BUSINESS & ENTREPRENEURSHIP

## GoVenture Business & Entrepreneurship

# Learning & Activity Book

This guide helps you learn the fundamental concepts of business and entrepreneurship, and is a companion resource to **GoVenture** educational games and simulations.

SAMPLE

ISBN 978-1-894353-32-8

Copyright ©2018 by MediaSpark Incorporated

All rights reserved. No part of this publication may be reproduced or transmitted in English or in other languages in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher and/or an active software license or subscription that permits specific and limited use of this publication.

GoVenture and MediaSpark are registered trademarks or trademarks of MediaSpark in Canada, the United States, and other countries.

MediaSpark Inc., Publisher
PO Box 975
Sydney, Nova Scotia
Canada B1P 6J4
www.MediaSpark.com
www.GoVenture.net

DISCLAIMER

GoVenture is a learning simulation. As such, it should not be used to make real-life business decisions. Similarly, all GoVenture information resources have been designed for learning purposes only and should not be used to make business, legal, financial, or other decisions. Consult appropriate professional advisors prior to undertaking any venture. MediaSpark will not be liable, in any event, for any damages whatsoever (including, without limitation, damages for loss of business profits, loss of business information, interruption, or other pecuniary loss) arising out of use or inability to use the materials, even if MediaSpark has been specifically advised of the possibility of such damages. In no event will MediaSpark's liability for any damages ever exceed the cost of the license fees (as outlined by MediaSpark) paid by you for your right to use this material. MediaSpark makes no representation that this material is free of defects.

# Contents

1 Business Basics 5
2 Management and Entrepreneurship 16
3 Ownership 40
4 Startup 48
5 Business Plan 77
6 Market Demand 83
7 Pricing and Profit 91
8 Consumer Profiles 101
9 Strategy 116
10 Inventory Management 126
11 Sales and Marketing 133
12 Human Resources 144
13 Ethics 154
14 Financing 157
15 Currency 172
16 Accounting 180
17 Cash Flow and Budget 200
18 Income Statement 210
19 Balance Sheet 223
20 Experience! 238

SAMPLE

# How to use this Adobe PDF Document

Read this document before or while playing the **GoVenture** simulation. This document also includes activities that you can complete. The answers to these activities are available to your instructor.

This document includes input fields where you can type answers to questions in the activities. After you enter your answers, you must SAVE the file to store your answers. You may then send the new save file to your instructor.

To enable the input fields, you must view this document using the Adobe PDF application. Viewing this document in an Internet browser will not enable the input fields.

SAMPLE

# 1 Business Basics

SAMPLE

# Businesses and Products

A **business** is an organization that sells goods or services.

**Good**
A tangible item that can be used once or multiple times. Ownership of the good is normally transferred to the person who purchases it. Examples are cars, shoes, pens, and computers.

**Service**
An action that someone does for you. A service is intangible. Examples are car repair, haircut, teaching, legal and medical services.

The term **product** is often used to mean goods or both goods and services. In this document, it will be used to mean both goods and services.

SAMPLE

Complete the table below.

| PRODUCTS | TANGIBLE OR INTANGIBLE |
|---|---|
| GOODS | |
| SERVICES | |

Some businesses make the products that they sell. Some businesses make the parts used to make other products. And, some businesses sell the finished product.

SAMPLE

Example:

- Ford designs and makes automobiles.

- The parts that make up an automobile are made by hundreds of other businesses. These businesses are called **suppliers**, because they supply the parts. Ford assembles automobiles using these parts.
- Ford then ships the automobiles to **dealers**. The dealers sell the automobiles to people. The people who buy and use a product are called **consumers**.
- Ford dealers sell consumers both goods (the automobiles) and services (automotive repair).

SAMPLE

Complete the table below by entering *consumers*, *suppliers*, or *dealers* in the correct cell.

| SUPPLY PARTS, INGREDIENTS, RAW MATERIALS | SELL AUTOMOBILES | PURCHASE AND USE AUTOMOBILES |
|---|---|---|
| _____ | _____ | _____ |

# Stores and Resellers

Dealers may also be called **resellers**, because they re-sell a product that was made by another business or person. Products that are commonly sold by resellers include furniture, clothing, smartphones, televisions, and groceries. Amazon and Walmart are resellers.

Not every business sells products through resellers. Some businesses sell their products directly to the consumer. This is called **direct sales**. Examples are computers, restaurants, artisans, banks, law firms, and accountants.

Some businesses use both direct sales and resellers. For example, Apple sells its products on its own website, in its own stores, and through other retail and electronics stores and telecommunication companies.

A **store** is a place where consumers can view and purchase products. The term usually refers to a physical location that you can visit, but sometimes it may refer to an online store, website, or software app.

SAMPLE

A business can also do direct sales by selling in a print catalog, through postal mail, or with its own salespeople who call, email, or visit people.

Complete the table below by entering *reseller*, *direct sales*, or *store* in the correct cell.

| PLACE WHERE CONSUMERS CAN VIEW AND PURCHASE PRODUCTS | SELLING DIRECTLY TO CONSUMERS | BUSINESS THAT SELLS PRODUCTS MADE BY OTHERS |
|---|---|---|
| | | |

SAMPLE

## Customers and Consumers

**Consumers** are individuals or organizations that purchase and use a product. Consumers are also called **customers**, but there is a difference between the two terms.

A **customer** is an individual or an organization that purchases a product.  The difference between a consumer and customer

is that a consumer is the person or organization that uses the product. This is also sometimes called the **end-consumer**. A customer may or may not be the person or organization that uses a product. A consumer may be both the customer and the end-consumer, but a customer may or may not be an end-consumer.

In the Ford example, all of the many suppliers that provide parts to make the automobiles consider Ford their customer. Ford purchases their products (the automotive parts) and therefore is their customer. But, Ford does not use the parts – instead, Ford assembles automobiles and then ships them to dealers who then sell them to the end consumers. To the parts suppliers, Ford is the customer but not the consumer. The consumer is the person or organization that drives the automobile.

