

# LESSON PROFILE

Students study business ideas, case studies and salaries of successful people in the classroom during direct instruction. The question always seems to be "how hard can it be to run a successful business." The challenge to students is to find out by exploring some business ideas that will not only satisfy course requirements but also provide a service to our hard working staff. In this flip the classroom lesson students will find out how exactly what its like to start, run and maintain a business at school.

Challenge

Room for  
Questions



Flip the  
Class Room

# Content Knowledge



Students are to take information from direct instruction and homework assignments and scaffold skills for a school based business. Students are further asked to develop and grow use four basic business principles.

- Funding
- Sales / Marketing
- Human Resources
- Customer Service

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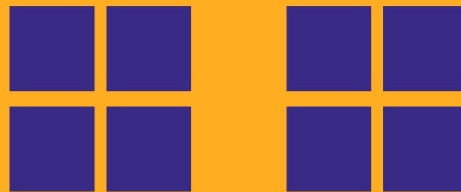
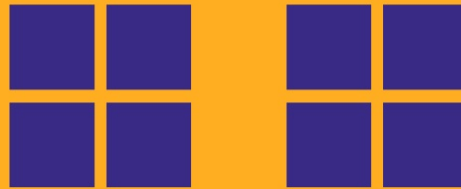


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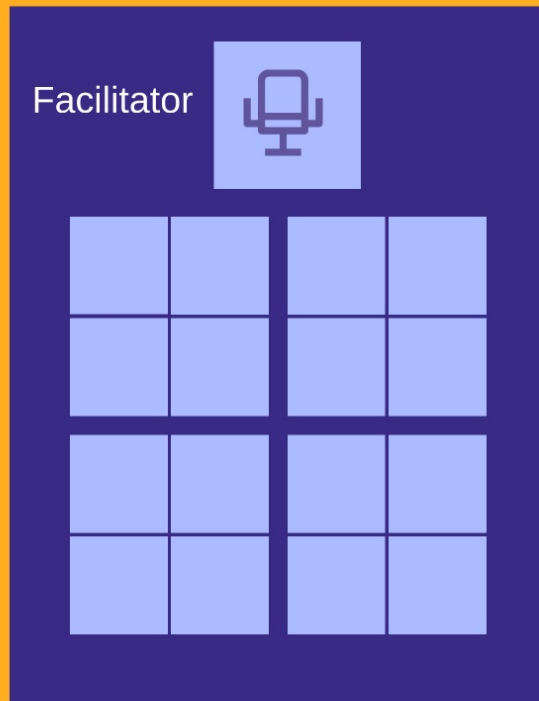
# Flip the Classroom

Students are separated into 4 groups to collaborate and research business ideas, develop and implement a business plan. Students are to reflect on the experience by a weekly journal to assist future students. Teacher will facilitate learning reflections.



4 Groups

## Brainstorming Sessions



### Group 1

What kind of food or drink would teachers like to buy?

### Group 2

What kind of creative things can we do during lunch time?

### Group 3

What ideas do you have for working with or doing something with staff vehicles?

### Group 4

What kind of business ideas could we do to make a busy teachers life a little easier.?

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# Your Choice / Your Voice

Teacher will observe and facilitate assessments by peer evaluation and learning reflections writing samples.

- 1 Generate surveys to find out staff needs.
- 2 Find your own resources for project.
- 3 Develop consumers and all aspects of providing services.

