

Business Sub Plans Week, High School

Week-long sub plans: five days of print and go work for grades 9 to 12, planned Monday to Friday.

PREVIEW

What is included

- Sub binder: notes, the filled-in week plan, a blank schedule, class list, Monday opener (11 pages)
- Business sets for five days (15 pages)
- Calm vocabulary: learn 8 terms, then a quiet self-test (10 pages)
- Business team tasks (9 pages)
- Business games (10 pages)
- Answer keys (6 pages)

How it works

1. Open the week plan. Every set already has its day and page number.
2. Each day: one business set per period (a lesson with worked examples, practice and a challenge), a calm vocabulary block, a team task and an optional game for the last 15 minutes.
3. Every set stands alone: swap sets between days, or use one with another class when it fits.
4. No prep, no tech: print and go. The sub needs no business knowledge. Every answer is in the key.
5. Print in color or ink-saver black and white, US Letter or A4.

What this preview shows: the week at a glance, the filled-in week plan, the note to the substitute, the Monday opener, and all of Day 1 (the business set, the calm block, the team task and the game), one answer-key page and one ink-saver page. Every product page is watermarked. The full kit has 62 pages.



Every business set of the week, with its page and what it reviews. The day's set runs in every period you teach; any set works on any day.

MONDAY (DAY 1)

Opener	Meet Your Sub Fifteen minutes at the top of every period on Monday: the sub sheet, three questions, the class agreement and the voice levels.	p. 10 · 15 min
Business set 1	Entrepreneurship and Business Ownership Reviews: sole proprietorships, partnerships, corporations, LLCs and franchises, their pros and cons, and spotting a real business opportunity.	p. 13 · 50 min
Calm vocabulary	Learn and Test: Ownership Words Eight terms from the day's unit to learn alone, then a quiet self-test: match each term to its meaning.	p. 16 · 20 min
Team task	The Shelf Space Question Groups of four run an invented school store and rank twelve products by weekly profit, first by instinct, then by working it out.	p. 18 · 40 min
Game (optional)	Whiteboard Quiz Game Optional fun to end the class.	p. 19 · 15 min

TUESDAY (DAY 2)

Business set 2	Marketing Reviews: the 4 Ps of the marketing mix, target markets and segmentation, analyzing an ad, estimating a market and planning a product launch.	p. 21 · 50 min
Calm vocabulary	Learn and Test: Marketing Words Eight terms from the day's unit to learn alone, then a quiet self-test: write each term from its meaning and find it in a word grid.	p. 24 · 20 min
Team task	The Launch Week Budget Groups of four plan an invented smoothie shop's launch week: the promotions that bring the most new customers inside a money and a staff-hours limit.	p. 26 · 40 min
Game (optional)	Paper Password Optional fun to end the class.	p. 28 · 15 min

WEDNESDAY (DAY 3)

Business set 3	Business Math and Finance Reviews: revenue, fixed and variable costs, profit, markup and margin, the break-even point from a table and a chart, reading an income statement.	p. 30 · 50 min
Calm vocabulary	Learn and Test: Finance Words Eight terms from the day's unit to learn alone, then a quiet self-test: a short new text with eight gaps.	p. 33 · 20 min
Team task	The Shelf-Ready Package Groups of four brand a school store product and build its package and shelf sign from two sheets of paper, then test, vote and pitch.	p. 35 · 40 min
Game (optional)	Class Feud Optional fun to end the class.	p. 37 · 15 min

THURSDAY (DAY 4)

Business set 4	Management and the Workplace Reviews: the four functions of management, leadership styles, human resources, reading an org chart, workplace ethics and customer service.	p. 39 · 50 min
Calm vocabulary	Learn and Test: Workplace Words Eight terms from the day's unit to learn alone, then a quiet self-test: put the mixed-up letters of each term in order.	p. 42 · 20 min
Team task	The Hiring Decision Four cafe managers, each holding facts nobody else has, must hire one shift supervisor fairly from four candidates.	p. 44 · 40 min
Game (optional)	Classroom Millionaire Optional fun to end the class.	p. 46 · 15 min