When Ford purchases furniture to use in the company offices, Ford is both the customer and the consumer to the furniture company.

Customers and consumers can be individual people or organizations. Organizations include companies, governments, schools, hospitals, and other groups. These are often called business or **organizational customers**, and they have different reasons for buying than individual users, and may buy in larger quantities.

Complete the table below by entering *customer*, *consumer*, or *organizational customer* in the correct cell.

SAMPLE

| USES A PRODUCT | NOT AN INDIVIDUAL CUSTOMER | BUYS A PRODUCT BUT MAY OR MAY NOT USE THE PRODUCT |
|---|---|---|
| _____ | _____ | _____ |

## Business Creation

SAMPLE

The creation of a business usually starts with an idea. An idea to make and/or sell goods or services. Anyone can start a business at any time.

An individual can do some activities, similar to a business, without formally registering as a business. But, certain types of activities require that a business be registered with the government.

# Profit Versus Not-For-Profit

**Profit** means to make money. More specifically, it means to achieve financial gain – a surplus of money. With profit, this means to create more money than you started with.

Review the examples in the table below and complete the final example.

| | | | |
|---|---|---|---|
| MONEY IN | $100 | $ [illegible]000 | $500 |
| MONEY SPENT | $70 | $800 | $400 |
| PROFIT<br>MONEY IN – MONEY SPENT | $30<br>= $100 -- $[illegible] | $2[illegible]0<br>= $1,0[illegible]0 -- $800 | $ _____ |

SAMPLE

A business can be **for-profit** or **not-for-profit**.

**For-Profit**
A business that is intended to create profit for its owners to use as they choose. The owners may choose to use the profit money to grow the business, start a new business, or improve their personal lifestyles or savings.

**Not-For-Profit**
Sometimes spelled as **nonprofit**, this is a business that is intended to support a social cause. This may include charity, medical research, local community, industry association, or other initiative.

With a nonprofit, any profit that is generated by the business must be used to further the mission of the business. Profit cannot be given to the owners of the

business, because a nonprofit does not have owners. Instead, a nonprofit is managed by a person or group of people who act as members or directors. Their responsibility is to ensure that the nonprofit uses its money and resources to support its mission.

Normally, nonprofits are not called businesses, even though, technically, they may be businesses. A more commonly-used term is **nonprofit organization**.

SAMPLE

## Business, Company, and Corporation

The terms **business, company, and corporation** are often used to mean the same thing, but there are differences. **Business** can broadly refer to the act of doing business – the exchange of goods and services. While this exchange does mean "doing business," it does not always mean that business is being done as a company or a corporation.

The words **business** and **company** are often used to mean the same thing, but a person doing business selling items at a local market may not consider themselves a company. A food truck may not consider the business a company.

To some, the word **company** suggests an organization that is created and structured to do business. Some definitions go further to suggest that company means the same as corporation.

**Corporation** is a legal term used to describe a specific form of business registration. A corporation is an entity that has been created to conduct business – for profit or nonprofit – and is effectively recognized as a person under law.

A corporation has one or more owners (called shareholders) and does not legally represent a particular person, because it is an entity of its own.

Corporations are normally required to have a specific term included in their legal names to identify their status. Examples from various countries include: Incorporated (Inc.), Corporation (Corp.), Limited(Ltd.), LLC, PLC, GmbH, AG, SARL, SA SL, AB, Oy.

All corporations are businesses, but not all businesses are corporations.

SAMPLE

GoVenture

# Accounting
## Education Bundle

GoVenture

# Accounting

## Instructor Guide

*Using GoVenture In Your Learning Environment*

MediaSpark

# Contents

**1. Welcome ..... 3**

**2. About GoVenture Accounting ..... 4**

**3. What Makes GoVenture Accounting Unique ..... 5**

**4. GoVenture for You ..... 6**

**5. GoVenture Resources ..... 8**

**6. Getting Started ..... 9**

**7. GoVenture and Your Curriculum ..... 10**

*Possible Approaches ..... 10*
*Hours Required ..... 11*
*Matching Business Scenarios to the Current Topic of Discussion ..... 11*
*Saving and Resuming Simulations ..... 11*
*Creating Your Own QuickStart Scenarios ..... 11*
*Every Simulation is Different ..... 12*
*Accounting Features ..... 12*

**8. Facilitated and Self-Directed Learning ..... 14**

**9. Individual and Group Learning ..... 15**

**10. Evaluating Success ..... 15**

**11. We Want to Hear from You! ..... 16**

# GoVenture® Accounting Instructor Guide

*Using GoVenture in Your Learning Environment*

## 1. Welcome

This Instructor Guide is provided to help you use MediaSpark's GoVenture Accounting simulation in your classroom or computer lab. If you are not already familiar with the award-winning GoVenture business simulations, we invite you to visit the GoVenture.NETwork at www.goventure.net or to contact us at 1-800-331-2282.

An electronic version of this document is also available on the GoVenture.NETwork.

# 2. About GoVenture Accounting

**Learn the basics of business and accounting in an easy and fun learning simulation!**

GoVenture Accounting is an easy-to-use program that introduces you to the experience of running your own micro business. It's the perfect first step for youth or adults who want to start with the basics of running a very small business. It also offers the opportunity to apply concepts in other subjects such as mathematics, finance, career, or general life skills in fun business setting.

Like a flight simulator for business, GoVenture Accounting puts you in the role of the owner of a mobile business cart, where you must decide what products to sell and where and when to sell them in order to maximize profits. It's easy-to-use, visual, interactive, and exciting!

GoVenture Accounting is ideal for youth and adults in self-directed or facilitated learning environments and can be used to enhance training in marketing, entrepreneurship, business, finance, economics, career, family and consumer sciences, math, and other subjects.

Unlike any book, course, or seminar, GoVenture Accounting enables learners to gain years of business and life experience in minutes!