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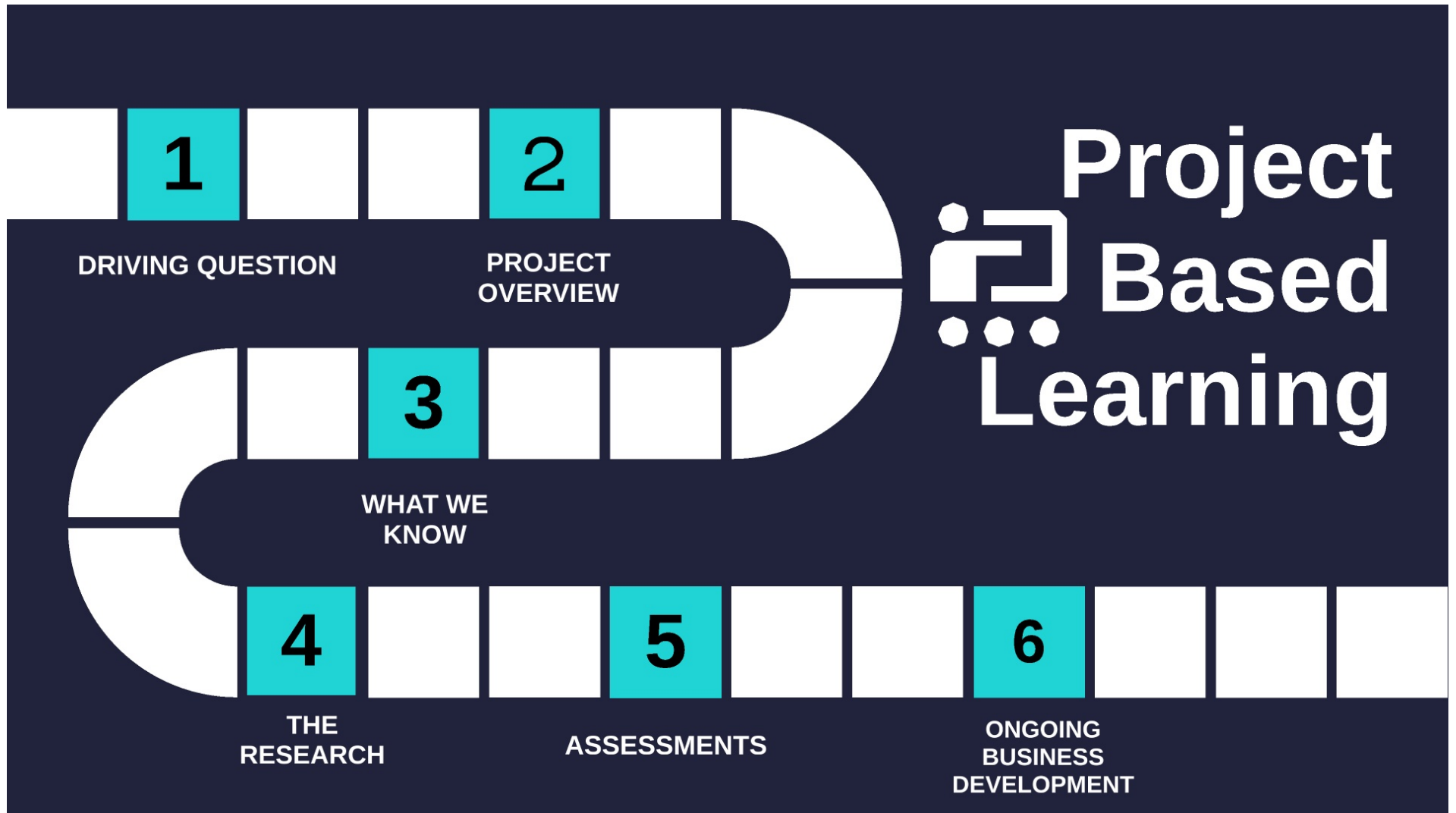
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# OBJECTIVE

Students are build upon business skill learned from lectures and assignments in class. The skills will further be developed by starting a school based business. The overall goal will be to assess the principles of business learning the basic aspects of business including how to make a profit. The students will be responsible for mentoring the next group of students participating in the business venture. The students will have formative and summative assessments at the end of the semester. The skills to be development include: customer service, time management, business finance and assisting new students with business and soft skills acquired during this process.

Brainstorming Ideas

# Questions?

What kind of service would be beneficial to the administration staff and teachers?

## Food Delivery Services

- Bring food or coffee to classrooms or create a coffee shop.

## Concierge Services

provide staff with shopping or drop off of items from clothing to grocery pick up.

