

Lesson #2: Constructing a Company (5 Day Project)

Objectives

Students will be able to...

- Apply their knowledge of the basic components of a company to build their own company.
- Work effectively as a part of a team.
- Identify the three basic types of companies.

Common Core Standards

LS 11-12.6
 RSIT 11-12.2
 WS 11-12.2
 Communication 2.4 & 2.5
 Career Planning and Management 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9
 Technical knowledge and skills 10.4
 Problem Solving and Critical Thinking 5.3
 Demonstration and Application 11.5
 Residential and Commercial Construction Pathway D1.1, D1.2, D1.3

Materials

Business Plan Assignment Criteria
 Constructing a Company Planning Worksheet
 Visual Project Presentation Rubric

Lesson Sequence

- Have students form into construction companies with a minimum number of three, and a maximum number of five members. Have the students move in order to sit with their teammates.
- Hand out and review the *Business Plan Assignment Criteria*. Answer any questions students may have.
- Pass out the constructing a *Company Planning Worksheet* to each student. Each student must fill this worksheet out and turn in separately.

- Pass out the *Visual Project Presentation Rubric* and review this with the class. Answer any questions students may have.
- Allow four or so days for students to work on creating their business and the poster for their business to present.

Day 5

- Have students present their posters of the business to the class. Have groups answer any questions their classmates may have about their business idea.
- Fill out rubric for each group for grade.

Assessment

Monitor student progress each day by checking in with each group. Informal observations can be done each day.
Use visual project presentation rubric.

Accommodations/Modifications

Strategic Partnering If Needed
Extra Time If Needed
One on One Support
Provide A Business Model Example If Needed

Business Plan Assignment Criteria

We conclude our study of corporate hierarchy/structure by developing companies of our own.

Remember, when you choose titles for your company's members, do your best to make sure that the job description/responsibilities match up with each member perceived skills and abilities.

Take a moment to discuss the importance of giving your company an appropriate name, and that your corporate logo should be unique and if possible, convey what it is that a company does. Your company slogan should also further solidify the company's purpose/goal in the mind of potential customers.

To display your work, you will need to mount it on poster board. The Visual Display Rubric will help with putting your poster together.

Business Introduction	Write an introduction title: Name of the Company: Name of Owners:
Business Summary	Write a one paragraph about: <ul style="list-style-type: none">▪ Why Am I In Business?▪ What Business Am I in?▪ How you will create your business? This will be an outline of your business purpose and goals.
Management and Organization	Create an organizational chart showing the management hierarchy and who is responsible for key functions.
The Financial Plan	Write in one paragraph about: <ul style="list-style-type: none">▪ Money needs▪ How will you raise or borrow the money?▪ How will you convince banks to invest into your business?
The Business Image	Create a business image Company logo - What will be the image that represents your business? Your company's slogan that goes with your logo.

Constructing a Company Planning Worksheet

The hammer, trowel, pliers, and wrench are well known tools of the construction industry. They have their various uses and are needed to get the work done. Management is another tool that the owner-manager of a construction firm must use. Each job must be planned and organized if the firm is to run smoothly and efficiently. The business plan will help you increase your skill as a manager.

Because of the diversification in the construction industry, you may be engaged in residential, commercial, or industrial construction. You may be either a general or specialty contractor. But the same basic managerial skills are needed. This plan will serve as a guide to the various areas that you as a manager will be concerned with.

The business plan can help you. As your skills as a manager increases so will the number of jobs you can effectively control. The careful completion of this plan may point out your limitations. This is important. To be a successful contractor you must not only know your business thoroughly but must also know your limitations and seek professional advice in these areas.

Why Am I In Business?

Most contractors are in business to make money and be their own boss. In the first years of business, your profits may seem like a small return for the long hours, hard work, and responsibility of being the boss. But there are other rewards associated with having your own business. For example, you may find satisfaction in helping to put groceries on your employees' tables. Or, maybe your satisfaction will come from building a business you can pass on to your children.

What Business Am I in?

At first glance this may seem like a rather silly question. You may say, "If there is one thing, I'm sure of, it's what huskiness I'm in." But wait. Let's look further into the question. Suppose you say, "I build houses." Are you a speculative or custom builder? Are you a re-modeler? Are you a subcontractor? Can you schedule a complete job and make money? By planning according to this decision, you should realize the value of this type of thinking in dollars.

Consider this example. Bob Rogers started a small construction business shortly after World War II. Because of Mr. Rogers' skill and talent for design, he directed all his activity toward building taverns. There was enough call for this type of building to keep him and his crew busy until the early 60's. Then sales began to fall off.

By moving his shop to smaller quarter with less overhead and by laying off half his crew, he was able to maintain his business to his satisfaction the rest of his life. After his death, his son examined the situation and decided that he wasn't really in the business of building commercial bars. He was in the business of custom finishing.

Today his business is prospering. He is building cabinets and small bars for private homes. His company also does other finishing work that requires the craftsmanship his crew is capable of.

Management and Organization

Legal form of ownership: Sole proprietor, Partnership, Corporation, Limited liability corporation (LLC)? Why have you selected this form? At first, many construction companies are one man shows. It is up to the owner to do almost everything. As the company grows, perhaps specialists are added, such as an engineer/estimator, an office manager, and a general superintendent. Who will manage the business on a day-to-day basis?

Constructing a Company

1. What type of Construction Company will you start? (Sole Proprietor, Partnership, or Corporation)

2. List the members of the company below, followed by their title within the company:

Name	Title
<hr/>	<hr/>
<hr/>	<hr/>
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3. What will you name your Construction Company?

4. Draw a picture of your company on the back of this page. (Be sure to include your company's slogan with your logo.)

5. Create an organizational chart showing the management hierarchy and who is responsible for key functions.

6. Include position descriptions for key employees.

- Who does which tasks?
- Do you have schedules and written procedures prepared?
- Have you drafted job descriptions for employees? If not, take time to write some. They really help internal communications with employees.
- For certain functions, will you use contract workers in addition to employees?
- If you are seeking loans or investors, include resumes of owners and key employees.

Visual Project Presentation Rubric

Criteria	4	3	2	1	Total
Average of the Topic	Details on the poster capture the important information about the topic and increase the audience understands.	Details on the poster include important information but the audience may need more information to understand fully.	Details on the poster relate to the topic but are too general or incomplete. The audience needs more information to understand.	Details on the poster have little or nothing to do with main topic.	
Organization	Information is very organized with clear titles and subheadings.	Information is organized with titles and subheadings.	Information is organized, but titles and subheadings are missing or do not help the reader understand.	The information appears to be disorganized.	
Layout and Design	All information on the poster is in focus and can be easily viewed and identified from 6 ft. away.	Most of the information on the poster is in focus and the content easily viewed and identified from 6 ft. away.	Most of the information on the poster is in focus and the content is easily viewed and identified from 4 ft. away.	Much of the information on the poster is unclear or too small.	
Mechanics	<input type="checkbox"/> Free of grammatical errors <input type="checkbox"/> No excess glue, torn edges, mark-outs <input type="checkbox"/> Words are legible and pertinent to topic	<input type="checkbox"/> Mostly free of grammatical errors <input type="checkbox"/> Little use of excess glue, torn edges, mark-outs <input type="checkbox"/> Most words are legible and pertinent to topic	<input type="checkbox"/> Frequent grammatical errors <input type="checkbox"/> Excess glue, torn edges, and mark-outs <input type="checkbox"/> Presentation is illegible and confusing	<input type="checkbox"/> Too frequent grammatical errors <input type="checkbox"/> Distractive elements make illustration ineffective	