# 3. What Makes GoVenture Accounting Unique

GoVenture simulations enable “learning by doing”, an approach that cognitive scientists have identified as the fastest and most effective way for human beings to learn. GoVenture simulations immerse the learner in a highly visual and interactive environment in such rewarding ways that learners feel intellectually and emotionally engaged in the experience — as if they were personally living it.

GoVenture Accounting offers several key advantages:

1. A fun and easy-to-use learning experience to learn the basics of running a small business, with the option of practicing accounting.
2. An educational tool designed to deliver the entertainment value of a game.
3. Helpful paper-based resources that complement and support the learning experience.

GoVenture Accounting is designed as a tool for youth and adults, to be used as a learning program on its own, or to complement other learning materials, courses, programs, and curricula. It can provide a valuable learning opportunity for an individual or an entire class, within a single hour of use — or over an extended period of time. The educational foundation and ease of integration in the classroom and curriculum make GoVenture Accounting the first choice among learners who are in the early stages of learning about business, as well as educators and trainers who are providing basic business training.

# 4. GoVenture for You

### *Education*

GoVenture has been designed to be suitable for a variety of instructional approaches and levels. Whether the need is to create a completely new curriculum or to enhance an existing one, GoVenture offers a successful and valuable experience for instructors and learners, from elementary school to adult education.

### *Business Service Centers*

Good business managers and successful owners are not "born" — they must be trained in a number of business, management, and interpersonal skills. Would-be business people need to experience the thrills and challenges of running a business before they do so in the real world. GoVenture provides the experience necessary to gain valuable knowledge in starting and running a business without the risk of failure. Learn about accounting, finance, marketing, human resources, inventory management, and a wide range of life skills.

### *Banking and Financial Services*

Small business owners can pose a significant service challenge to financial institutions. In many cases, they require a great deal of attention to the point where small business can be the least profitable segment of the commercial market. Nonetheless, they constitute a market that cannot be ignored. Financial institutions can provide startup businesses with a successful and valuable experience by directing them to GoVenture or by directing their own employees to GoVenture as a customer empathy tool.

### *Corporate Business Training*

Training impacts the success of an organization at all levels. In order for employees to play a proactive role, they must have a strong understanding of the overall business model. By playing the role of the CEO or manager, GoVenture enables employees to gain a high level of understanding and empathy not possible using conventional training approaches. With a raised level of understanding, a multitude of benefits follows – increased performance, morale, loyalty, opportunity, and success.

### *Life Skills Training*

GoVenture helps develop a number of necessary skills for success in the fast-paced Knowledge Economy, including: planning, just-in-time learning, problem solving, organization, critical thinking, and risk management. GoVenture addresses life skills training directly by immersing learners in a simulated world of experience that transcends the limitations of traditional teaching and learning approaches.

Unlike conventional educational materials, games and Internet portals, GoVenture offers a comprehensive learning experience. Simulations are combined with a wide range of learning resources for quick and easy integration into self-directed or facilitated learning environments.

## What You Need to Play GoVenture Accounting

GoVenture Accounting is designed using proven technologies that will operate on personal computers, either stand-alone or over the Internet. For specific system requirements, please refer to the software documentation.

# 5. GoVenture Resources

Every GoVenture Educational license includes the following resources:

**Accounting Simulation Software**
A highly realistic and interactive business simulation software program that emulates the operations of a mobile cart business.

**Software User Guide, Simulation Help, and Advisor Window**
Print materials included with the software simulation and visual tools in the simulation designed to introduce you and your students to GoVenture, and to help you become comfortable with the program quickly.

**Experiencing Accounting —**
***An Illustrated Introduction to Learning the Basics of Business***
A concise, easy-to-read illustrated guide that outlines the basics every micro business owner needs to know in a summary format. For you and your students, this guide complements the GoVenture simulation by serving as a valuable resource throughout your course or program.

**Performance Report**
A helpful software tool that displays detailed simulation results, assigns a score to the performance based upon a number of factors, and can be printed out as a report.

**Instructor Guide (this document)**
A guide to help you learn about GoVenture and the various resources that are available for using GoVenture in the classroom or in a business or life skills training environment.

**Learning Guides and Activities Workbooks –**
***Instructor and Student Editions***
Lessons and activities designed to bring entrepreneurship education alive in the classroom. Every key decision an entrepreneur needs to make in starting and running a business is addressed with a corresponding activity from the Learning Guide. These Learning Guide activities help students better understand the decisions that need to be made within the GoVenture simulation.

**Test Bank**
The Test Bank consists of objective questions that are closely tied to content contained in the Experiencing Accounting guide. These questions are also suitable for general knowledge testing. An instructor version with complete answers is provided.

**GoVenture.NETwork – *www.goventure.net***
A free website containing a wealth of business tools, activities, games, and collaboration opportunities for you and your students.

**GoVenture Live the Learning**
A free newsletter to help educators and facilitators bring business to life!

# 6. Getting Started

The following approach is recommended to help you and your students get started with GoVenture:

1. Browse through all of the resources that are provided with GoVenture Accounting to get a better understanding of how everything fits together.

2. Review the Software User Guide document.

3. Start GoVenture Accounting. After clicking "Ok" on the *Welcome*, *Getting Started,* and *Note* screens, choose *Start NEW Simulation*. Complete the Startup information for a new business, or click the *QuickStart* button. With a new simulation, you are required to make the key Startup decisions before you can begin running your business. A Business Plan and Personal Objectives are optional, and can be set up later by clicking the links in the *Reports* screen.

   QuickStart enables you to dive immediately into a preset business, without having to complete the Startup Details. Follow the directions given to begin the simulation. Be sure to take the guided tour which is offered just before the simulation starts.

   *Note: Key decision elements in the Startup area correspond to activities in the Learning Guides and Activities Workbook, as well as to a section in the Experiencing Accounting illustrated guide.*

4. Explore the various areas of program to become familiar with the different screens within the program and the types of decisions that need to be made. If you run your business long enough, you will experience a variety of events that will challenge you along the way. Also be sure to view the *Help* and *Advisor* information that is available to guide you through the program.

