

FACING THE “DRAGONS” LEARNER’S PROJECT NOTES



3 ENTREPRENEURSHIP
EMPLOYABILITY
EDUCATION

PROJECT-BASED LEARNING | EMS



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GRADE **9**



LEARNER'S PROJECT NOTES | GRADE 9 | EMS

FACING THE “DRAGONS”

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FACING THE “DRAGONS”

“ It takes a lot of courage to show your dreams to someone else ”

Erma Bombeck

**BUSINESS SIMULATION ACTIVITY / PLAY THE BOAT-MAKING GAME****Background Information on the Boat-making Game**

Your city is very close to a large dam. Boat building is a very good business and some crafts people, like you and your family, have been making boats for generations. However, building boats is very competitive and you have to work very hard to make a profit. As in any family business, everyone involved must do their best to make the best possible boats.

Making boats is an art as well as a craft. Some people are better than others in designing and building boats in various shapes and sizes. There is a timber company in the city that specialises in the types of treated plywood needed to make the best boats. All the boat builders buy sheets of plywood from this timber company because they know they will receive the best quality at reasonable prices. The cost of one sheet of plywood is R50. Because the city is known throughout the country for making high quality boats, there are two major boat-buying companies in the city. They buy boats and then transport them to other areas of the country and province to be sold.

The first company, Premier Boats, is a fairly strict company and buys only boats that meet their high standards. They are very careful in choosing the boats they are going to buy. This company has a set price of R80 when buying boats from the builders. Only once in the past four years has Premier Boats paid more than R80 for a large Sea Boat, and that was because of the demand from the fishing industry.

The second company, Batho Boats, is owned by the Mokoena family who have lived in the area for a long time. Batho Boats is not as strict in evaluating the quality of the boats they buy, but the price may vary based on demand (the price may go up or down}.

Playing the Boat-making Game

You need to buy plywood, make boats and sell the boats. Boats can be sold at any time to either one of the two boat-buying companies. The money received from the boat buyers can then be used to purchase more sheets of plywood, make and sell more boats. You need to record all transactions (income and expenses) in the General Journal.



During the game you need to:

- save some of your money for unexpected expenses
- pay each worker in the business a salary of R10 on Friday of each week. All wages are deposited into the workers' savings accounts
- pay rent for the factory building. The rent is R100 per month and this is payable on third Friday of the month.

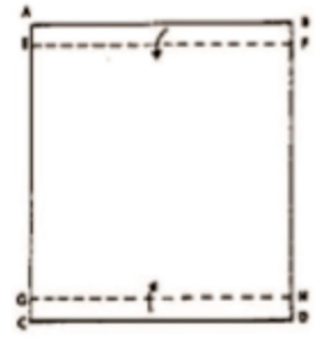
Your company has a starting balance of R200 in its bank account. You also know that you cannot count on all workers being at work all the time. Workers may get hurt, get sick or miss work for other reasons. Make sure you plan carefully. If you don't sell all of your boats by the end of the month, you will have to pay a storage fee of R5 for each boat. Therefore, be careful to have only a few boats in stock at the end of the month.

Extra plywood that is not used in making the boats, can be used in making attachments or decorations. You may also make smaller boats and try to sell them. The boat buyers may pay a little more for a well-designed and decorated boat. You may use some extra colours to make the boat look more appealing.

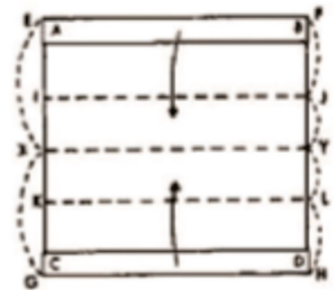
How to make a boat

1. Valley-fold the top and the bottom about 1.5 cm from the edges.
2. Valley-fold the paper from top to bottom and unfold. Valley-fold EF so that it rests along the center fold line. Repeat with GH.
3. Your paper should look like this. Diagonally valley-fold each corner to meet along the center line XY.
4. Valley-fold along the lines indicated. You will need to use your thumbnail to achieve a sharp crease.
5. Valley-fold point Q and point R forwards so that they meet approximately 1.5 cm from the center line XY.
6. Mountain-fold the entire boat along line XY.
7. Pick up the boat and gently pull the sides out.
8. Insert your thumbs between the inner pockets formed by XY and gently turn the entire boat inside out. Do this by starting on the left side and working from the center to the tips. Then work on the right side. Work slowly to avoid tearing, and pinch and flatten as you go.