FRIDAY (DAY 5)

Business set 5	The Business Plan Reviews: the sections of a business plan, mission statements, a SWOT analysis of an invented business, start-up costs and funding, and the structure of a pitch.	p. 48 · 50 min
Calm vocabulary	Learn and Test: Business Plan Words Eight terms from the day's unit to learn alone, then a quiet self-test: write the terms in a grid to find a mystery word.	p. 51 · 20 min
Team task	The Supplier Deal Groups of four negotiate, two against two, a coffee supply contract between an invented cafe and roaster, each pair with a private point sheet.	p. 53 · 40 min
Game (optional)	Mystery Box Optional fun to end the class.	p. 55 · 15 min

How the sets work

- One set per day covers every period you teach: Monday's set runs in every Monday class.
- Every set stands alone. Swap sets between days, or use one with another class when it fits.
- Each set opens with a line that says what it reviews, so you can match it to what your class covered.
- The calm vocabulary block fits any gap, the team task fills a block period, and the game is optional fun for the last 15 minutes.
- No prep, no tech. Every answer is in the keys at the back, so the sub needs no business knowledge.



This Week's Plan

You teach one subject to several classes, so every period you teach runs this same plan, first period to last: Monday's column in every Monday period, Tuesday's in every Tuesday period. Planning, lunch and duty periods: nothing to do. List your periods and classes on the blank schedule on the next page. This order is a sample: every set stands alone, so swap any set into any slot or any day.

WHEN	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
First 15 minutes: attendance, voice level, then	Meet Your Sub p. 10 · 15 min	Go over yesterday's answers Read them out from the key at the back; students mark their own (10 min)	Go over yesterday's answers Read them out from the key at the back; students mark their own (10 min)	Go over yesterday's answers Read them out from the key at the back; students mark their own (10 min)	Go over yesterday's answers Read them out from the key at the back; students mark their own (10 min)
Rest of the period: the day's set (one copy per student)	Business 1 Entrepreneurship and Business Ownership p. 13 · 50 min	Business 2 Marketing p. 21 · 50 min	Business 3 Business Math and Finance p. 30 · 50 min	Business 4 Management and the Workplace p. 39 · 50 min	Business 5 The Business Plan p. 48 · 50 min
If a class finishes early or gets loud	Learn and Test: Ownership Words p. 16 · 20 min	Learn and Test: Marketing Words p. 24 · 20 min	Learn and Test: Finance Words p. 33 · 20 min	Learn and Test: Workplace Words p. 42 · 20 min	Learn and Test: Business Plan Words p. 51 · 20 min
Block period (90 minutes) only	The Shelf Space Question p. 18 · 40 min	The Launch Week Budget p. 26 · 40 min	The Shelf-Ready Package p. 35 · 40 min	The Hiring Decision p. 44 · 40 min	The Supplier Deal p. 53 · 40 min
Last 15 minutes (optional): a fun way to end the class, or for extra time	Whiteboard Quiz Game p. 19 · 15 min	Paper Password p. 28 · 15 min	Class Feud p. 37 · 15 min	Classroom Millionaire p. 46 · 15 min	Mystery Box p. 55 · 15 min

How this week works

- You are covering a teacher who teaches one subject to several classes. Each class comes to this room once a day, for one period.
- So every class gets the same set on the same day: Monday's set in every Monday period, Tuesday's set in every Tuesday period.
- One set per day covers all your classes. Copy that day's set once per student in the morning. Planning, lunch and duty periods: nothing to run.
- Each set fills one period (45 to 55 minutes); the challenge at the end stretches it to a 90-minute block.

How to use this plan

- Page numbers point to the first page of each set. Copy one per student.
- The calm block is always allowed: a period that runs short, a loud class, or anyone who finishes early.
- The game is optional: a fun way to end the class, or something for extra time.



