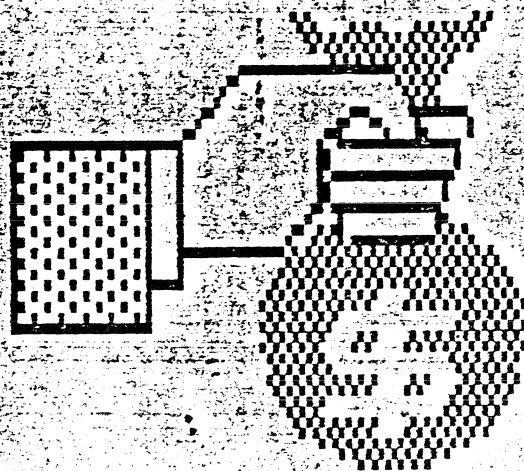


TODAY, TECHNOLOGY
EDUCATION-
TOMORROW,
THE WORLD



ENTERPRISE
WILSON
TECHNOLOGY
DEPARTMENT

PREREQUISITE: None

CREDIT: 1/2

LENGTH: 1 semester, 1 period per school day

TEXT: Manufacturing A Basic Text for Industrial Arts, Fales, 1980, McKnight Publ. Co

*Course Design
Problems Solving
Parallel to Industry*

Objectives:

The student will study how:

*Student run
enterprise*

- the free enterprise system operates
- the manufacturing process operates
- financial systems of a business function
- industry affect our lives
- to design and choose a product to mass produce
- to form, finance, operate, and dissolve a corporation
- work attitude and values play an important part in our lives
- to apply and interview for a job
- to market a product
- important it is to work safety

Class Periods

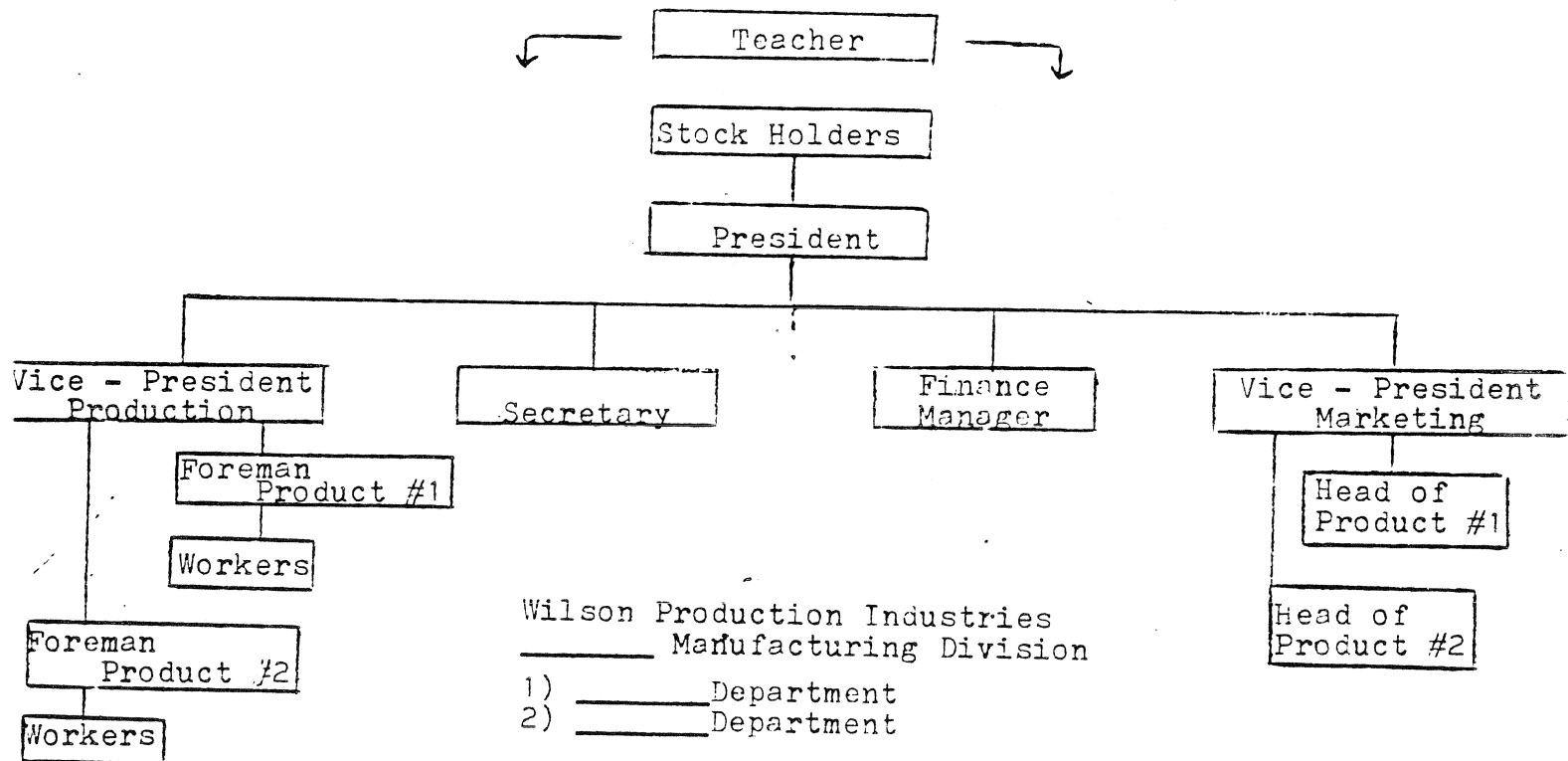
- | | |
|--|---|
| I. Orientation | 1 |
| II. Introduction | 3 |
| A. What is free enterprise | |
| B. What is manufacturing | |
| C. Work attitudes and values | |
| D. Safety | |
| E. Divisions of labor | |
| 1. Labor | |
| 2. Management | |
| 3. Production | |
| 4. Financing | |
| 5. Marketing | |
| III. Problem-solving (brainstorming) project selection | 3 |
| A. Product ideas | |
| B. Service ideas | |