1



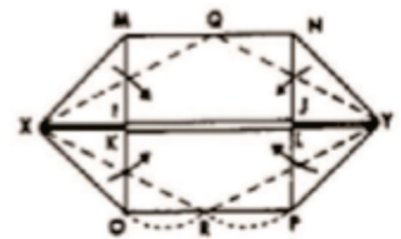
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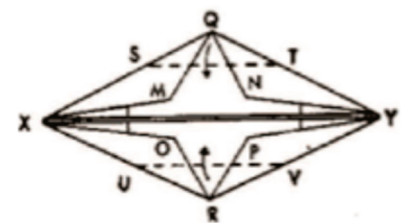
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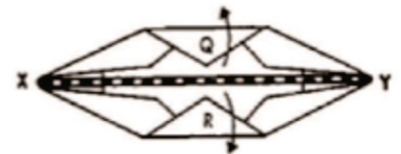
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8



Complete Worksheet 1 in your Learner's Project Worksheets



ACTIVITY 2

ANALYSING BUSINESS FUNCTIONS: EXPLAINING THE BUSINESS FUNCTIONS CREATIVELY

In groups, brainstorm ways of explaining the 8 business functions to learners who may have different learning styles, i.e. visual learners, learners who need to move as they learn (kinaesthetic learning style), learners whose best way of learning is by listening or those who have a visual learning style. Google learning styles if you wish.

Here are some ideas to get you started:

- Create a poster.
- Make a video.
- Record a radio interview with various “managers” who explain their functions.
- Create and perform a short drama which explains the 8 business functions.
- Choose a medium of your own if you have a great idea.

Make sure you study the rubrics on the following page to make sure that you are on the right track.



Complete Worksheet 1 in your Learner's Project Worksheets



Assessment Rubric 1 (Presentation of Radio Interview/Drama/Video)

	0-2	3-4	5-6	7-8	9-10
The presentation attracts attention	Attracts no attention. No effort.	Captures little attention. Little effort.	Captures attention, but has shortcomings. reasonable effort.	Captures attention. Fair effort.	Is vibrant and captures attention. Great effort.
The functions	The functions are named only in the presentation	2 functions are named and explained in the presentation	4 functions are named and explained in the presentation	6 functions are named and explained in the presentation	8 functions are named and explained in the presentation
The acting complements the verbal message	The acting has no bearing on the verbal message.	The acting has little bearing on verbal message	The acting complements the verbal message well and illustrates the functions of a business satisfactorily.	The acting complements the verbal message and illustrates the functions of a business creatively.	The acting complements the text and depicts the business functions brilliantly .
Final product	Neither the acting or the verbal message is relevant. Very little preparation evident.	The acting and the verbal message are not original or interesting. The acting is reasonable but not enough preparation evident.	The acting and the verbal message are moderately original and interesting. Some preparation evident.	The acting and the verbal message are original and interesting. Good preparation evident.	The acting and the verbal message are excellently executed and show great preparation and originality.
TOTAL				: 40	

Assessment Rubric 2 (Poster)

	0-1	2-3	4-5	6-7	8
The poster attracts attention	The poster attracts no attention	Captures little attention	Captures attention, but has shortcomings	Captures attention	Is colorful and captures attention
The poster creates a desire for product / service...	No benefit is clear from the poster	Benefits are not clearly depicted or stated by poster	Only one benefit is depicted and stated.	More than one benefit is depicted and stated	A wide variety of benefits is depicted and stated by poster.
The poster convinces the customers to buy the product / service	No reason to buy is stated or depicted on the poster. Text or picture is relevant to the situation.	Reasons to buy stated or depicted on the poster are not relevant. Message from text or picture is unconvincing	Only one reason to buy is stated or depicted on the poster. Text or picture urges clients on to action.	One reason to buy is stated and depicted on the poster. Text & picture urges client on to action.	Various reasons to buy are stated and depicted on the poster. Convincingly urges client on to action.
The picture complements the text	The picture has no bearing on the text or situation.	The picture has no bearing on the text or situation	The picture complements the text or situation well.	The picture complements the text and situation.	The picture complements the text & depicts the situation brilliantly.
Final product	Neither the text nor the picture is relevant.	Not original or interesting	Only text or picture is relevant.	A good poster, but based on exiting ideas	Unique poster of extremely high quality.
Oral presentation	Speaker shows little command of topic	Support and guidance needed from educator	Basic presentation more practice needed.	Satisfactory presentation illustrates command for topic	Excellent presentation with good use of terminology – illustrates insight
TOTAL				: 40	