Note to the Substitute

Grades 9 to 12 · five days · every set runs from the printout alone

Thank you for covering my classes this week

Everything you need is in this binder. The front pages (important information, weekly schedule, class list) are filled in for this week. After them come the work sets, one per day: **Business 1** is Monday's set, **Business 2** is Tuesday's, and so on to **Business 5** on Friday. Run the day's set in every period you teach that day. Each set is one period (45 to 55 minutes), stands alone, and has its own answer key at the back of the binder, so you never have to make anything up or know the subject. The first page of every set tells you what to say. Every set ends with a challenge, so it stretches to a 90-minute block when you need it.

After the subject sets come the shared blocks, one of each per day. The **calm block** is always allowed: for a period that runs short, a loud class, or anyone who finishes early. The **team task** fills a period on its own. The **game** is optional: a fun way to end the class, or something for extra time. Fifteen minutes, from the script.

Each day has

- One Business set (one period, with a challenge to stretch it)
- A calm vocabulary block: learn 8 new subject terms, then a quiet self-test
- A team task for groups of four
- A paper game from the script

If the class is loud

- Set a voice level with a number, 0 to 3, and use it all week (the Day 1 opener explains it).
- Switch to the calm block. Nobody needs to move.
- Every set has a challenge at the end, so fast finishers always have something.
- If a set is not working, stop it and use the calm block or the team task. Every set starts cold.

At the end of each day

Please fill in that day's line on the "How it went" page. It takes two minutes and I read every word.

Did this kit work well for your class? A quick review helps other teachers find it and earns you TpT credits. Thank you!



Meet Your Sub

Day 1 opener, 15 minutes at the start of every period on Monday, before the set. Nothing to prepare.

Opener

Sub script (the same five minutes in every class)

1. **Before first period, fill in the introduction sheet** on the next page, once, for the whole day. Keep it short and honest. A high school class reads a sub in about ten seconds, so give them something real to read.
2. **Introduce yourself from the sheet** in two minutes. Then hold up the Ask the Sub list and take three questions from raised hands. Three, not ten. Say when you are done taking questions.
3. **Read the class agreement out loud** and ask this period to add one line of their own. Write that line on the board for the period. The line they wrote is the one they keep.
4. **Set the voice level with a number** from 0 to 3, using the box at the bottom of the sheet. Say which level today's set needs, and use the same numbers in every class all week.
5. **Start the set** with one sentence: this is today's work, it has a challenge at the end, and the calm block is always allowed when you are finished.

If the room is loud

- Skip the questions. Keep the agreement and the voice level, and say the number out loud.
- Start the set sooner. Work on the desk beats a speech about behavior every time.
- Name the level again after four minutes. A number is easier to follow than a lecture.

If a period runs ten minutes short

- Run Common Ground in groups of four. Six minutes of work, four minutes of reading out.
- Or hand out the reset sheet from the calm block and let the room go quiet early.
- Or have each student write one question they would ask the teacher when they get back.

Monday checklist (before first period)

- ☐ Read the Important Information page: office extension, exits, the nurse, the teacher next door.
- ☐ Check the class list for allergies, medical needs, early releases and students who carry a pass.
- ☐ Find today's set on the weekly schedule and count copies for every period, plus five spares.
- ☐ Fill in the About Your Sub sheet once and post it where the back row can read it.
- ☐ Write the voice levels 0 to 3 on the board and leave them there all week.
- ☐ Keep the answer keys inside the binder, not face up on the desk.



Business Set 1: Entrepreneurship and Business Ownership

Business • Day 1

Read the table of the five ways to own a business, then do the sort and the question under it.

This set reviews: sole proprietorships, partnerships, corporations, LLCs and franchises, their pros and cons, and spotting a real business opportunity

Remember

An **entrepreneur** takes on the risk of starting a business in the hope of a profit. **Liability** is responsibility for the business's debts: with **unlimited liability**, an owner's own savings, car or home can be used to pay them.