5. To input your decisions for each day of business, move from left to right on the main menu, starting on the #1 *Market* screen and ending on #5 Advertising. Then click *Open for Business*. After the day's business simulation runs, you can review the Reports on your activities. The To Do List is another helpful reminder of the steps needed for each day's operations.

Once you are familiar with the simulation screens, try starting and running a business of your own to get a better sense of how GoVenture works.

# 7. GoVenture and Your Curriculum

## Possible Approaches

GoVenture is a comprehensive program designed to supplement and enhance your existing course, program, or curriculum. It has been specifically created to provide you with a broad and flexible range of options. You may choose to use GoVenture at the beginning of a course, at the end of a course, or throughout an entire term.

### *Using GoVenture at the Beginning of a Course*

By using GoVenture at the beginning of a course, students immediately gain "hands-on" experience in the issues involved, and the decisions that need to be made, in running a business. This experience provides them with considerably more insight into what they need to learn and why, making them more likely to participate in class discussion and to ask insightful questions. Lectures and textbooks become instantly transformed into valued sources of information when connected to GoVenture's hands-on experience.

### *Using GoVenture at the End of a Course*

By using GoVenture at the end of a course, students can apply the knowledge, lessons, and techniques they have learned throughout your course to a highly realistic, simulated business setting. GoVenture provides students with the opportunity to gain experience and to make the important connection between business theory and practice.

### *Using GoVenture Throughout a Course*

GoVenture is essentially a business laboratory where your students can go every week, or every day, to apply the information and concepts you are teaching in class. Throughout your course, students can continually use GoVenture to experience and experiment with the knowledge they are gaining.

Choosing what is right for you depends upon the amount of time you have available to include GoVenture in your curriculum, and your desire to use the many GoVenture resources that are available. If you only have limited time, you may want to use the QuickStart scenarios and have students focus more on daily business operations. If business startup is a key element of your curriculum, you may choose to have students spend additional time on the Startup Details section of the simulation, making all the decisions for themselves – and perhaps using the activities in the Learning Guide for assistance.

## Hours Required

Within the GoVenture simulation, you can take as much time as you wish to make each day's decisions and to review the prior day's activity reports. When you are ready, click the *Open for Business* button, and the software will run a short animation while it simulates the day's sales activities.

In general, it takes from a few minutes to half an hour for students to become familiar and comfortable with GoVenture's various screens and the daily decisions that need to be made. Within this period, they will likely have experienced many of the challenges and issues they will need to understand in order to reach success.

As a general rule-of-thumb, you can count on every hour your students spend working with GoVenture equaling about a month of operating time for their GoVenture businesses. On average, 5 to 20 hours with the simulation software will provide students with a full GoVenture experience.

## Matching Business Scenarios to the Current Topic of Discussion

GoVenture can be used to provide targeted learning, by directly corresponding to the current topic at hand. For example, in one scenario you may wish to instruct students to focus exclusively on profitability, while in another you may want them to focus on successfully balancing work and home life.

## Saving and Resuming Simulations

GoVenture simulations can be saved and resumed at any time. This allows students to continue to build and work with an existing business over an extended period of time.

## Creating Your Own QuickStart Scenarios

You can create scenarios with specific Startup details and turn them over to your students to manage. All you need to do is start a new simulation, make the desired decisions, and play the simulation for as many or as few virtual days as you want. Then, save the simulation. It is recommended that you do not use a password, so all your students can open the file easily, and that you lock the file so no one inadvertently overwrites it. (Password and locking are options when you save your simulation.)

Provide a copy of your scenario to your students via disk or any network folder. Instruct them to use the *Resume Simulation* feature and select your simulation file.

*Note: Refer to the GoVenture Accounting Software User Guide for more information on creating and playing your own QuickStarts.*

# Every Simulation is Different

No two simulations will be exactly the same in GoVenture Accounting. While the businesses may be similar from one simulation to the next, there will be changes in economic conditions, market, competitive events, and (intelligently) random factors which will make each simulation a new challenge.

# Accounting Features

GoVenture enables you to gain practical accounting skills while running a virtual business. More than learning basic bookkeeping, GoVenture puts you in the role of a business owner where you can directly experience the impact and importance of accounting in a business.

When a new simulation is started, you must choose AUTOMATIC or MANUAL Accounting. Once an option is chosen, it cannot be changed for the duration of that particular simulation/business.

AUTOMATIC
The simulation will record all accounting transactions automatically.

MANUAL
The simulation will require students to manually enter every transaction. This is done by displaying the Manual Accounting Entry Window.

### Manual Accounting Entry Window

The simulation will not proceed until the student makes the correct entry and posts the transaction. Two additional options are provided to help the student:

VIEW HINT
Basic accounting information is displayed to help the student better understand the current transaction.

DO IT FOR ME
The answer will be provided for the student.

In order to minimize use of the above options, the number of times they are accessed is tracked and displayed in the simulation Performance Report. This allows an instructor/facilitator to determine if the student is doing the transactions correctly on his/her own and making positive progress as the simulation continues.

### Reporting Features

- Several reports are automatically generated by the simulation:
    - Daily Summary
    - Customer Comments
    - Balance Sheet
    - Income Statement
    - Sales by Product
    - Revenue/Expenses by day

  - Cash Balance by day
  - Customers Served by day
  - Customer Satisfaction by day
  - Market Share by day
  - Startup and Working Capital
  - Seed Financing
  - General Journal
  - General Ledger

- Auto-generated Income Statement and Balance Sheet can be hidden so that instructors can request that students build the financials on their own (outside of the simulation, such as on paper or in a spreadsheet).

- Every transaction made is recorded and displayed in the student's Performance Report.

- Performance Report can be printed or saved to a text file.

