

Agri-Entrepreneurship Program



Unit: 5

Lesson: 5.2

Advancing Your Enterprise

Precepts:

- K. Emotional Growth
 - K1. Cope with life's trials
 - K6. Seek appropriate counsel
- N. Decision Making
 - N3. Make ethical decisions

National Standards:

NL-ENG.K-12.6 Applying knowledge

Student Learning Objectives:

- As a result of this lesson, the student will ...
1. Describe and summarize the roles of a business manager
 2. Identify ways an entrepreneur's business will remain ethical and legal



Instruction time for this lesson: 60 minutes

Resources:



- Mariotti, Steve. *Entrepreneurship: Starting and Operating a Small Business*. New Jersey. Pearson Prentice Hall Publishers. 2007

**Tools,
Equipment,
and Supplies:**

- 🎧 CD player/computer and speakers
 - 🎧 Classical music selection
 - 📄 One copy of AS.1 through AS-8 for each student
 - 📄 One copy of AS.9 for each student
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Key Terms:

The following terms are presented in this lesson and appear in bold italics:

Planner

Organizer

Leader

Staffer

Coordinator

Representative

Innovator

Motivator

**Interest
Approach:**



As students are entering the classroom, have some type of classical music playing. Once all students are seated, turn the volume up on the music and allow the students to sit in silence as they listen to the classical selection for approximately thirty seconds. When time is up, offer the following statements.



Imagine what it would be like to listen to this symphony in person! What does it take to produce this musical creation?

Elicit student responses.

It is amazing to think that simply by combining the sounds from various instruments, we can have such a masterpiece. Even so, a symphony just doesn't happen. There has to be a person that is responsible for directing and guiding each musician. What is that person called?

Elicit student responses.



You got it! The person responsible for leading the group is called a conductor.

What do you know about a musical conductor? What do they do? Why is their job important? Turn to your neighbor and share with them what you know about a musical conductor. *Allow students to share with a neighbor.* Who will share what they know about a musical conductor? *Elicit student responses.*

The role of a musical conductor has many dimensions. Not only are they responsible for setting the tempo of the musical selection, but they also shape the entire sound of the symphony. That's a pretty important job.

Let's consider this though...how does one become a conductor? What do they have to do well? What must they know?

Allow students to share their thoughts.



What many of us might not know is that most all conductors started out as successful musicians. Because of their passion for their product, they made the move from an individual contributing to the whole to the person responsible for a much larger presentation. They had to make a drastic change from one role to another. They had to transform themselves from being a musician to that of being a conductor.

As an entrepreneur, we also have the choice of making a great transformation. Many times, entrepreneurs will make the transition from being entrepreneurs to becoming managers. There is so much more to consider when being a manager, but the rewards are also that much greater.

As we start today, it's important to be curious learners and search for ways that we can apply this information to our businesses.

Objective 1: Describe and summarize the roles of a business manager

The eight roles of a business manager will be introduced to the student through a carousel activity. Eight students will receive an Activity Sheet (AS.1 through AS.8) that lists one role of a business manager and the description of that role. The remaining students will be in eight groups in the room. (NOTE: Based upon the number of students, this activity might need to be modified. If you have a small class, give four students roles and have the remaining students in four groups around the room).

*The students that receive the roles will be the “manager.” The remaining students will be “employees.” The managers will try to get the employees to guess what role they are playing through their words and actions. Based upon the given scenario, the managers will make statements that illustrate the role. For example, if a manager is a **motivator**, they would make statements and actions that would motivate their employees.*



We have an amazing opportunity today because we are transforming ourselves from entrepreneurs to managers. What does that mean? *Elicit student responses.* That's right! Because our entrepreneurship has become so successful, it is time for us to hire some employees.

We need eight volunteers that are willing to begin that transformation.

Take volunteers, and if not enough students volunteer, select them. Again, based upon the number in class, this could vary.



Thanks volunteers! Please come to the front of the room. Congratulations! You are now successful business owners. You might be wondering what type of business you own. You are the owner of your very own snow cone stand.

Write the scenario on the writing surface or show TM.1.



Business Scenario: You are in the second year of owning and operating a snow cone stand. The first year was very successful. Because of the success, you have hired two employees to work for you. This is your first experience as a manager, and you want to be successful. In order to learn more about managing people, you do some research and discover that managers typically have eight roles to play. It is your job to play the roles in your business to keep the business successful and your employees happy.

Managers! What questions do you have about your business?

Now those of you still sitting at your desk might be wondering what your role is. That's right. You are the new employees and in the front of the room is your manager.

When I say, "Manage," each manager will pair up with an employee. The manager will try to get the employee to guess what role they are playing by their actions and words based upon the business scenario. Managers, you will not want to tell the employees what role you are playing, but if they guess it correctly, make sure they write it down on some scratch paper. Each manager will have 30 seconds with each employee. Who will summarize the directions of this activity for us? *Select a volunteer to summarize the directions of the activity.* Thanks. What questions are there? Manage!