- III. Problem Solving (Brainstorming) 3
 - A. Product ideas
 - 1. Show samples
 - 2. Student ideas, bring in samples
 - 3. Discuss limitations
 - a. Shop
 - b. Market
 - c. Cost
 - B. Service Ideas (examples)
 - 1. Sharpen lawn mower blades
 - 2. Sharpen tools
 - 3. Lawn mower maintenance
 - 4. School job printing
 - C. Select prototype (4-6 products to be developed) (Chapter 6)
- IV. Research and Development (Chapter 5, 7) 15
 - A. Break into small groups and each group build different prototypes
 - B. Break into small groups and each group design and build variation of same product
 - C. Make prototype
 - 1. Design
 - 2. Determine procedures
 - 3. Develop flow chart
 - 4. Develop bill of materials
 - 5. Make working drawing
- V. Selecting Product (Chapter 6) 2
 - A. Product presentation
 - B. Market survey
 - C. Determine break even point including graph
 - D. Select one or two products for mass production or service
- VI. Form Company (Chapter 8) 4
 - A. Select company name
 - B. Company structure (Chain of command) (Appendix A)
 - 1. By-laws
 - 2. How a company is formed
 - 3. Examples of corporations, companies
 - C. Job Description (Appendix B)
 - 1. President
 - 2. Vice-president production
 - a. Supervisor of product production
 - 3. Vice-president marketing
 - a. Supervisor of product marketing
 - 4. Finance manager
 - 5. Secretary
 - D. Job Application (Appendix C)
 - E. Job Interview (Appendix D)
 - F. Unions
 - 1. Roll
 - 2. Labor relations

