

BizMovie --- <http://www.bizworld.org>

Target Grade Level: 5 – 8 (potentially higher if you went further into stock market fluctuations)

Overview: BizMovie is a program started from the BizWorld Foundation to teach students about entrepreneurship through a business simulation. The program integrates technology, real world application, teamwork and creativity taking students through the entrepreneurial cycle once (design→production→marketing→ sales, all anchored by finance) where they learn about Movie Production companies, start their own movie production companies and culminates with a “Box Office Day” where students sell tickets to their movie (their product) to peers and parents.

Curriculum & Standards Hit: With the BizMovie program I found so many ways to tie in 5th grade California Common Core ELA and Math standards:

[CCSS.ELA-Literacy.W.5.1a](#)

Introduce a topic or text clearly, state an opinion, and create an organizational structure in which ideas are logically group to support writer’s purpose

[CCSS.ELA-Literacy.RL.5.7](#)

Analyze how visual and multimedia elements contribute to the meaning, tone, or beauty of a text (e.g., graphic novel, multimedia presentation of fiction, folktale, myth, poem).

[CCSS.ELA-Literacy.SL.5.1](#)

Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on *grade 5 topics and texts*, building on others' ideas and expressing their own clearly.

[CCSS.ELA-Literacy.SL.5.5](#)

Include multimedia components (e.g., graphics, sound) and visual displays in presentations when appropriate to enhance the development of main ideas or themes.

Number and Operations in Base Ten

- Perform operations with multi-digit whole numbers and with decimals to hundredths.

Cost: \$300.00

Cost Includes: teacher manual, student packets, company packets, BizBucks (money), clapper, shares of stock and a one-year subscription to an animated movie-making platform, GoAnimate.**

Having done it now for two years, I was able to just order the refills of the student packets and renew my subscription with GoAnimate. The total cost was roughly \$85.

**You will need access to computers and Internet access

Ashley Gould

Time: BizMovie can be done over several weeks or in a concentrated week. I did BizMovie in my class anywhere from 1 to 2 hours a week, typically on Fridays.

My Experience: My overall experience with the BizMovie has been wonderful; however, I have tweaked the program quite a bit, spending more time on certain concepts than others. The teachers guide is helpful, but I found myself rewriting many of the lessons to meet the needs of my students.

What I added:

“Shark Tank” (student examples attached in website)

During one of the sessions, students learn about why, how and what it means for companies to raise capital, meaning the perfect time to incorporate persuasive speaking and writing.

After teaching the lesson on raising capital (students previously learned about market research, incorporating into the government and stock) we watched a few segments of ABC's Shark Tank and listened to the various pitches, really honing in on how entrepreneurs were pitching their idea versus the product.

Some questions I asked: What is the company seeking? What percentage of their company are they selling in the form of stock? What is the benefit to raising more/less capital? How does the company value each share of its stock?

Students were given a week to plan and prepare business pitches via power point and public speaking to present to a panel of venture capitalists (4 parent volunteers that came dressed up) in hopes of gaining funding.

I created a “Shark Tank” poster and played themed music and students really got into it. It inherently taught students speaking etiquette, voice and word choice when speaking to an adult audience.

Box Office Day Show Times

To prepare for Box Office Day, I created a show times schedule, similar to how I used to find movie show times in the newspaper when I was younger. Since we had three classes along with parents participating in Box Office Day, it was a very helpful tool that everyone enjoyed looking at (I printed enough copies for everyone to receive one) as students and parents were allowed to attend 2 movies.

The BizWorld Foundation liked it enough to ask me for a soft copy to create a template for their future program participants!