### Accounting Accounts

The following accounts are included in the simulation:

**Assets**
Cash
Inventory
Property, Plant & Equipment

**Liabilities**
Loans

**Equity**
Paid-in Capital

**Revenue**
Sales
Cost of Goods

**Expenses**
Licenses & Permits
Insurance
Interest
Payroll
Advertising
Marketing
Transportation
Trailer Rental
Repairs & Maintenance
Miscellaneous

### Accounting Transactions

The following actions in the simulation require accounting entries to be made:

- Seed Money
- Logo Design
- Equipment Purchase
- Cart Purchase
- Move Cart
- Trailer Rental
- Permits
- Insurance
- Loan Payment (Principal and Interest)
- Payroll
- Advertising – Radio
- Advertising – Newspaper
- Advertising – Busker
- Inventory Purchase
- Inventory Write-off
- Sales (Cash, Revenue, Cost of Goods, Inventory)
- Improve Appearance
- Improve Quality
- Maintenance
- Theft

**Frequently Asked Questions**

**Does GoVenture include every aspect of accounting?**
No. Including every aspect of accounting would require a much more complex business, making the simulation conceptually too difficult for most students. GoVenture is intended to provide hands-on experience and practice with the fundamental principles of accounting. Once the fundamentals are understood, it is much easier for an instructor to then provide students with additional accounting examples outside of the simulation, or by using the simulated business as a context.

**Does a student have to know accounting before they play GoVenture?**
It depends. If the Automatic Accounting feature is used, then no – a student can dive in and play right away. If the Manual Accounting feature is used, then the student will need a very basic understanding of double entry accounting prior to playing.

# 8. Facilitated and Self-Directed Learning

GoVenture is designed to be used in facilitated and/or self-directed learning environments. Students can dive in on their own, exploring and discovering their GoVenture businesses with limited supervision, or can be directed step-by-step through the various aspects of starting and running a business.

Students only need the GoVenture simulation software to begin exploring and learning. However, the additional resources provided can add value to their specific areas of interest and their overall business learning experience.

# 9. Individual and Group Learning

GoVenture can be used for individual or group learning.

Students can run their own businesses and make all of the necessary decisions. For group learning, students can work together to make decisions and/or they can be assigned specific business areas to champion — such as Market, Schedule, Employees, and Advertising. Groups of up to five students per business/computer can work effectively.

# 10. Evaluating Success

GoVenture provides various business measurements, such as revenue, profit, net worth, market share, customer satisfaction, and more. This allows you and your students to focus upon and to evaluate a diverse number of success points.

GoVenture provides a detailed Performance Evaluation report. This report includes a profit rating score on pre-established factors, so students can compare their results. However, the role this score might play in your evaluation of their learning experience is your decision.

Please refer to GoVenture Experiencing Accounting, “Evaluating Success,” and to the Software User Guide for more information on evaluating performance.

# 11. We Want to Hear from You!

At MediaSpark, we are committed to providing our customers with the best support in the business! We make every effort to design easy to use, robust programs that run on various computer platforms and require little or no installation. However, if technological difficulties still arise, we are here to help. Toll free telephone, email, and fax assistance is readily available. We will call you back promptly, and stay with you until all of your issues are resolved. Our primary goal is to provide you and your students with a successful GoVenture experience every time.

We invite you to stop by the GoVenture.NETwork often, to learn about new features we have added to GoVenture and new simulations we are developing.

**MediaSpark Inc.**

Toll Free: 1-800-331-2282 USA/Canada
Tel: 902-562-0042
Fax: 902-562-1252
Internet: www.goventure.net

GoVenture

# Accounting

## Learning Guides and Activities

## INSTRUCTOR EDITION

MediaSpark

# Hiring Employees

## *Budgeting for, Finding and Hiring Employees*

## Overview

In this activity, learners will gain an understanding of the issues that need to be considered when hiring employees for a business.

## Outcomes

Upon completion of this activity, learners should be able to:

- Outline the costs associated with hiring an employee.
- Draft a basic job description for common jobs.
- List methods of finding qualified employment candidates.
- Identify core skills required and prepare basic interview questions.

## Skill Level

Middle School — High School — Adult

## Preparation

Background Information:

*Experiencing Accounting:* Hiring and Managing Employees

## Procedure

### *Summary*

Instruct learners to answer the questions and follow the procedures as outlined on the Student Edition activity sheet.

Instructor

### GoVenture

While operating a business in *GoVenture Accounting*, instruct learners to go to the #4 Employees button on the main menu, review the candidates and hire an employee. They should run the business for several days and keep the employee during this time. Ask them to outline the reasons why they made their particular choice, describe the impact this employee had on the business, and then to evaluate what they would do in the future based on this experience.

*This document may not be reproduced or distributed in whole or in part without express written consent.*

## *Questions and Answers*

**1. List the costs associated with hiring and keeping an employee.**

Costs can include recruiting (advertising, time to prepare, interviewing, etc.), salary costs, benefits (if a company has benefits such as medical, dental, retirement, etc.), government benefits (pension plans, employment insurance), equipment requirements (furniture, computer, etc.), incentive pay, and so on. There are also many intangible costs such as the time required to train the employee, ongoing management, personal issues that may arise, etc.

**2. List the 2 most important skills needed for a person to properly perform each of the following jobs:**

**a. Restaurant Chef**
Good cook. Clean. Enjoys cooking and experimenting with different foods.

**b. Auto Mechanic**
Experience repairing automobiles. Good problem solver. Knows how to use appropriate tools.

**c. Basketball Coach**
Plays or has played much competitive basketball. Understands the rules of the game. Knows how to physically train and motivate athletes. Knows how to devise set plays for offense and defense.

**d. Computer Programmer**
Computer programming experience. Enjoys working with computers. Good problem solver. Motivated to learn new things.

**3. Prepare job descriptions for three of the jobs listed above.**

Answers will vary.

**4. Prepare three interview questions that would help you hire the best person for each of the jobs for which you prepared job descriptions above.**

Answers will vary.

**5. List 3 ways to advertise a job opening.**

Newspaper advertisement; Post job opening at local employment center; Post job opening on the Internet; ask friends and associates for a recommendation or to pass the word around. Visit schools.