FORM	OWNERS	OWNERS' LIABILITY	PROFITS ARE TAXED	STARTING IT	EXAMPLE
Sole proprietorship (SP)	one person	unlimited: the owner's own savings can be used to pay business debts	once, as the owner's personal income	the quickest and cheapest form	a freelance photographer
Partnership (P)	two or more partners	unlimited for general partners: each can be held responsible for all of the debts	once, as each partner's personal income	easy; a written partnership agreement is wise	two friends' landscaping business
Corporation (C)	shareholders, any number	limited to the money they invested	twice for a regular (C) corporation: the company pays tax, then owners pay again on dividends	the most paperwork and cost; a board of directors	a large manufacturer
Limited liability company (LLC)	members, one or more	limited to the money they invested	usually once, as the members' personal income	more paperwork than a sole proprietorship, less than a corporation	a small design studio
Franchise (F)	a franchisee buys the right to run one location of a franchisor's business	depends on the legal form the franchisee picks, often an LLC	by that legal form; the franchisee also pays a start-up fee and royalties on sales	a large fee, but a proven system and training	a chain sandwich shop

Sort it: which form of ownership?

Write **SP**, **P**, **C**, **LLC** or **F** in the box. Each one is used twice.

1 Kofi mows lawns on his own. When the business could not pay a supplier, the supplier went after Kofi's personal savings.

2 The owners are called members. Their personal savings are safe from business debts, and profits are taxed once, on their own tax returns.

3 Dana paid a large fee to open a shop under a national sandwich chain's name, and she pays the chain a share of her sales every month.

4 It is owned by thousands of shareholders, who elect a board of directors to oversee the company.

5 Two cousins run a food truck together, split the profits, and are each personally responsible for all of its debts.

6 The owner must use the parent company's menu, recipes and uniforms, and in return gets its brand name and training.

7 The company pays income tax on its profits, and its owners pay tax again on the dividends they receive.

8 The quickest, cheapest form to start: one owner, no agreement with anyone, often just a local business license.

9 Three friends sign an agreement on who does what and how the profits are split. None of them has limited liability.

10 Two designers want limited liability, but without shares of stock, a board of directors or double taxation.

Kofi (item 1) wants to protect his savings but keep his lawn business simple and cheap to run. Which form should he switch to, and why?



Business Set 1: Which Form Fits?

Five invented owners describe what they need. Use the table on page 1 to pick the ONE form that meets every need, then give the reason.

Business • Day 1

- 1** Imani wants to start a dog grooming business by herself this month, with the least paperwork and cost possible. She accepts that her own savings are at risk.

Form Reason

- 2** Ravi and Ben want to open a bike repair shop together, share every decision and the profits, and keep start-up paperwork as low as possible. Neither minds being personally responsible for the debts.

Form Reason

- 3** A medical device company needs to raise \$20 million from thousands of investors by selling shares.

Form Reason

- 4** Three designers want to protect their homes and savings from business debts, have their profits taxed only once, and do less paperwork than a corporation.

Form Reason

- 5** Marcus wants to open a fitness studio with a well-known name, a proven system and training from day one. He is fine paying a share of his sales every month.

Form Reason

Sort it: advantage or disadvantage?

Write **A** if the statement is an advantage of that form, or **D** if it is a disadvantage.

- 1** Sole proprietorship: the owner keeps all of the profit.

☐

- 2** Partnership: one partner can be held responsible for debts the other partner ran up.

☐

- 3** Corporation: it can raise large amounts of money by selling stock.

☐

- 4** Franchise: the royalty is owed on sales, even in a month with no profit.

☐

- 5** Sole proprietorship: if the owner is sick, there may be no one to run the business.

☐

- 6** LLC: the members' homes and savings are protected from business debts.

☐

- 7** Franchise: a known brand name brings in customers from the first day.

☐

- 8** Corporation: its profits can be taxed twice.

☐

- 9** LLC: it costs more to set up and to file for each year than a sole proprietorship.

☐

- 10** Partnership: partners bring more money, skills and ideas than one owner could.

☐

Think it through

- 1.** Many businesses start as sole proprietorships and later become LLCs or corporations. Why does that change make sense as a business grows?

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Business Set 1: Spotting a Business Opportunity

Business • Day 1

Read the three tests, then check each test that an idea passes. An idea is a real opportunity only if it passes all three.

Remember: three tests of a real opportunity

- **Customers:** enough people will pay a price that covers the cost.
- **Room:** the need is not already well served by other businesses.
- **Fit:** the owner has, or can get in time, the skills and money it takes.