TERM 4



ACTIVITY 3

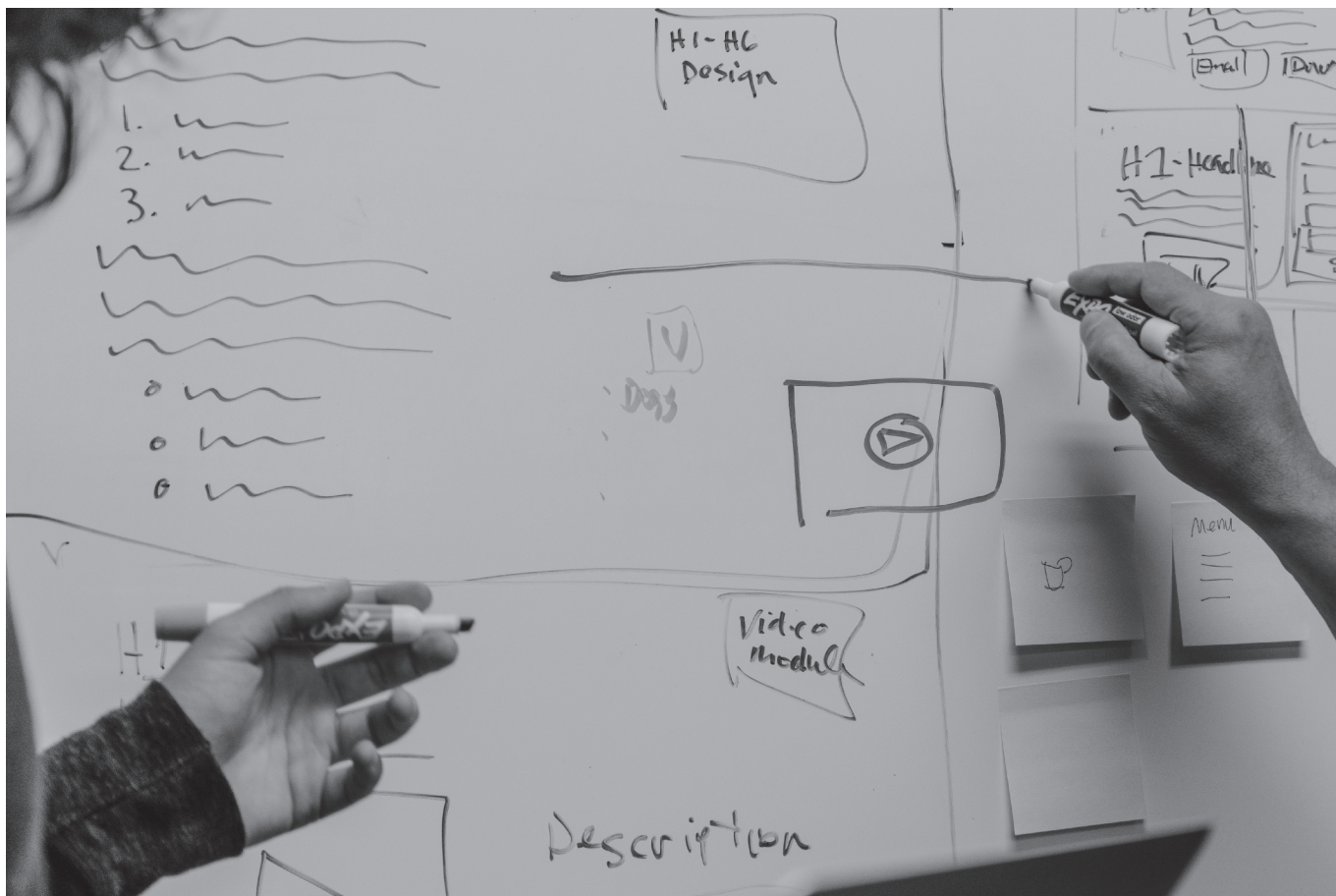
THE RISK-TAKING GAME (REVISION OF TERM 3)

In your teams, play the risk-taking game. Your teacher will tell you how to play it.