## Auto Assistance

Wash or detail cars during lunch. Minor maintenance oil or tire changes.

# Top Ideas for Project

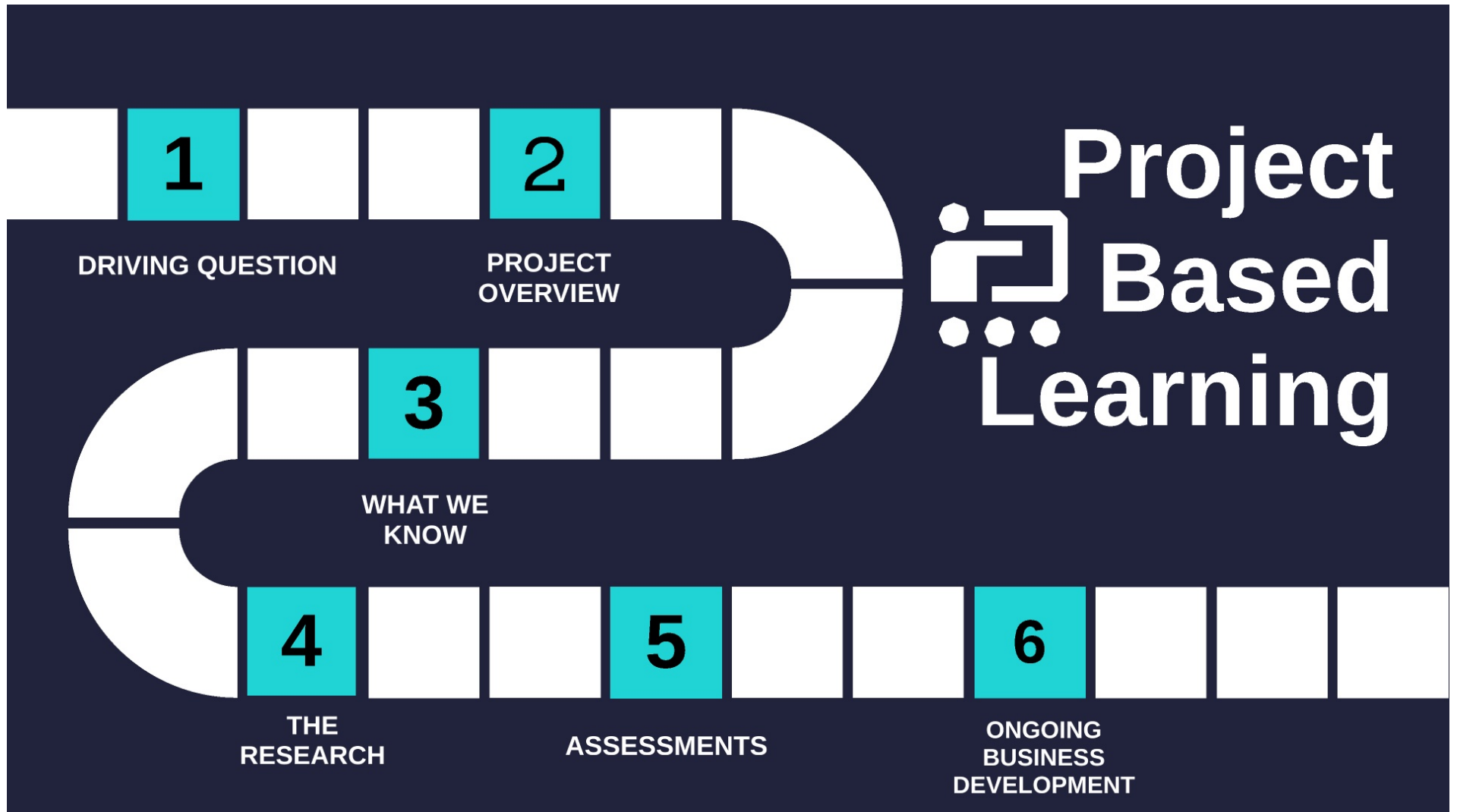
1	Start a Coffee Shop
2	Make and Deliver Bake Goods
3	Concierge Services
4	Classroom Errand Services
5	Car Wash and Detail Service

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Brainstorming Ideas





Starting a coffee shop has been selected as the most beneficial and profitable business for the staff.

