provide a career specialty in a much needed industry
3. Based on this information, calculate the difference in earnings between an individual with a college degree and a high school diploma over a 30 year career.

$$(30 \times \$46,800) - (30 \times \$28,808) = \$539,760$$

Note: This is an earning greater than half a million dollars for what is typically a 4-year college degree

# Session Three: Corporate Jobs

**JOB CARDS  
(C1)**

**BIZWORLD**  
JOB CARDS

<p style="text-align: center;"><small>WRITE NAME</small></p> <p style="text-align: center;"><b>PRESIDENT</b></p> <ul style="list-style-type: none"> <li>• Oversees the smooth operation of the business.</li> <li>• Wants the company to work.</li> <li>• Responsible for making sure everyone is on task.</li> </ul> <p style="text-align: center;"><i>Motto: "Be reasonable"</i></p>	<p style="text-align: center;"><small>WRITE NAME</small></p> <p style="text-align: center;"><b>VICE PRESIDENT OF FINANCE</b></p> <ul style="list-style-type: none"> <li>• Responsible for the financial health of the company.</li> <li>• Wants the company to make a lot of money on sales but doesn't want it to spend a lot of money.</li> <li>• Monitors all financial records.</li> </ul> <p style="text-align: center;"><i>Motto: "Low cost, high price"</i></p>
<p style="text-align: center;"><small>WRITE NAME</small></p> <p style="text-align: center;"><b>VICE PRESIDENT OF MARKETING</b></p> <ul style="list-style-type: none"> <li>• Responsible for getting the most value for the product.</li> <li>• Wants to spend money to improve the company's image and reputation.</li> <li>• Oversees the development of the advertising campaign.</li> </ul> <p style="text-align: center;"><i>Motto: "Make it look good"</i></p>	<p style="text-align: center;"><small>WRITE NAME</small></p> <p style="text-align: center;"><b>VICE PRESIDENT OF DESIGN</b></p> <ul style="list-style-type: none"> <li>• Responsible for the design of the product.</li> <li>• Concerned with the quality of the product and how it looks.</li> <li>• Directs the bracelet design and helps with quality control during manufacturing.</li> </ul> <p style="text-align: center;"><i>Motto: "If you build it, they will come"</i></p>
<p style="text-align: center;"><small>WRITE NAME</small></p> <p style="text-align: center;"><b>VICE PRESIDENT OF SALES</b></p> <ul style="list-style-type: none"> <li>• Responsible for making customers happy so they will buy the product.</li> <li>• Wants to sell as much of the product as possible.</li> <li>• Responsible for developing a sales pitch.</li> </ul> <p style="text-align: center;"><i>Motto: "Sell, sell, sell"</i></p>	<p style="text-align: center;"><small>WRITE NAME</small></p> <p style="text-align: center;"><b>VICE PRESIDENT OF MANUFACTURING</b></p> <ul style="list-style-type: none"> <li>• Responsible for making sure the product can be made easily and cheaply.</li> <li>• Sees that manufacturing of product is done efficiently and productively.</li> </ul> <p style="text-align: center;"><i>Motto: "Just make 'em and ship 'em out"</i></p>

(C1)

## Assigning Jobs (10 Min.)

If you have not done so already, separate students into their teams (companies).

Distribute a copy of the company packet to each team.

Distribute a pair of scissors and roll of tape (or six safety pins) to each team.

Instruct the students to discuss who will take on each job in the company. Then, have the students cut out the JOB CARDS (C1), neatly print their name on the top line and tape or pin the card to their shirt (name tag).



### Teaching Tip

Job positions can be assigned in variety of ways, either by you or by the students once they are put into teams.

For teams of five, combine the roles of sales and marketing. For teams of seven, have two VPs of Marketing.

## Teamwork (5 Min.)

On your count, instruct your students to say their "motto", in a loud voice. Now, instruct them to repeat their "motto", in the same loud voice, three times in a row, on your count.

Discuss the following as they relate to teamwork:

- What happens when everyone shouts at the same time? [*Too much noise, can't hear each other*]
- What would happen if everyone shouted when you were having a team discussion? [*nobody would be heard, the discussion would not be productive*]

Teamwork and cooperation are important to success. Employees within a strong company listen to one another and demonstrate respect towards their co-workers. When making decisions, we must take every person's opinion into consideration and work together to make the best decision for the company.



# Session Three: Corporate Jobs

### A Business Contract (Suggested, 5 Min.)

A BUSINESS CONTRACT (C2) has been included in the student packet. The contract highlights a code of conduct and recognition of student responsibilities as employees.

Have each student read, sign and date the contract.

The contract may be retained by you as the classroom teacher or the President of each company.

### A Company Name (10 Min.)

The students' first project as a team will be to create a name for their friendship bracelet companies. Students may need the remaining time to brainstorm with each other about the name.

 **Teaching Tip**  
 Distribute one unique stock certificate to each company. The stock certificates have unique icons that may stimulate creative ideas for a company name. The nine remaining certificates can be distributed in Session Four at the time of incorporation.

### Introduction to Session Four

In Session Four of BizWorld, your students will incorporate, form a company with the state and learn how to raise the cash needed to pay for their company's start-up expenses.

Remind your students that each company will receive \$1 BB for each individual on the team who has returned the PARENT LETTER (S3).

### Homework (Suggested)

WHAT'S IN A NAME? (S10)

**BUSINESS CONTRACT (C2)**

**BIZWORLD™**

**BUSINESS CONTRACT**

I \_\_\_\_\_, as an employee of this company, hereby assume the role of \_\_\_\_\_. I agree to perform all my job responsibilities, as explained to me and outlined by my teacher, to the best of my ability. I will consistently display conduct in a manner appropriate to business and hold myself in accordance with the expectations of this classroom.

As part of this company, I agree to:

- Cooperate and listen to the ideas and suggestions of my fellow employees.
- Participate as an active member of the company in the design, manufacturing, marketing, sale and tracking of finances.
- Keep a daily record of all company financial transactions.
- Work together as a team to maximize the efficiency and profitability of this company.

Signed this day by myself and the witnesses below:

\_\_\_\_\_  
President Date

\_\_\_\_\_  
Vice President of Sales Date

\_\_\_\_\_  
Vice President of Design Date

\_\_\_\_\_  
Vice President of Manufacturing Date

\_\_\_\_\_  
Vice President of Finance Date

\_\_\_\_\_  
Vice President of Marketing Date

(C2)

**HOMWORK - WHAT'S IN A NAME? (S10)**  
 [Answers will vary- no key provided]

**BIZWORLD™**

**WHAT'S IN A NAME?**

Directions: Complete the following in reference to your company name.

1. Identify three examples of company names that were suggested by you or your team members.
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
2. Which of the names identified above did you and your team members decide upon for a company name?  
 Company Name: \_\_\_\_\_
3. Why did you and/or your team members feel this was the best choice?
4. Identify one of the alternative names listed above (question #1) and explain why you and/or your team members decided it was NOT the best choice.

(S10) Homework