©MediaSpark Inc. 2007

*This document may not be reproduced or distributed in whole or in part without express written consent.*

GoVenture

# Accounting

## Learning Guides and Activities

EDITION

MediaSpark

# Hiring Employees

## *Budgeting for, Finding and Hiring Employees*

| | |
|---|---|
| **YOUR NAME:** _____ | |
| **DUE DATE:** _____ | **SCORE** |

## Overview

With most businesses, entrepreneurs can't do everything themselves. They will eventually need the assistance of other people to help them run the day-to-day operations of the business. When someone is paid to work for a company, they are normally considered an employee of the company. It is important to take the time to find and hire the person best suited for the job, because employees play an important role in the success of the company.

## Outcomes

Upon completion of this activity, you should be able to:

- Outline the costs associated with hiring an employee.
- Draft a basic job description for common jobs.
- List methods of finding qualified employment candidates.
- Identify core skills required and prepare basic interview questions.

## Procedure

Think about the various types of businesses that you shop at. Investigate the types of jobs at these businesses, and the suitability of their employees. Consider what personality traits and skills are required for them to do their jobs well.

Then answer the following questions.

*This document may not be reproduced or distributed in whole or in part without express written consent.*

## *Questions and Answers*

**1. List the costs associated with hiring and keeping an employee.**

**2. List the 2 most important skills needed for a person to properly perform each of the following jobs:**

**a. Restaurant Chef**

**b. Auto Mechanic**

**c. Basketball Coach**

**d. Computer Programmer**

**3. Prepare job descriptions for each of the jobs listed above.**

**a. Restaurant Chef**

©MediaSpark Inc. 2007

*This document may not be reproduced or distributed in whole or in part without express written consent.*

GoVenture

# Accounting

## Test Bank

MediaSpark

# GoVenture® Accounting Test Bank

Questions are arranged by subject matter groups, and the related areas within the *GoVenture Experiencing Accounting* guide are indicated for each question. Please select the questions most appropriate for your learners.

## Contents

***Instructor Edition — With Answers***


Being an Entrepreneur ..... 3
Business Basics ..... 5
Starting a Business ..... 6
Markets and Schedules ..... 9
Products and Inventory ..... 12
Hiring and Managing Employees ..... 13
Attracting Customers and Advertising ..... 14
Business Accounting and Reports ..... 16
Evaluating Success ..... 18


Instructor



*This document may not be reproduced or distributed in whole or in part without express written consent.*

# GoVenture Accounting Test Bank

## Being an Entrepreneur

Refer to: *GoVenture Experiencing Accounting: Being an Entrepreneur*

1. What is an entrepreneur?

    a. A person who takes things between.
    b. A person who doesn't take any risks.
    c. A person manages and assumes the risks of a business.
    d. A person who always succeeds.

2. Which of the following reasons is NOT a reason that a person might have for starting and running a business?

    a. Being your own boss
    b. Setting your own work schedule
    c. Being part of something you own
    d. Taking orders from supervisors
    e. Gaining financial freedom

3. What personality traits do you consider desirable or undesirable for an entrepreneur? Indicate "D" for Desirable or "U" for Undesirable in the blank next to each item below:

    a. __D__ They must be able to think for themselves.
    b. __D__ They should be self-motivated and work well on their own.
    c. __U__ They believe that their future is controlled by others.
    d. __D__ They should be a very hard worker who likes to learn from all experiences, both successful and unsuccessful.
    e. __U__ They are afraid to take chances, and are more comfortable having the security of a regular paycheck.
    f. __D__ They should be very good at problem solving.
    g. __U__ They are happiest when somebody else is telling them what to do.
    h. __D__ They like to lead when they see an opportunity, but they can also be very good team players when working with other people.
    i. __D__ They understand the difference between risk management and risk taking.
    j. __U__ They cannot deal with stress.

Instructor



*This document may not be reproduced or distributed in whole or in part without express written consent.*

GoVenture

# Accounting

## Software
## User Guide

MediaSpark

# Contents

**1. Welcome ..... 3**

**2. GoVenture Accounting ..... 4**

*What is the GoVenture Accounting Simulation ..... 4*
*What Makes GoVenture Accounting Unique ..... 4*
*GoVenture for You ..... 5*
*What You Need to Play GoVenture Accounting ..... 6*
*More Information ..... 6*

**3. Playing GoVenture Accounting ..... 7**

*Start NEW Simulation ..... 7*
*SAVE Simulation ..... 7*
*RESUME Saved Simulation ..... 8*
*END Simulation ..... 8*
*QUIT GoVenture ..... 8*
*Create and Play Your Own QuickStart ..... 8*

**4. How GoVenture Accounting Works ..... 10**

*Objective ..... 10*
*Simulation Activities ..... 10*
*Market Influences ..... 12*
*Every Simulation is Different ..... 12*

**5. GoVenture Accounting Screens ..... 13**

*Interface Layout ..... 14*
*Simulation Menu ..... 14*
*Simulation Menu ..... 15*
*Status Window, Advisor Window, and Application Menu ..... 15*
*Status Window, Advisor Window, and Application Menu ..... 16*

**6. Performance Evaluation ..... 17**

*Success in GoVenture Accounting ..... 17*
*Measuring Performance in GoVenture Accounting ..... 17*
*Measurements of Business Success ..... 18*
*Measurements of Personal Success ..... 19*

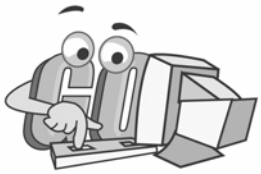
**7. Next Steps ..... 20**

# GoVenture® Accounting Software User Guide

## 1. Welcome

The Software User Guide provides an overview of MediaSpark's GoVenture Accounting simulation. Its purpose is to get you started quickly and confidently, by providing an overview of the key elements of the software. GoVenture Accounting is designed to be easy to use, and includes detailed help accessible from within the program.

For an introduction to the basics of business and accounting, please refer to the companion GoVenture book: *Experiencing Accounting*.