A Late-night snack delivery

Omar wants to deliver snacks to the three college dorms after 10 p.m. In a survey of 300 dorm students, 120 said they would pay a \$3 delivery fee, enough to cover his costs. Nothing near the dorms is open after 10 p.m. Omar has a car, a food handler card and free evenings.

☐ Customers ☐ Room ☐ Fit Opportunity? yes / no

B Hand-painted phone cases

Lena paints beautiful designs, owns all the paint and tools she needs, and wants to sell custom phone cases. No one else in town makes them. But she must charge \$30 a case to cover her costs, and only 6 of the 300 students she surveyed would pay that much.

☐ Customers ☐ Room ☐ Fit Opportunity? yes / no

C A car wash on Route 9

Theo wants to open a car wash for commuters. Many drivers in his survey said they want cleaner cars and would pay \$10 a wash, which covers his costs. Two car washes already operate on the same block, with free vacuums and lower prices than Theo could offer. Theo worked at a car wash for three years and has saved enough to lease the equipment.

☐ Customers ☐ Room ☐ Fit Opportunity? yes / no

D Websites for local shops

Half of the shops on Main Street have no website, and 12 shop owners said they would pay \$400 for a simple one, more than enough to cover the costs. No designer in town works with small shops. But Jonah has never built a website and has no time to learn before summer.

☐ Customers ☐ Room ☐ Fit Opportunity? yes / no

E Weekend algebra tutoring

At a school meeting, 40 parents said they would pay \$25 an hour for weekend algebra tutoring, far more than it costs to run. The only tutoring center is 30 miles away. Priya earned an A in every math class and already tutors her cousin.

☐ Customers ☐ Room ☐ Fit Opportunity? yes / no

F Water at summer concerts

Sam wants to sell bottled water at the town's free summer concerts, where crowds are big and fans get thirsty. Fans said they would gladly pay \$1 a bottle, more than it costs Sam. But five vendors already sell water at every concert for \$1, and the lines are short. Sam has a big cooler and the cash for his first 500 bottles.

☐ Customers ☐ Room ☐ Fit Opportunity? yes / no

Challenge: franchise or independent?

Marcus (case 5 on page 2) compares two plans. **Franchise:** a \$30,000 fee in year 1 only, a royalty of 6 percent of sales every year, and expected sales of \$250,000 a year. **Independent:** no fee and no royalty, but sales of \$180,000 in year 1 while people learn his name, then \$245,000 in year 2. All his other costs are \$150,000 a year either way. Work out his profit for each plan in year 1 and in year 2. Which plan wins each year, and by how much? What does this show about royalties?

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Calm Block, Day 1: Learn 8 Words

Calm • Day 1

Work alone and quietly. Learn 8 business ownership words, then test yourself on page 2.

How to learn them

- 1 Read the word and its meaning.
- 2 Read the example sentence.
- 3 Cover the word. Say it from the meaning.
- 4 Write it once on the line.

Know all eight? Turn this page face down and take the test on page 2.

WORD	MEANING AND EXAMPLE	WRITE IT
1 entrepreneur NOUN	a person who starts a new business and takes on the risk <i>As a young entrepreneur, Maya turned her baking hobby into a business.</i>	_____
2 franchise NOUN	the right to run a business using another company's brand and system <i>Luis bought a franchise of a national sandwich chain.</i>	_____
3 liability NOUN	legal responsibility for paying a business's debts <i>With limited liability, the owners' homes are safe if the company fails.</i>	_____
4 shareholder NOUN	a person who owns part of a corporation through its stock <i>Each shareholder gets a vote at the yearly meeting.</i>	_____
5 partnership NOUN	a business owned by two or more people who split the profits and debts <i>The two sisters formed a partnership to run a bakery.</i>	_____
6 startup NOUN	a young company, often built around one new idea <i>The startup has six employees and one big idea.</i>	_____
7 royalty NOUN	a payment, often a percent of sales, for using someone else's brand or idea <i>The owner pays the parent company a 6 percent royalty on every sale.</i>	_____
8 capital NOUN	money put into a business to get it going or help it grow <i>They raised capital from family and friends to open the shop.</i>	_____

Check your test here (only after the test) Turn the page upside down to read.