- 3.1 Which “business” won the game? Why did your team do well/not so well?
- 3.2 What did you learn about taking risks?
- 3.3 What is the value of having different roles in a team?
- 3.4 What are the risks involved in selling goods on credit?
- 3.5 What are the risks of strikes on a business and how would you manage this risk?



Complete Worksheet 3 in your Learner’s Project Worksheets



ACTIVITY 4

PREPARING FOR THE PITCH – THE BUSINESS PLAN

By now you know what the business idea is that your group is preparing to pitch. To do a good pitch, you must have a business plan.

Work in groups using your textbook and other information that you have researched, and complete this table with information from your business. You will start this activity at school and complete it later on.

Each one of you should have notes on each element of the business plan. Make sure you understand every question because you need to answer questions from the panel to whom you will be pitching your business plan.

Description of the product or service	
The goals of the business	
Business ownership	
Production Plan	
Marketing Plan	
Management Plan	
SWOT analysis	
Financial Plan <ul style="list-style-type: none"> • Fixed and variable costs • Break-even point • Cost price per unit • Mark-up on sales • Profit percentage 	



Complete Worksheet 4 in your Learner's Project Worksheets



ACTIVITY 5

VISUALISE THE PITCH BY ACTING OUT EACH STEP

You will be facing a panel, just like the panel in the TV programme (The Dragon's Den or The Shark's Tank).

You want one of the panellists to invest in your business.

To prepare, coach each other on the various components of your Business Plan by doing a "Dragon's Den" role play.

The PR and marketing team will pitch the business while the other 6 team members will form the panel.



Study the notes your teacher hands you on how to pitch a business. Make notes to help the presenter perform better.



Complete Worksheet 5 in your Learner's Project Worksheets



ACTIVITY 6

MAKING A VISUAL IMPACT

Create a poster on PowerPoint explaining the product or service you will present to the panel.

Ensure that you brand your poster / PowerPoint slideshow. Practise using it and tweak problem areas.



Complete Worksheet 6 in your Learner's Project Worksheets



ACTIVITY 7

DISPLAY DURING PROJECT WEEK

Each group will have the opportunity to display and/or demonstrate their product during project week.



Complete Worksheet 7 in your Learner's Project Worksheets



GLOSSARY

Some word meanings

LANGUAGE STRUCTURES AND CONVENTIONS	
PART OF SPEECH	EXPLANATION
Noun	a word (other than a pronoun) used to identify any of a class of people, places, or things (common noun), or to name a particular one of these (proper noun).
Verb	a word used to describe an action, state, or occurrence, and forming the main part of the predicate of a sentence, such as hear, become, happen.
Adjective	a word naming an attribute of a noun, such as sweet, red, or technical.
Adverb	a word or phrase that modifies or qualifies an adjective, verb, or other adverb or a word group, expressing a relation of place, time, circumstance, manner, cause, degree, etc. (e.g., gently, quite, then, there).

WORD	DEFINITION
Adjudicator (noun)	a person who judges a competition or at a sporting event.
Appealing (adjective)	attractive or interesting.
Attachments (noun)	an extra part or extension that is or may be attached to something to perform a particular function.
Boat-making game (verb)	one that builds boats.
Brand (noun)	a particular identity or image regarded as an asset.
Break-even point (noun)	The break-even point in economics, business—and specifically cost accounting—is the point at which total cost and total revenue are equal, i.e. "even". There is no net loss or gain, and one has "broken even", though opportunity costs have been paid and capital has received the risk-adjusted, expected return.
Business functions (verb)	Business functions are the activities carried out by an enterprise; they can be divided into core functions and support functions. Core business functions are activities of an enterprise yielding income: the production of final goods or services intended for the market or for third parties.
Business plan (noun)	a document setting out a business's future objectives and strategies for achieving them.
Competitive (adjective)	as good as or better than others of a comparable nature.
Crafts people (noun)	craftsperson (plural craftspersons or craftspeople) Someone who is highly skilled at their trade; an artificer. A person who produces arts and crafts.
Credit (noun)	the ability of a customer to obtain goods or services before payment, based on the trust that payment will be made in the future.



