

Business Club

The purpose of a business club will be to cover the fundamentals of planning, starting, and running a real business. The club will be mostly student driven with real professionals assisting students in their different business roles, such as sales, marketing, product development, accounting, human resources, technology and management. As part of the instruction, students will travel to local businesses for behind the scenes tours of offices, warehouses and factory floors.

Semester 1 (Fall 2018)

Introduction to Business:

During these weekly sessions, students will learn firsthand from the real-world experiences of business professionals. Sessions will include: a blueprint for an educational path for each career, a look at a regular day in the life of each professional, how professional men and women live their faith in their fields, the biggest challenges each career presents, areas that provide professionals with work satisfaction, etc.

Professional from disciplines such as marketing, accounting, manufacturing, service, retail, finance, law, technology, sales, logistics, human resources, design, publishing, etc. will be slated to share from their experiences.

Semester 2 (Spring 2019)

Entrepreneurship **101**

This semester will be the planning stage for creating an actual business and will involve doing market research and creating a detailed business plan.

Sessions will cover:

1. Defining a product or service and identifying target customers. What is the problem we want to solve?
2. Understanding the size of the market, competitors and what our competitive advantages are.
3. Understanding the cost structure, determining pricing and promotions, defining our sales and distribution plan.
4. Naming our business, creating a logo and a brand story.
5. Choosing a legal structure, understanding other legal requirements and determining our management structure.
6. Calculating the cost of starting the business and creating sales and expense forecasts. Determine funding requirements.

This semester will conclude with students pitching the business plan to investors (group of 3 or 4 parents/teachers) that will invest in their businesses.

Semester 3 & 4 (fall 2019 and spring 2020)

Starting a business

- Students implement their business plan. Each student assumes a roll within the company. We have a CEO, CFO, CMO, CIO, COO, etc. A board is set up that these managers report to. Board will consists of teachers/parents/investors.
- Each student gets to present their progress once a month at the club meeting. The presentation will cover the work they have done in the prior 4 weeks. Giving students a chance to teach, will enforce the tasks they completed. For instance:
 1. The CFO, opens the bank account, registers for sales tax, setup the general ledger, income statement, balance sheet, cash flow statements, etc.
 2. The CMO creates a branding strategy and determines how we will advertise. Open social media accounts, Google AdWords, setup analytics, create marketing campaigns, etc.
 3. The CIO determines which is the best platform to build a website on. Purchases a domain, sets up email, and other software to use. Responsible for security, storage, networking, etc.
 4. The COO manages the operations including shipping, customer service, etc.
 5. HR Manager will determine starting salaries and benefits based on real world data. Also implement a performance review process and different forms and procedures.

At the end of each semester the management team present their results to the board.

Student Requirements:

1. A minimum of 5 students are needed the first year for the club to be successful.
2. Students entering the second year will benefit from observing senior students teach about their research. These students will also be apprenticed to the senior students based on interest.