## MATERIALS

Coffee  
Creamer  
Coffee Stirrers  
Sugar  
Coffee cups and lids  
Napkins  
Tea



## EQUIPMENT

K-Cup  
Coffee Pot  
Small Refrigerator  
Metal Spoons  
Aprons  
Food Handling Gloves  
Donated furniture

## Finances

# Finances

We will be working within a \$500.00 budget and accepting donations. Student will be selected as the finance officer.



**Merchandise**  
\$150.00



**Set up of shop location**  
Collaborate set up with auxiliary clubs



**Equipment**  
\$250.00



**Advertisement**  
\$50.00



**Furniture**  
Donations



**Cash on reserve**  
\$50.00

## Actual Advertisement Flyer



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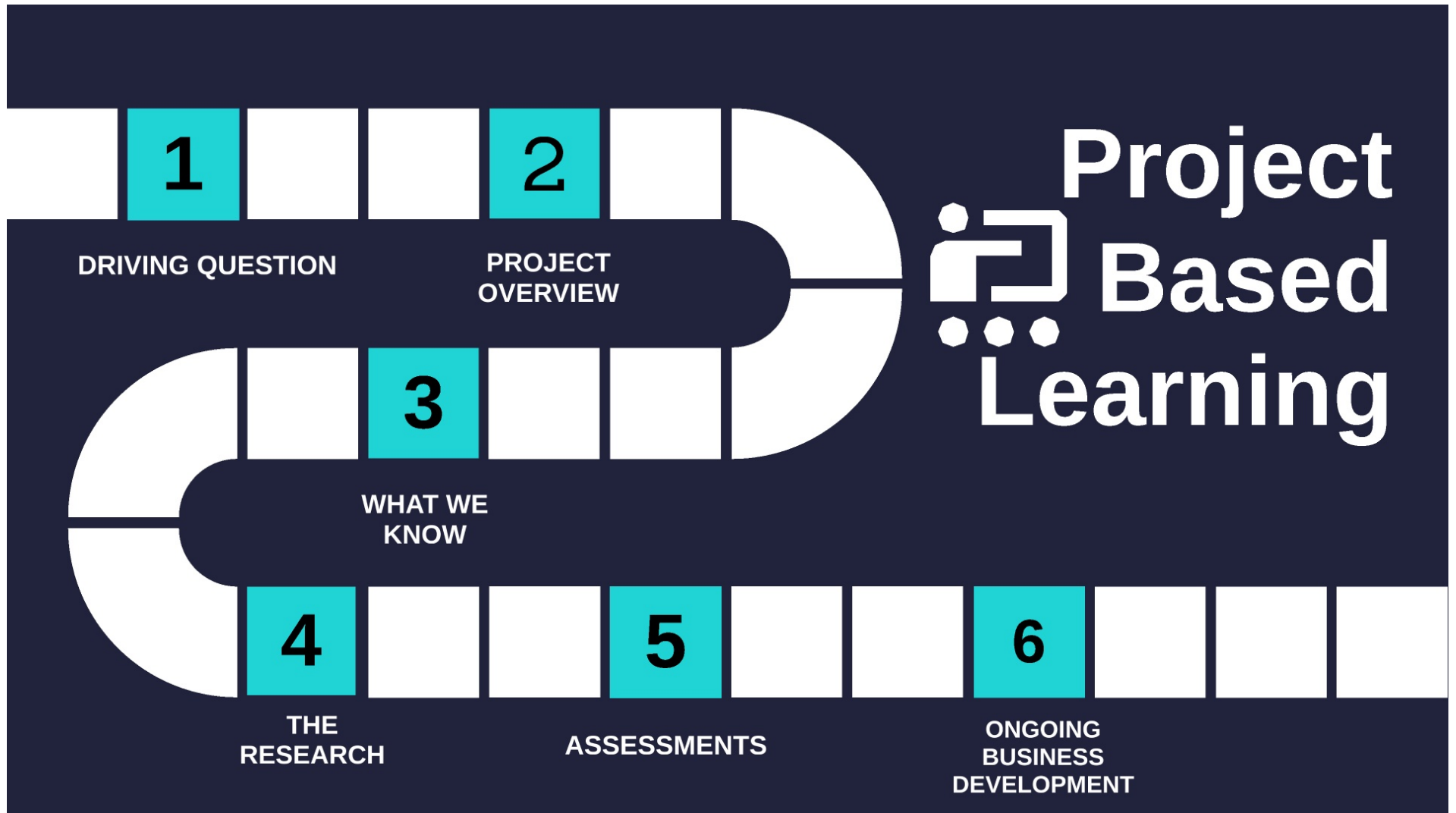