- VII. Finance Company 2
 - A. Stocks, bonds (Appendix E)
 - 1. Financial newspapers, magazines
 - 2. Resource person - stock broker, banker, financial advisors
 - B. Initial Investment Needed, Stock Sales to Class Members and Teachers
 - C. Checking Account - Valley Bank (Appendix F)
 - D. Payroll (Attendance) (Appendix G)
 - E. Bonus and Commission
- VIII. Develop the Production System (Chapter 9) 5
 - A. Flow-chart
 - B. Operation procedure sheet
 - C. Assign personnel
 - D. Make jig and fixtures (page 403)
 - E. Train work force
 - F. Working drawings
- IX. Acquisition of Materials and Supplies (Chapter 10) 1
 - A. Quantities/quality
 - B. Comparative shopping
 - C. Purchasing from local industry
 - 1. Role of purchasing agent
- X. Mass Production or Service (Chapter 11) 42
 - A. Supervisor of product production
 - B. Production
 - C. Quality control
 - D. Inventory control
 - E. Final inspection
 - 1. Go - no-go gauges
- XI. Packaging 5
 - A. Design package for product
 - 1. Design test package (egg for mailing)
 - 2. Determine factors for consideration
 - a. Size
 - b. Weight
 - c. Cost
 - d. Durability
- XII. Marketing (Sales) (Chapter 12) 5
 - A. Supervisor (one for each product)
 - B. Design advertisement
 - 1. Direct sales - assign territories
 - 2. Newspaper ads - flyers - bulletins
 - 3. Radio - school intercom
 - 4. Inter-departmental development of advertising

ENTERPRISE - Chain of Command

When setting up our company, we want to organize all employees and the authority each holds. To do this, we arrange a Chain of Command and draw a line chart to help show the lines of authority. This keeps the employees organized and helps them to get along with each other.



In this structure, the chart shows that the stockholders control the corporation with the teacher as a supervisor overseeing all operations of the company. When the Chain of Command is drawn up to show the structure of the company, the person or group that is located at the top has the most authority. The person or group directly below another person or group is directly responsible to the higher position. This procedure follows throughout the entire chart.



Wilson Junior High School

225 N. BADGER AVE. APPLETON, WISCONSIN

MR. DELMAR A. SCHUH, Principal

Mr. Patrick O'Reilly, Vice-Principal

Dear Stockholders;

The end of the semester is near. It is time for Wilson Production Industries, Jenkel Manufacturing Division to come to a close. All stockholders will be happy to hear they made a 90% increase on their investments. We'd like to thank all our stockholders for investing in our company. On the following sheet we did include a breakdown of our finances.

The members of Jenkel Manufacturing Division were:

Management:

President -	Rob Jenkel
Vice President Production -	Scott Gosha
Vice President Marketing -	Dar Burton
Tresurer -	Dan Arnold
Secretary -	Marc Miller

Bulletin Board

Foreman: Doug Searles

Employees: Chad Bayer

Chris Dougherty

Chris Jansen

Chad Kreiwalddt

Mark Mittlestadt

Andy Sternagel

Wind Chime

Foreman: Brad Temmer

Employees: Mike Biechler

Wayne Nuebert

Jon O'cock

Joel Ort

David Riley

Scott Siewardt

Jim Smith

Sincerely yours,

Mr. Hopfensperger
Mr. Hopfensperger

Rob Jenkel
President, Rob Jenkel

Product:	<u>Bulletin Board</u>	<u>Wind Chime</u>
Manufactured:	27	53
Sold:	27	53
Income:	\$197.00	\$387.00
Product Cost	<u>\$215.39</u>	<u>\$166.11</u>
Loss	\$18.39	-----
Profit	-----	\$220.89

Total profit of corporation- \$202.50

Cost of Production:

<u>Bulletin Board</u>	<u>Price</u>	<u>Wind Chimes</u>	<u>Price</u>
Masonite	11.97	3/4" Conduit	35.03
Cedar	40.80	1/2" Conduit	25.00
Cork	66.96	String	5.79
Screweyes	1.71	Chain	11.70
Corragated Fasteners	1.91	Drill Bits	8.90
Push Points	2.95	Labor	16.35
Labor	26.35	Shop Rental	27.00
Hangers	4.95	<u>Miscellaneous</u>	<u>36.34</u>
Shop Rental	27.00	Total	\$166.11
<u>Miscellaneous</u>	<u>30.79</u>		
Total	\$215.39		

Capitalization:

Total Owners Equity	
450 at .50/share	\$225.00
Total Sale Income	<u>\$581.00</u>
Total Money Received	\$806.00
Minus Production Cost	<u>- 381.50</u>
	\$427.50
Minus Stock	<u>- 225.00</u>
Total Profit	\$202.50
Dividend \$202.50/450	<u>\$.45/Share</u>
Stock Purchase Price/Share	\$.50/Share
Money Earned/Share	<u>\$.45/Share</u>
Total Returns/Share	\$.95

JOB DESCRIPTIONS

POSITION: PRESIDENT

DUTIES: The president shall be the chief executive officer. He shall preside at all meetings, appoint members to such management positions as may be needed, and have general supervision of the company. He shall have authority to sign checks, stock certificates, and other official company documents. He shall report to the Board of Directors and the Stockholders.