As students begin the first rotation, it is important to make sure that the managers are making statements and actions according to the scenario. Watch the time and determine which way the students will rotate when time is finished.

If employees guess the role correctly, they will need to write that role down on scratch paper. When all the managers have had a chance to role play each role, ask the students to return to their seats. Process the activity with the following questions:



Thanks for your participation! Not only did we have some great managers, but we really had some great employees that were able to decipher what role their manager was demonstrating. Let's think about this last experience...

- What were some of the roles that the managers were playing?
- How were you able to determine what role the managers were playing?
- Managers, how did you decide how to demonstrate that role?
- Thinking specifically about the role you played, why would that role be important as a business manager?

Write the following on a writing surface or show TM.2 and TM.3

- I. Roles of a Business Manager
 - a. **Planner:**
 - i. Managers set long-term and short-term goals for day-to day activities.
 - b. **Organizer:**
 - i. Managers organize the businesses operations including defining the role each employee plays.
 - c. **Leader:**
 - i. Managers are responsible for influencing their employees to achieve the goals of the business.
 - d. **Staffer:**
 - i. Managers must determine the strengths, skills, and experiences of employees and place them accordingly. Additionally, managers are responsible for developing employee training
 - e. **Coordinator:**
 - i. Managers must maintain an effective and consistent communication system and scheduling meetings as needed.
 - f. **Representative:**
 - i. It is the manager's duty to communicate a positive image of the business to the community.
 - g. **Innovator:**
 - i. Business managers should always been searching for new ways to meet organizational goals.
 - h. **Motivator:**
 - i. Each decision that a business manager makes has the potential to affect employee motivation and morale positively or negatively.

After providing the eight roles of a business manager, ask the students

the following questions.



There are many roles that a manager must play. Ponder this...what role do you think is most important? *Allow time for students to think.* Turn to your neighbor and share with them the role you think is most important and why you selected it. *Allow time to share and then elicit student responses.* Who will share with us what their partner came up with? Thanks for sharing.

Sometimes it takes years before an entrepreneur will have the need or the means to add employees. However, if they get to that point, it is very important to remember that as a manager, each role needs to be played. Just as important, however, is the need to maintain ethical standards within your business.

Objective 2:

Identify ways an entrepreneur's business will remain ethical and legal



The Golden Rule. We have all heard of it, and hopefully, it is something that we apply to every aspect of our lives. What does the Golden Rule mean to you?

Elicit student responses.

Thanks for sharing. Simply put, the Golden Rule reminds us to treat others as we would like to be treated. This also applies to entrepreneurs and business managers.

As the entrepreneur, your values set the ethical standards for your business. If you think it is okay to be rude to your employees or not treat customers fairly, your employees will most likely do the same. If this happens, your business will not survive.

Provide each student with a copy of AS.9. This activity sheet lists ten business practices. Have each student determine if the practice is ethical or unethical. If they think the practice is unethical, they will need to be prepared to defend their answers.



In just a moment you will be receiving an activity sheet that lists ten business practices. Individually, determine if you think the practice is ethical or unethical. If you think the practice is unethical, be prepared to defend your answer. You will have three minutes to make a decision for each statement. What questions do you have? You may begin when you receive your activity sheet.

Give the students an opportunity to work through the activity sheet. When they are finished, ask the following questions:



- Which statement was easiest for you to select as ethical or unethical? Why?
- Why would it be important for an entrepreneur to be aware of

- ethical issues?
- What are some potential ethical issues you might have in your entrepreneurship program?

Marcel Marceau e-Moment

Use the Marcel Marceau e-Moment to review four of the ethical business practices.

The Marcel Marceau e-Moment challenges students to capitalize on the silence of a mime and allows students to create mime motions for the content. Others guess the answer and explain how the motion helps to remember the content.



When I say, “Partner,” we will have five seconds to find a partner and focus your attention to the front of the room. Partner!

Thank you. When I say, “Mime,” we will have four minutes to create mime motions using your activity sheet, select four ethical business practices with your partner and create mime like actions or a skit that represents each ethical business practice you have selected and be prepared to share with the class. Questions? Mime!

Allow a few pairs to mime their ethical business practices with the rest of class guessing which one they are acting out.



Nice work! It is critical that as you begin your entrepreneurship plan, you think about how you can guarantee that your business remains ethical and legal as it grows.