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## Finances





## Findings from Survey

Students survey results have suggested that the best way to serve our staff is a coffee shop. Coffee and an occasional breakfast food item is economical, simple, low cost and minimizes personal liabilities.

**Step 1**

**Step 2**

**Step 3**

# The Business Start-Up



Students name coffee shop after the name of the school.

Students find location to start coffee shop business.

Students send out letters to local businesses for donations.

Students to determine lay out of coffee shop.

Students to ask staff, administration and axillary clubs for support.

Students determine what to do with start up cash and establish procedure of what to with daily cash including starting a bank account.

Students determine store hours, staff hours and daily cleaning schedules.

Students are to determine marketing strategies prior to grand opening.

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**Step 1**

**Step 2**

**Step 3**

## Step 2



Students to monitor each other for peer reviews / evaluation during shop operation hours. Facilitator to offer encouragement and responsibility for student safety.



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**Step 1**

**Step 2**

**Step 3**

## Step 3

Have Fun!!!

Students are reminded that attitude is everything in serving others. Let your attitude be contagious in a positive way.



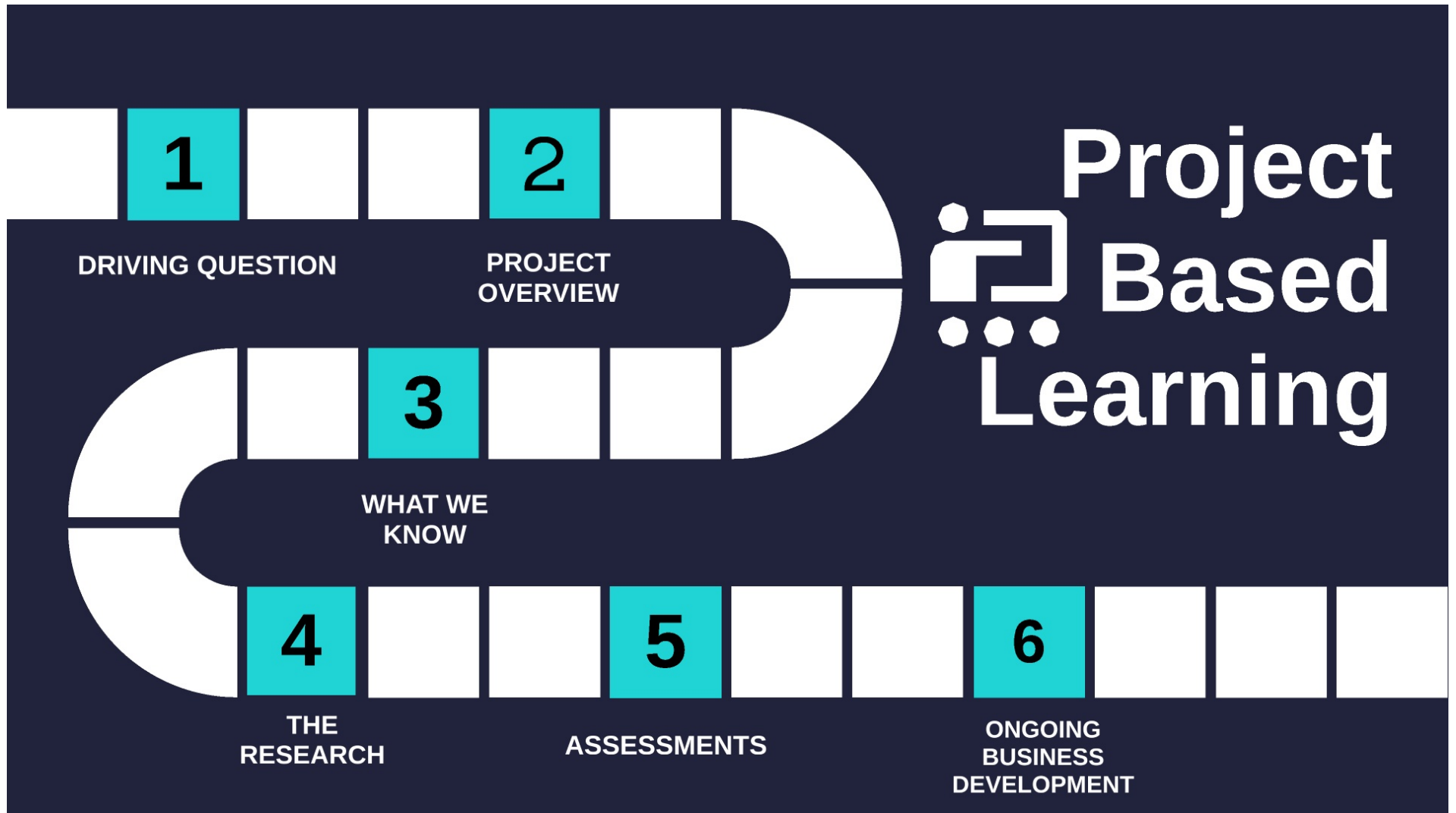
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# Making Progress

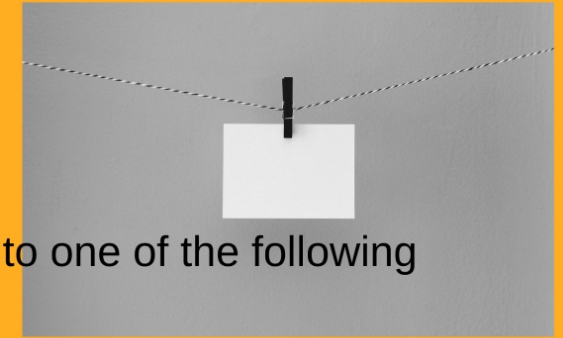
Students combine understanding from text books, class lectures and real world experience to assess skills and product performance.



**Assessment  
Activity 1**

**Assessment  
Activity 2**

# Assessment #1



Students will fill out an exit card at the end of each day and respond to one of the following questions.

Describe the overall operation of the business?

Are the student supervisors knowledgeable about the business?

Are the prices above or below average to make a profit?

Can you apply one lesson from the classroom that can equate with the experience of working with real customers?



# Making Progress

Students combine understanding from text books, class lectures and real world experience to assess skills and product performance.



**Assessment  
Activity 1**

**Assessment  
Activity 2**

# Summative Assessment Activity

Students are to make a journal and write about their experiences. This journal will be collected at the end of the semester for a grade of pass/fail. Students are to give reviews to new classmates and answer any questions pertaining to the business experience. Students will discuss all aspects of the service business.