1 royalty 2 entrepreneur 3 franchise 4 startup 5 liability 6 partnership 7 shareholder 8 capital



Calm Block, Day 1: Test Yourself

Calm • Day 1

Turn page 1 face down and do not peek. When you finish, check your answers at the bottom of page 1.

Match each meaning to its word

Read each meaning. Write the matching word from the box on the line.

capital

entrepreneur

franchise

liability

partnership

royalty

shareholder

startup

- 1 a payment, often a percent of sales, for using someone else's brand or idea _____
- 2 a person who starts a new business and takes on the risk _____
- 3 the right to run a business using another company's brand and system _____
- 4 a young company, often built around one new idea _____
- 5 legal responsibility for paying a business's debts _____
- 6 a business owned by two or more people who split the profits and debts _____
- 7 a person who owns part of a corporation through its stock _____
- 8 money put into a business to get it going or help it grow _____

My score: _____ / 8 Words to review again: _____

Finished early?

Pick three of the words. Write your own sentence with each one.

- 1 _____
- 2 _____
- 3 _____



Team Task, Day 1: The Shelf Space Question

Groups of four. Voice level 2. No calculators and no phones. One sheet per group, one person writes, and no group rank goes down until all four agree.

Team • Day 1

The challenge

You are the student managers of the Eastside High School store, an invented shop that is short on shelf space. Before you decide what to cut, rank the twelve products below from **1 (the most profit a week)** to **12 (the least)**. A high price does not always mean a high profit, and a cheap item that sells all day can beat an expensive one.

Step 1: alone, in three minutes, fill in "My rank" by instinct. **Step 2:** split the products, three each, work out every weekly profit, check each other's math, and agree on the group rank. Every rank from 1 to 12 is used once. The rule: **weekly profit = (price minus cost) times the number sold in a week**. Worked example: a \$5 phone grip that costs the store \$3, 12 sold a week: $(\$5 - \$3) \times 12 = \$24$ a week.

	PRODUCT	PRICE	COST TO THE STORE	SOLD A WEEK	MY RANK	GROUP RANK	WEEKLY PROFIT	TRUE RANK	DIFFERENCE
A	School hoodie	\$38	\$26	6					
B	Pencils	\$0.50	\$0.20	60					
C	Bottled water	\$1.50	\$0.50	90					
D	Graphing calculator	\$120	\$105	2					
E	Granola bars	\$1.25	\$0.60	80					
F	Spiral notebooks	\$3	\$1.20	25					
G	Spirit T-shirt	\$15	\$7	10					
H	Earbuds	\$12	\$8	9					
I	Lanyards	\$4	\$1	20					
J	Sports drinks	\$2.50	\$1.10	40					
K	Phone chargers	\$15	\$9	4					
L	Stickers	\$2	\$0.40	25					
Total difference (lower is better)									

Scoring

Difference = group rank minus true rank, sign dropped, added over the twelve rows. Score your "My rank" column the same way.

- **0 to 10:** excellent: you think like a store manager
- **11 to 20:** good
- **21 to 32:** fair
- **33 or more:** redo the math together, units first

Gut versus math

Which product fooled your instinct the most, and why?

Challenge: markup percent = $(\text{price minus cost}) \div \text{cost} \times 100$. Which product has the highest markup percent? Is it also the one with the most weekly profit? What does that tell a store manager?



Game, Day 1: Whiteboard Quiz Game

Sub script and questions. 15 minutes at the end of the period, or for extra time. Optional.

Game • Day 1

Set up (2 minutes)

1. Draw a 5 by 5 grid on the board, or tape up the board sheet. Write the five category names across the top and the values 100 to 500 down each column.
2. Teams of four to six. Team 1 picks a category and a value.
3. Read the question. The team gets 15 seconds and one answer. Right: they take the points and pick again.
Wrong: the next team may steal, then play moves on.
4. Cross the square off. Highest total when time is up wins.