# 2. GoVenture Accounting

## What is the GoVenture Accounting Simulation

**Learn the basics of business and accounting in an easy and fun learning simulation!**

GoVenture Accounting is an easy-to-use program that introduces you to the experience of running your own micro business. It's the perfect first step for youth or adults who want to start with the basics of running a very small business. It also offers the opportunity to apply concepts in other subjects such as mathematics, finance, career, or general life skills in a fun business setting.

Like a flight simulator for business, GoVenture Accounting puts you in the role of the owner of a mobile business cart, where you must decide what products to sell and where and when to sell them in order to maximize profits. It's easy-to-use, visual, interactive, and exciting!

Unlike any book, course or seminar, GoVenture Accounting enables you to gain years of experience in minutes! Manage all the key aspects of your own virtual business –price your products, buy inventory, advertise, review financial statements, hire employees, manage schedules, and more. Monitor your success by evaluating profitability and overall business results.

Try your business skills on your own or against your friends and classmates. Gain practical experience so you have the confidence to explore starting and running your own small business!

## What Makes GoVenture Accounting Unique

GoVenture simulations enable "learning by doing", an approach that cognitive scientists have identified as the fastest and most effective way for human beings to learn. GoVenture simulations immerse the learner in a highly visual and interactive environment in such rewarding ways that learners feel intellectually and emotionally engaged in the experience — as if they were personally living it.

GoVenture Accounting offers several key advantages:

1. A fun and easy-to-use learning experience to learn the basics of running a small business, with the option of practicing accounting.
2. An educational tool designed to deliver the entertainment value of a game.
3. Helpful paper-based resources that complement and support the learning experience.

GoVenture Accounting is designed as a tool for youth and adults, to be used as a learning program on its own, or to complement other learning materials, courses, programs, and curriculum. It can provide a valuable learning opportunity for an individual or an entire class, within a single hour of use — or over an extended period of time. The educational foundation and ease of integration in the classroom and curriculum make GoVenture Accounting the first choice among learners who are in the early stages of learning about business, as well as educators and trainers who are providing basic business training.

# GoVenture for You

## *Education*

GoVenture has been designed to be suitable for a variety of instructional approaches and levels. Whether the need is to create a completely new curriculum or to enhance an existing one, GoVenture offers a successful and valuable experience for instructors and learners, from elementary school to adult education.

## *Business Service Centers*

Good business managers and successful owners are not "born" — they must be trained in a number of business, management, and interpersonal skills. Would-be business people need to experience the thrills and challenges of running a business before they do so in the real world. GoVenture provides the experience necessary to gain valuable knowledge in starting and running a business without the risk of failure. Learn about accounting, finance, marketing, human resources, inventory management, and a wide range of life skills.

## *Banking and Financial Services*

Small business owners can pose a significant service challenge to financial institutions. In many cases, they require a great deal of attention to the point where small business can be the least profitable segment of the commercial market. Nonetheless, they constitute a market that cannot be ignored. Financial institutions can provide startup businesses with a successful and valuable experience by directing them to GoVenture or by directing their own employees to GoVenture as a customer empathy tool.

## *Corporate Business Training*

Training impacts the success of an organization at all levels. In order for employees to play a proactive role, they must have a strong understanding of the overall business model. By playing the role of the CEO or manager, GoVenture enables employees to gain a high level of understanding and empathy not possible using conventional training approaches. With a raised level of understanding, a multitude of benefits follows – increased performance, morale, loyalty, opportunity, and success.

## *Life Skills Training*

GoVenture helps develop a number of necessary skills for success in the fast-paced Knowledge Economy, including: planning, just-in-time learning, problem solving,

organization, critical thinking, and risk management. GoVenture addresses life skills training directly by immersing learners in a simulated world of experience that transcends the limitations of traditional teaching and learning approaches.

## What You Need to Play GoVenture Accounting

GoVenture Accounting is designed using proven technologies that will operate on personal computers, either stand-alone or over the Internet. For specific system requirements, please refer to the software documentation.

## More Information

For more information on GoVenture Accounting and other simulations, visit the GoVenture.NETwork Internet portal or contact MediaSpark at:


| | |
|---|---|
| Sales: | 1-800-331-2282 USA/Canada |
| Telephone: | 902-562-0042 |
| Fax: | 902-562-1252 |
| Internet: | www.goventure.net |

# 3. Playing GoVenture Accounting

Each time you run GoVenture Accounting you will first go to the **SETUP** screen, after clicking "Ok" on the **WELCOME**, **GETTING STARTED**, and **NOTE** screens. On the **SETUP** screen you will have the following options:

- Start NEW Simulation
- SAVE Simulation
- RESUME Saved Simulation
- Continue with this simulation *
- Sound ON/OFF
- QUIT

* This button is not displayed when you start the program. However, if you return to this screen while playing a simulation, you will see this option, which allows you to go back and continue playing the current simulation.

## Start NEW Simulation

Complete the Startup information for a new, custom simulation, or click the *QuickStart* button.

*QUICKSTART*

QuickStart enables you to dive immediately into a preset business, without having to complete the Startup Details. Click the *QuickStart* button and choose a file. Then click the *Begin Simulation* button to start.

*CUSTOM SIMULATION*

With a new custom simulation, you are required to make the key Startup decisions before you can begin running your business. A Business Plan and Personal Objectives are optional, and can be set up later by clicking the links in the *Reports* screen. Then, click the *Begin Simulation* button.

Take your time to view the guided tour which is offered just before the simulation starts, or browse through the screens on your own. When you are ready to start running your business, click the orange *#1 Market* button on the Simulation Menu to begin.

## SAVE Simulation

You can halt time in the GoVenture Accounting simulation and save your simulation to disk, and then return to it later. To do this, click on the *Setup* button in the lower right corner, located in the Application Menu on all the main GoVenture Accounting screens. This will take you to the **SETUP** screen, where you can click on the *Save* button, then name and save the file to a hard drive or diskette.

You have the option of entering a password if you wish to protect against unauthorized use of your file. Be sure to note the password used; it will be needed to resume the simulation.