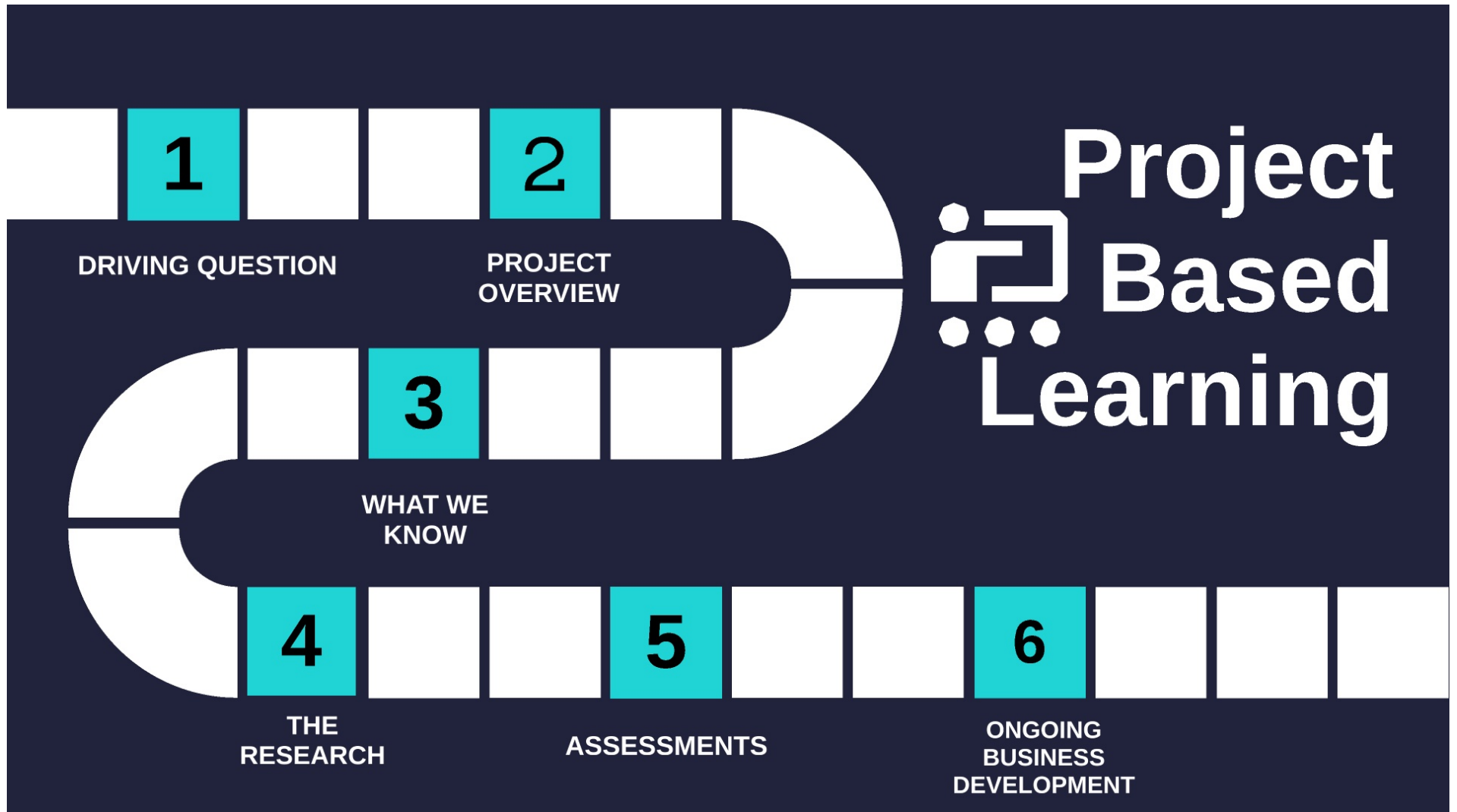
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**Assessment  
Activity 1**

**Assessment  
Activity 2**



# Ongoing Business Development

This project will be operated by the senior class students and those who excel in the business class. All remaining students will become mentors to new students during brainstorming breakout sessions in class. Mentors decide the topics to discuss from their journal that were experienced in the operation of the school based business. Graduating students also complete a resume to document their wealth of experience that can be used in a real world setting. The class will design a social media site with a discussion board to keep in touch with alumni as their skills are further development in the business world.





# Goals / Teaching Business Skills