Read this out

"One voice per team: pick a captain who says the final answer. Shouted answers do not count and the square is dead. Team 1, choose a category and a value."

Keep the running score in a corner of the board. If a team argues a call, the script wins and the game moves on. The bold answer is the one to accept, but take a clear equivalent too (HR for human resources, tagline for slogan).

Ownership

- 100 A business owned by one person is called what?
Sole proprietorship
- 200 Who starts a business and takes on its risk?
An entrepreneur
- 300 Who owns a corporation?
Shareholders
- 400 What does a franchisee pay, often a percent of sales?
A royalty
- 500 What does LLC stand for?
Limited liability company

Management

- 100 Which management function is setting goals?
Planning
- 200 Which leadership style lets the team vote?
Democratic
- 300 What chart shows who reports to whom?
An org chart
- 400 How many people report to one manager is called what?
Span of control
- 500 Which department hires and trains workers?
Human resources

Marketing

- 100 The 4 Ps: product, price, place and what?
Promotion
- 200 What is the group a business most wants to sell to?
Its target market
- 300 What is a short, catchy phrase used in ads?
A slogan
- 400 Grouping buyers by age or income is what segmentation?
Demographic
- 500 An ad where a user praises a product is what technique?
Testimonial

Plans

- 100 In SWOT, what does the S stand for?
Strengths
- 200 In SWOT, is a new rival next door a W or a T?
T, a threat
- 300 Which plan section is written last but placed first?
Executive summary
- 400 What says what a company does, for whom and why?
Mission statement
- 500 A 30-second talk selling an idea is called what?
An elevator pitch

Money

- 100 What is revenue minus total costs?
Profit
- 200 40 mugs sell at 12 dollars each. What is the revenue?
480 dollars
- 300 A cost that stays the same at any sales level is what?
A fixed cost
- 400 A 30 dollar lamp gets a 50 percent markup. What is the price?
45 dollars
- 500 Fixed cost 600 dollars, contribution margin 10 dollars a unit. Break-even?
60 units

Final Wager: Break-Even

Play this when the board is clear, or when two minutes are left. Announce the category, then every team writes a secret wager of up to the points it already has. Read the question. Teams get 60 seconds of silent writing, then hold their answers up together.

Fixed costs are 900 dollars a month. A shirt sells for 20 dollars and costs 8 to make. How many must sell to break even?

75 shirts

Right: add the wager. Wrong: subtract it. That is the final score.



Game, Day 1: The Board

Tape this to the whiteboard or copy it. Cross squares off as they are played.

Game • Day 1

OWNERSHIP	MARKETING	MONEY	MANAGEMENT	PLANS
100	100	100	100	100
200	200	200	200	200
300	300	300	300	300
400	400	400	400	400
500	500	500	500	500

Scores

Team 1

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Team 2

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Team 3

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Team 4

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Team 5

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Team 6

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Final Wager: Break-Even

Write your wager before you hear the question. A team may bet any amount up to the points it already has. Right answer: add the wager. Wrong answer: subtract it.

Team 1

WAGER

ANSWER

Team 2

WAGER

ANSWER

Team 3

WAGER

ANSWER

Team 4

WAGER

ANSWER

Team 5

WAGER

ANSWER

Team 6

WAGER

ANSWER



Answer Keys (1 of 6)

Teacher copy. Keep these pages out of the student sets.

Business Set 1: Entrepreneurship and Business Ownership

Forms sort: 1. SP; 2. LLC; 3. F; 4. C; 5. P; 6. F; 7. C; 8. SP; 9. P; 10. LLC. **Question:** An LLC: it gives him limited liability, with less paperwork than a corporation and profits taxed only once.

Which form fits: 1. SP, one owner and the least paperwork, and she accepts unlimited liability; 2. P, two owners who share decisions and profits, the least paperwork, unlimited liability accepted; 3. C, only a corporation can sell shares of stock to raise money from the public; 4. LLC, limited liability, profits taxed once, less paperwork than a corporation; 5. F, a known brand, a proven system and training in return for fees and royalties.