Review/ Summary:

Use the Party Host e-Moment to review the roles of a business manager. At this party, identities of the guests are understood only through their words and actions; the host does not know who is in attendance. Here’s how it works: Selected students or volunteers are guests at a party. Each guest acts out his or her unique character taken from the unit or today’s lesson as the host of the party deciphers the guest’s identity. The guest’s character is a fact, vocabulary word, concept, or step in a process. For example, students are learning the caste system of India or the feudal system of the Middle Ages. For each class of people, a student portrays their characteristics through words and actions. One student is selected to be the host of the party. The host greets each guest at the door, welcomes him or her to the party, briefly interacts with him or her, and then greets the next guest. As the party grows, and the last guest arrives, the host and guests interact in a cacophony of conversation. At the end of the party, the host guesses each guest’s identity.

Application:

- Extended classroom activity:
Using the Internet, the student will need to locate at least five businesses that have been exposed as having unethical

business practices. Students will write a short description describing the situation and why it was considered unethical.

▶ FFA activity:

Students will examine the components of the Farm Business Management CDE and participate in the event if desired.

▶ SAE activity:

For Placement SAE programs, students will evaluate their manager based on the roles a business manager plays. For entrepreneurship programs, students will evaluate their own role as a business manager.

Evaluation: As a written reflection of what you are learning, write two paragraphs (five sentences per paragraph), concerning the most valuable thing you learned in the classroom/lab during this unit and how you can utilize this information outside of class. This assignment is worth 20 points

Answers to Evaluation:

Grade the Evaluation using the following rubric:

Criteria	Proficient	Satisfactory	Unsatisfactory
Reflection on Learning	5 Conclusions clearly drawn and explained, accounting for at least half of the journal entry.	3 Some conclusions drawn, but loosely connected to the events of the lab. Less than half of the journal entry.	1 Conclusions unclear. Small part of the journal entry or not included at all.
Neatness and Conventions	5 The writing is especially neat. Complete sentences written in paragraph structure. No spelling errors.	3 The writing is generally neat and legible. Complete sentences. Few spelling errors.	1 The writing is sloppy and illegible. Some sentences are incomplete. Several words are misspelled.
Length – one point given for each sentence up to 10.			
Total			/20

TM.1

Business Scenario: You are in the second year of owning and operating a snow cone stand. The first year was very successful. Because of the success, you have hired two employees to work for you. This is your first experience as a manager, and you want to be successful. In order to learn more about managing people, you do some research and discover that managers typically have eight roles to play. It is your job to play the roles in your business to keep the business successful and your employees happy.

Roles of a Business Manager

- a. **Planner:**
 - i. In this role, the manager sets long-term and short-term goals for day-to day activities.
- b. **Organizer:**
 - i. Managers organize the businesses operations including defining the role each employee plays.
- c. **Leader:**
 - i. Managers are responsible for influencing their employees to achieve the goals of the business.
- d. **Staffer:**
 - i. Managers must determine the strengths, skills, and experiences of employees and place them accordingly. Additionally, managers are responsible for developing employee training
- e. **Coordinator:**
 - i. Managers must maintain an effective and consistent communication system and scheduling meetings as needed.
- f. **Representative:**
 - i. It is the manager's duty to communicate a positive image of the business to the community.
- g. **Innovator:**
 - i. Business managers should always been searching for new ways to meet organizational goals.
- h. **Motivator:**
 - i. Each decision that a business manager makes has the potential to affect employee motivation and morale positively or negatively.

AS.1

Planner: Manager set long-term and short-term goals for day-to day activities.

AS.2

Organizer: Managers organize the businesses operations including defining the role each employee plays.

AS.3

Leader: Managers are responsible for influencing their employees to achieve the goals of the business.

AS.4

Staffer: Managers must determine the strengths, skills, and experiences of employees and place them accordingly. Additionally, managers are responsible for developing employee training

AS.5

Coordinator: Managers must maintain an effective and consistent communication system and scheduling meetings as needed.

AS.6

Representative: It is the manager's duty to communicate a positive image of the business to the community.

AS.7

Innovator: Business managers should always been searching for new ways to meet organizational goals.

AS.8

Motivator: Each decision that a business manager makes has the potential to affect employee motivation and morale positively or negatively.

AS.9

Directions: Read the ten business practices listed below. Determine if the business practice is ethical or unethical. If you believe a practice is unethical, be prepared to defend your answer.

1. Managers should treat the business earnings as their personal income.
2. As your business grows, have your records checked once a year by a reputable accountant.
3. Business owners should arrange to have themselves and one other person required to sign checks.
4. Businesses do not need to conduct regular employee performance reviews.
5. As a large business, you can offer your employees company stock at a discount.
6. Managers do not have to accurately report the companies' earnings with employees and shareholders.
7. There is zero tolerance for violations against public and employee safety.
8. If you are the manager, you are allowed to conduct personal business on company time.
9. Because of their positional authority, managers are allowed to take the credit for ideas others come up with.
10. If you are in a bind, managers can use company resources for personal purposes.