GLOSSARY (CONTINUED)

Some more word meanings

WORD	DEFINITION
Decorations (noun)	the process or art of decorating something.
Deposited (verb)	put or set down (something or someone) in a specific place.
Diagonally (adverb)	in a diagonal direction; at an angle.
Evaluating (verb)	form an idea of the amount, number, or value of; assess.
Fixed cost (noun)	business costs, such as rent, that are constant whatever the amount of goods produced.
Generations (noun)	all of the people born and living at about the same time, regarded collectively.
Invest (verb)	put (money) into financial schemes, shares, property, or a commercial venture with the expectation of achieving a profit.
Management plan (noun)	Management planning is the process of assessing an organization's goals and creating a realistic, detailed plan of action for meeting those goals. Much like writing a business plan, a management plan takes into consideration short- and long-term corporate strategies.
Mark up (noun)	the amount added to the cost price of goods to cover overheads and profit.
Marketing plan (noun)	A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, without a sound strategic foundation, it is of little use to a business.
Mountain fold (noun)	A mountain fold is the opposite of a valley fold – the paper folds to the opposite side. This means you either have to hold the paper in the air to allow paper to fold underneath, or simply turn the paper over and treat it as a valley fold. This is usually easier. It's also best to fold the paper away from your body rather than towards it.
Pitch (noun)	More broadly put, a pitch is a presentation of a business idea to potential investors. People pitch a business because they need resources. If the goal is to raise startup cash, the target of the pitch is an investor. Other businesses pitch to potential customers to sell their product.
Plywood (noun)	a type of strong thin wooden board consisting of two or more layers glued and pressed together with the direction of the grain alternating.
Production plan (noun)	A production plan is the planning of production and manufacturing modules in a company or industry. It utilizes the resource allocation of activities of employees, materials and production capacity, in order to serve different customers.



ACTIVITY 8

FACING THE PANEL

Dress professionally in presenting your product and brand.

Ensure that you have a copy of your business plan for each adjudicator.



The presenters (probably the Public Relations and Marketing team/the most confident communicators) will pitch the business plan. Each group is allowed 15 minutes for the pitch and 5 minutes for a Question and answer (Q&A) session. During the Q&A, the entire team of specialists will be expected to answer questions on their area of expertise, e.g. costing, production process, human resources, etc.

The group with the highest score will be honoured during project week.



Complete Worksheet 8 in your Learner's Project Worksheets



ACTIVITY 9

POST EVENT REFLECTION

- Winning group is announced.
- Reflection activity.



Complete Worksheet 9 in your Learner's Project Worksheets



GLOSSARY (CONTINUED)

Even more word meanings

WORD	DEFINITION
Profit percentage (noun)	Profit margin is calculated with selling price (or revenue) taken as base times 100. It is the percentage of selling price that is turned into profit, whereas "profit percentage" or "mark up" is the percentage of cost price that one gets as profit on top of cost price.
Rent (noun)	a tenant's regular payment to a landlord for the use of property or land.
Risk taking game (noun)	Risk taking is any consciously or non-consciously controlled behaviour with a perceived uncertainty about its outcome, and/or about its possible benefits or costs for the physical, economic or psycho-social well-being of oneself or others.
Risks (noun)	the possibility that something unpleasant or unwelcome will happen.
Simulation (verb)	imitation of a situation or process.
Storage fee (noun)	Amount charged to store goods in transit at the point of origin, destination and ports of entry during the transport. Storage charges are also assessed by companies who are in the business of renting storage space.
SWOT analysis (noun)	SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.
Unexpected (adjective)	not expected or regarded as likely to happen.
Valley-fold (noun)	They are the simplest of origami folds. Every origami starts out with a Valley or Mountain Fold. The way I think of a valley fold is - the crease is at the bottom and the paper is folded forward into itself. The paper should form a "V" when you unfold. You may have other ways of defining a valley fold.
Variable cost (noun)	a cost that varies with the level of output.
Wages (noun)	a fixed regular payment earned for work or services, typically paid on a daily or weekly basis.



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