Advantage or disadvantage: 1. A; 2. D; 3. A; 4. D; 5. D; 6. A; 7. A; 8. D; 9. D; 10. A. **Think it through:** accept any answer that names limited liability (more to lose as the business grows), raising money from investors or new owners, or the business outliving its founder.

Opportunity check: A. passes all three, **yes**; B. fails Customers, no; C. fails Room, no; D. fails Fit, no; E. passes all three, **yes**; F. fails Room, no.

Challenge: Year 1: franchise \$250,000 – \$30,000 fee – \$15,000 royalty – \$150,000 = **\$55,000**; independent \$180,000 – \$150,000 = **\$30,000**, so the franchise wins by \$25,000. Year 2: franchise \$250,000 – \$15,000 – \$150,000 = **\$85,000**; independent \$245,000 – \$150,000 = **\$95,000**, so the independent studio wins by \$10,000. The brand helps most at the start, but the royalty is paid every year for as long as he runs the franchise.

Calm block, Day 1: Learn and Test: Ownership Words

Match: 1. royalty; 2. entrepreneur; 3. franchise; 4. startup; 5. liability; 6. partnership; 7. shareholder; 8. capital.

Students check their own test with the upside-down answers at the bottom of page 1 and write a score out of 8. Own sentences: answers vary; accept any sentence that uses the word with its page 1 meaning.

Calm block, Day 2: Learn and Test: Marketing Words



Write and find: 1. survey; 2. slogan; 3. promotion; 4. competitor; 5. brand; 6. packaging; 7. segment; 8. logo. In the grid the words run in all eight directions, some backward; each word is in the grid once.

Students check their own test with the upside-down answers at the bottom of page 1 and write a score out of 8. Own sentences: answers vary; accept any sentence that uses the word with its page 1 meaning.



Business Set 1: Which Form Fits?

Five invented owners describe what they need. Use the table on page 1 to pick the ONE form that meets every need, then give the reason.

Business • Day 1

- 1** Imani wants to start a dog grooming business by herself this month, with the least paperwork and cost possible. She accepts that her own savings are at risk.

Form Reason

- 2** Ravi and Ben want to open a bike repair shop together, share every decision and the profits, and keep start-up paperwork as low as possible. Neither minds being personally responsible for the debts.

Form Reason

- 3** A medical device company needs to raise \$20 million from thousands of investors by selling shares.

Form Reason

- 4** Three designers want to protect their homes and savings from business debts, have their profits taxed only once, and do less paperwork than a corporation.

Form Reason

- 5** Marcus wants to open a fitness studio with a well-known name, a proven system and training from day one. He is fine paying a share of his sales every month.

Form Reason

Sort it: advantage or disadvantage?

Write **A** if the statement is an advantage of that form, or **D** if it is a disadvantage.

- 1** Sole proprietorship: the owner keeps all of the profit.

☐

- 2** Partnership: one partner can be held responsible for debts the other partner ran up.

☐

- 3** Corporation: it can raise large amounts of money by selling stock.

☐

- 4** Franchise: the royalty is owed on sales, even in a month with no profit.

☐

- 5** Sole proprietorship: if the owner is sick, there may be no one to run the business.

☐

- 6** LLC: the members' homes and savings are protected from business debts.

☐

- 7** Franchise: a known brand name brings in customers from the first day.

☐

- 8** Corporation: its profits can be taxed twice.

☐

- 9** LLC: it costs more to set up and to file for each year than a sole proprietorship.

☐

- 10** Partnership: partners bring more money, skills and ideas than one owner could.

☐

Think it through

- 1. Many businesses start as sole proprietorships and later become LLCs or corporations. Why does that change make sense as a business grows?**

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In the full kit

Five days, planned and ready to print.

62 pages in color and ink-saver
B&W, US Letter and A4

5 days, each with its own sets, calm
vocabulary block, team task and
optional game

15 pages of business sets with
worked examples

6 answer-key pages, every answer
checked

Thank you! If this works for your class, a quick review helps other teachers find it, and earns you TpT credits.

