



## TEAM BUSINESS

### TEAM BUSINESS:

THIS SUMMER FUNDAMENTALS OF BUSINESS FACULTY WILL PARTNER WITH TEAM BUSINESS TO BRING STUDENTS AN INTENSIVE AND ENGAGING BUSINESS-SUMULATION WHERE STUDENTS EXPERIENCE THE WORLD OF ENTREPRENEURSHIP BY CREATING IT THEMSELVES. TEAM BUSINESS, Launched in 2002 by entrepreneur and McDonough Business School alumnus Lara Azzam, and South African facilitator/instructor, Andre van der Bergh, will help students render business decisions, solve problems and give students the necessary analytical tools to compete in an increasingly global business environment. This program has been specifically tailored for students in the Fundamentals of Business course.

## Business Thinking For the Next Generation

### The Box Program

Teams of 4 to 10 participants will compete with one another. The facilitator will guide the students through the process of running their very own startup company—from investing in hard assets and manufacturing to financial management and advertising. And they'll do it all with the simplest of tools – sheets of paper, glue sticks, rulers, scissors, pencils, a simple wall chart and a black marker.

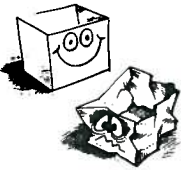


Using basic financial tools to plan production activities, resource requirements, measure performance and benchmark against the competition, participants get to observe the outcome of their business decisions, thereby acquiring an understanding of causality... the relationship between decisions made and outcomes realized.

### Learning Outcomes:

<b>The Profit Motive</b>	<ol style="list-style-type: none"><li>1. <b>Start the process of working together.</b></li><li>2. <b>Understand role allocation within a team.</b></li><li>3. <b>Develop an understanding of how value is added in a business.</b></li><li>4. <b>Develop confidence in business processes.</b></li><li>5. <b>Understand how profit is generated.</b></li><li>6. <b>Understand that management decisions are made in response to business conditions and that decisions result in action with financial consequences.</b></li></ol>
<b>Cash Flow &amp; Tax</b>	<ol style="list-style-type: none"><li>1. <b>Understand the concept of cash flow – including borrowing to meet shortfalls.</b></li><li>2. <b>Appreciate that the environment of business changes and that as the managers of the business it is necessary to respond to these challenges.</b></li><li>3. <b>Understand the role of government in providing services and that tax is a charge levied for those services.</b></li></ol>



## TEAM BUSINESS

<p><b>The Challenge and Value of Technology</b></p>	<ol style="list-style-type: none"><li>1. Understand the value of technology if it is correctly used.</li><li>2. Appreciate that production methods need to change with the use of technology.</li><li>3. Understand margins.</li><li>4. Appreciate that there are different types of costs.</li></ol>
<p><b>Changing Customer Quality Expectations</b></p> 	<ol style="list-style-type: none"><li>1. Appreciate that the customer has changing needs - and that if quality is required then this must be provided.</li><li>2. Understand that methods (production) must change if quality is to be provided and improved.</li></ol>
<p><b>Changing Market Demand</b></p> 	<ol style="list-style-type: none"><li>1. Appreciate that the level of demand fluctuates and that this requires a strategic response.</li><li>2. Understand the concept of a break-even analysis.</li></ol>
<p><b>Increasing Competitive Rivalry</b></p> 	<ol style="list-style-type: none"><li>1. Appreciate that in a competitive market buying decisions are made partly on the basis of price.</li><li>2. Understand the impact of competition on a market.</li><li>3. Appreciate the necessity for advertising.</li></ol>