1. The president will be responsible for developing the corporate report and distributing said report.
2. Once each week the president will turn in a written report to the Board of Directors concerning the progress of the company.

POSITION: PRODUCTION MANAGER

VICE - PRESIDENT PRODUCTION

DUTIES: The production manager is responsible for the direction of production planning and the manufacturing of all company products at the most economical cost consistent with established specifications as to quantity and quality within the framework of company policy.

1. Directly responsible to company president.
2. Develop company production policy.
3. Defines and recommends production department objectives.
4. Develops and maintains an effective plan of organization for the production department.
5. Is responsible for preparation of reports and memos required to insure the continuous flow of necessary information concerning the production department to all levels of management.
6. Is responsible for staffing the production department.
7. Is responsible for coordinating all efforts under him.
8. Plans and post a master schedule showing the deadlines for all phases of production.
9. Reports production quantities weekly to the president.
10. Notifies marketing when products will be ready for distribution.

POSITION: MARKETING MANAGER

VICE - PRESIDENT MARKETING

DUTIES: Responsible to the company president for advertising, sales, and distribution of the company products.

1. Analyze and summarize results of the market surveys.
2. Recommend product improvements based on market survey.
3. Make sales forecast based on market survey.
4. Recommends a selling price for the product or service based on production cost and market survey.

5. Determines the scope of the marketing activities and formulates the sales and advertising plan.
6. Selects and trains personnel for effective sales effort.
7. Sets sales quotas.
8. Select and develop the most effective and economical media for advertisement of the product or service.
9. Prepare all advertisement media and distribute.
10. Prepare instructional materials to be packaged with the product when applicable.
11. Maintain a complete record of all pre-sales and final sales of all company products.
12. Report sales each week to the president.
13. Turn in all sales income to the financial manager.

POSITION: FINANCE MANAGER

DUTIES: The finance manager is in charge of all accounting activities, auditing, and budgeting, collections and credits, and payments of all accounts. He is directly responsible to the president.

1. Record all financial transactions including accounts receivable, accounts payable, and payroll.
2. Make all authorized disbursements.
3. Compile a budget for the company departments.
4. Develop a break-even chart.
5. Provide a monthly balance sheet.
6. Provide a profit and loss statement at the conclusion of the enterprise.
7. Assure that all disbursements are appropriate to budgets.
8. Maintain all records relative to issuance of stock, stock ownership, and disposal of stock.

POSITION: PERSONNEL MANAGER SECRETARY

DUTIES: Responsible to the company president. He will maintain all personnel records, assignments, attendance, and production work hours.

1. Assign needed personnel to requesting departments.
2. Develop and post an organizational chart.
3. Design and implement a communication system to be used by all company personnel.
4. Recommend employment and dismissal of individuals to the membership for vote.
5. Maintain personnel records.
6. Develop an attendance policy, if applicable, to be approved by the company personnel.
7. Maintain attendance records.
8. Assist production control during production in the assignment of work orders to company personnel.
9. Maintain a record of production work hours for each person during the production phase.
10. Assist the president in the developing of the corporate report.

