

BUSINESS OWNERSHIP

Objectives: Help students understand business ownership and all the legal responsibilities that go with it.

We will conduct the following items:

What is a CEO?

CEO stands for Chief Executive Officer. The CEO is the highest ranking officer of a company. The CEO reports to a Board of Directors.

The CEO is the chief decision maker about all operations of a company. A CEO is in charge of marketing, strategy, financing, human resources, hiring, firing, sales, public relations, and any other company activities.

The CEO duties include:

Set the goals for the company.

Develop a strategy to meet the goals.

Communicate the strategy to others.

Hire a team to run the company.

Lead the team to meet the goals.

Set the budget.

Raise funds from investors.

Form partnerships with other businesses and people.

Present information about the company to the Board of Directors.

Students will research different types of businesses, sole proprietorship, LLC, etc. They will also understand all the requirements for starting and maintaining a business. The legal aspect is one of the biggest parts. Students will research this information with me going over the key aspects once they have collected their information. We will also review financial statements and students will develop an understanding of how to read these statements. Students will use information from statements to create their own graphs and charts to use in presenting to their "board of directors."

1. What qualities do you possess that would make you a good CEO?
2. What do you want to call your company?
3. Why did you choose this name for your company?
4. What is the product type?

You need to set a price for each product line. The **cost** for each product line has already been set at \$50.00, \$75.00 and \$100.00. *Cost* is the amount of money it takes to make the product. Cost is already set and should not be changed. You need to set a **retail value** for each product line. *Retail value* is the amount the consumer pays to purchase the product. The retail value cannot be more than **double** the cost price. For example if the product cost is \$50.00, the retail value cannot exceed \$100.00.

5. What is the retail price for the product?

We will now look at a price and product graph as well as sales revenue. This will allow students the opportunity to take a real look at business and sales.