

## Build a Business:

Start with Microsoft Office Business Plan  
Finish with GoVenture: Live the Life of the  
Entrepreneur (computer Simulation)

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## Build a Business

- Student teams are challenged to create a product and a business plan for their product
- Students are grouped in teams of 4
- Student teams brainstorm for an idea for their business



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## Project Parameters

- The business is restricted to a service or small manufacturing concern
- The business must be ethical and moral
- The business must be located in the Atlanta area (other locations require instructor permission)
- Each team member must work on a section of the project
- The team assigns roles and responsibilities

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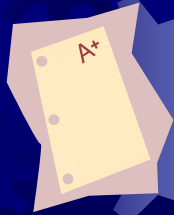
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## Individual Student Grades

- Excel spreadsheets from each student
- PowerPoint shows from each student
- Finished project includes
  - Slides from each student
  - Excel or tables from each student



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## Team Grades

- Memos from each team as they progress in the project
- Written report covering information in PowerPoint presentation
- PowerPoint Presentation to be graded for content
- PowerPoint Presentation to be presented to class as if the student team was speaking to a bank for a startup loan

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## Build a Business with Office

- They prepare a presentation on their product and business plan that includes:
  - Ownership
  - Mission statement
  - Job titles and duties
  - Projected financial information
  - Advertising including package design
  - Full of It Storage Sample Project



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## Learning Outcomes

- Students have learned about business using the “Build a Business” project
- Students learned the tools in Microsoft Office
- Students learned to apply this knowledge to a real-world problem
- Students are encouraged to take other business courses because of their exposure to all business disciplines
- Students practice what they learn in a computer simulated business capstone

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## Build a Business Capstone

- GoVenture: Live the Life of the Entrepreneur by Media Spark
- Excellent program to simulate how to be an entrepreneur
- Forces students to make real world decisions as they balance home and work and juggle schedules while making strategic decisions
- Ken Nauss from MediaSpark

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