INTERVIEW EVALUATION FORM

Name of applicant: _____

Name of interviewer: _____

Position being applied for: _____

Appearance (comment as to outward appearance and conduct): _____

Physically fit for job: _____

Knowledge about job or position: _____

General comments: _____

Qualified for job applied for: _____

Qualified for other jobs in enterprise (state which jobs): _____

Interviewer's signature: _____

WILSON PRODUCTION INDUSTRIES

JOB APPLICATION

NOTE: Print all information

Name _____ Last First Middle Initial			Date of Birth _____ Male <input type="checkbox"/>	
Address _____ Street City Zip Code			Day Mo. Yr. Female <input type="checkbox"/>	
Kind of Work Desired _____		Home Phone _____		Wages Expected _____
Elementary Yes <input type="checkbox"/>	Graduate? No <input type="checkbox"/>	Additional Education How many Years? <input type="checkbox"/> Years Tech. School <input type="checkbox"/> College <input type="checkbox"/>		
How many Days Absent This School Year? <input type="checkbox"/>	No. of Brothers and Sisters <input type="checkbox"/>	Born Yes <input type="checkbox"/> in U.S.? No <input type="checkbox"/>	Physical Characteristics Height <input type="checkbox"/> Weight <input type="checkbox"/>	
No. of School Days Lost by Illness in Past 2 Years <input type="checkbox"/>		List Reason(s) for Day(s) Lost.		
Work Experience				
Employer and Name of Firm	Kind of Work	From Mo. Yr.	To Mo. Yr.	Salary or Wage
Do Not Write Below This Line This space is for personnel office use.				
Date	Test	Results	Position for Which Qualified	
Remarks:				

Signature of Corporation President or Board Member

Hello! My name is _____ and I am a sales representative from the Manufacturing Ninth Grade Class from Wilson Junior High School. Did you receive a letter explaining the format of our new corporation called _____? Then you understand our need for finance in order to operate our new company. A small investment now will gain you a big return later. According to our sales forecast you will more than double your investment within 8 weeks of operation. Would you be interested in investing in our corporation?

NO _____

YES _____

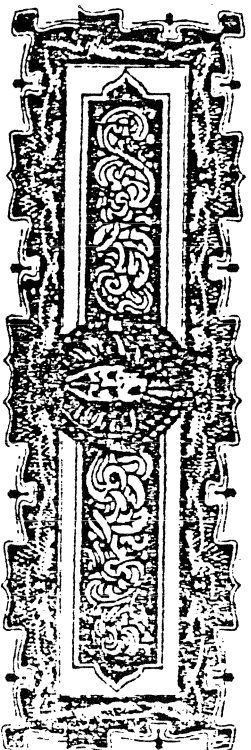
Customers Name _____

Sales Person's Name _____

\$.50 / share

Maximum of 8 shares / person

Number



WILSON PRODUCTION INDUSTRIES, INCORPORATED

This certifies that _____ is the owner of

FULLY PAID AND NON-ASSESSABLE SHARES OF COMMON STOCK OF THE PAR VALUE OF

PER SHARE OF

NAME OF CORPORATION

transferable on the books of the Corporation by

the holder hereof in person or by duly authorized attorney upon surrender of this certificate properly endorsed. This Certificate and the shares of stock represented hereby are issued and shall be held subject to all provisions of the Certificate of Incorporation and By-Laws of the Corporation and all amendments thereto, to all of which the holder of this Certificate by the acceptance hereof assents and agrees. This Certificate is not valid until countersigned and registered by the Transfer Agent and Registrar.

WITNESS the facsimile seal of the Corporation and the facsimile signatures of its duly authorized officers.

Date: _____

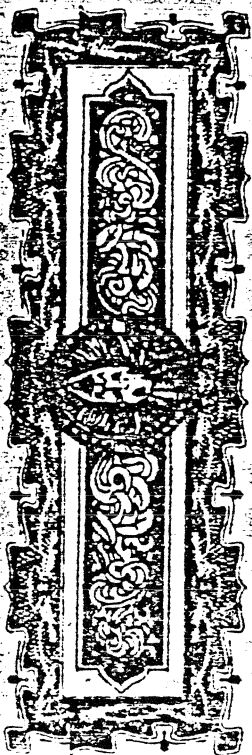
SECRETARY

MEMBER

SEAL



Number



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WITNESS the facsimile seal of the Corporation and the facsimile signatures of its duly authorized officers.

Date

SECRETARY

MEMBER

SEAL



STOCKHOLDERS RECORD

The following are stockholders _____

a Production Systems Company during the months of _____ to _____, 19____

Certified correct by:

FINANCE MANAGER

[illegible]

PAGE OF

COMPANY NAME:

MARKETING MANAGER(S):

[illegible]

SECRET

11

DATE