You also have the option to *Lock* your file. Locking a file will prevent the file from being overwritten later by another file of the same name. If you are creating a QuickStart file, it is recommended that you lock the file (see *Create and Play Your Own QuickStart*).

## RESUME Saved Simulation

Click on the *RESUME Saved Simulation* button and call up your saved simulation file. If the file was originally saved with a password, you will need to type in the password to open it. When the file opens, play resumes where you left off when you saved the file.

## END Simulation

The simulation will automatically stop if you go out of business (become bankrupt). Otherwise, you can continue the simulation for as long as you wish.

Even after the simulation ends, you will be allowed to review the entire simulation, including the Performance Report. However, you cannot alter the simulation after it ends.

If you wish to save your results, be sure either to Print the Performance Report or to Save the simulation before quitting the program or starting a new simulation. If you Save the completed simulation, you will be able to view the results later by selecting the Resume option (see above).

## QUIT GoVenture

To quit GoVenture Accounting and exit the program completely, select the *Setup* button from the Application Menu, and then click the *Quit* button. If you wish to resume your current simulation at a later time, be sure to save it before quitting (see above).

## Create and Play Your Own QuickStart

Once you are familiar with GoVenture, you may wish to make your own QuickStarts and add them to your copy of the program so that an entire group of users is challenged with the same scenario.

## *Create a QuickStart*

To create a QuickStart, start a new simulation, and complete as many of the Startup details as desired. You can run the simulation for as long as you wish, or not at all. Then, save the simulation file in the QuickStart subfolder ("\QUICKSTA") of your GoVenture Accounting program folder, or save the file in a different folder and move a copy to the QuickStart subfolder.

Passwords are optional when saving your QuickStart file. However, if you save the file with a password, the password will be required to run the QuickStart file.

Locking the file is recommended when creating a QuickStart. To lock the file, click on the Lock option box when saving. This will prevent anyone from overwriting the QuickStart file inadvertently later.

## *Play Your QuickStart*

To play your QuickStart, run GoVenture, start a new simulation, and click the QuickStart button. Your QuickStart will now appear in the list of selection options. The simulation will begin at the point in the simulation where you saved the file.

If the QuickStart simulation was originally saved with a password, the password will be required to run it.

## *Edit Your QuickStart*

If you wish to edit your QuickStart file, you must run GoVenture and choose the Resume Save Simulation feature. If originally saved with a password, you will need to type in the file's password to open and edit the file. Once you have completed your modifications, you can resave the simulation file in the QuickStart folder.

If the original file was locked (recommended), you will have to save the revised QuickStart file with a different name.

Note that if your QuickStart file was saved after the simulation started, you may not be able to change some earlier decisions.

## *Remove Unwanted QuickStart Files*

GoVenture shows all the simulation files in the QuickStart folder in the list of QuickStart options. You can remove any unwanted QuickStart file from the list in GoVenture by deleting or moving the file from the QuickStart folder ("\QUICKSTA" in your GoVenture Accounting program folder). The next time GoVenture is run, the deleted file will not display in the QuickStart list.

# 4. How GoVenture Accounting Works

## Objective

The key objective of GoVenture Accounting is to provide you with the virtual experience of running a mobile cart business, with the option of practicing accounting.

The business objective is to run a profitable operation which grows and gains a dominant market share. Evaluating this against your goals and lifestyle objectives may help you make future career choices.

And of course, the overall objective is learning — in an engaging, but challenging, environment.

## Simulation Activities

Playing GoVenture Accounting involves the following activities:

### *Starting Up a Business*

Starting up a business involves everything from selecting the type of business to buying the equipment needed and obtaining necessary permits. For each component of the Startup details, you must select from a number of different options and complete all the mandatory elements in the following Startup details:

- Your Profile
- Business Plan
- Products
- Business Name and Logo
- Seed Financing

The Personal Objectives under Your Profile and Business Plan sections are optional. Completing these may help you with strategies and future decisions, but they do not affect the operations of the simulation directly. They may also be accessed while running the simulation under the *Report* button and completed at a later point.

**Accounting Setting**
Accounting transactions can be done automatically by the simulation or manually by you. With the manual setting, a window will be displayed prompting you to post every financial transaction as it happens. The simulation will not proceed until you post the transaction correctly. Hint and Show Answer options are provided to help in case you get stuck.

**Reports Setting**
Several reports are automatically available to help you monitor the progress of your business. The Balance Sheet and Income Statement can be hidden, allowing you to practice creating these reports yourself.

### *Market*

The first step each day is to select which of five locations you will choose to set up your cart that day:

- Factory District
- Business District
- Shopping District
- Park
- Arena

You can review the weather forecast and news of any special events which might affect the flow of potential customers to each area. You can review competitor information and see where they plan to set up that day — but they might change their minds at the last minute.

### *Schedule*

The second step is to decide the hours you will open the business that day. You can select as many or as few hours as you want, starting whenever you want. Or, you can relax and take the day off, not opening at all that day.

### *Products*

In the third step, you have several decisions to make. You must order inventory for the day. If you order more than your cart will carry, a trailer can be rented. You must have all the items in stock in your inventory. Keeping enough inventory in stock requires planning and monitoring, so that you neither run out of stock, nor overstock and have to discard spoiled goods kept beyond their shelf life. Next, you must decide if you are going to invest in quality or appearance to upgrade your products. And then you must price each of your products.

### *Employees*

If you need help selling, you can hire one of three potential employees. Review their backgrounds and then hire one, two, or all three. Once you have hired them they will continue to work for you until you un-hire them.

### *Advertising*

Part of your role as the business owner is to develop a sales and marketing strategy. Do you want to be lowest priced in the market? have the highest quality? provide the longest hours of operation?

Use advertising to help you communicate with your customers and potential customers and increase their brand awareness of your business. You can select from radio, newspaper, and busker (a live entertainer) advertising for the day.

### *Open for Business*

After you have made these five sets of decisions, you can open for business, and the simulation will calculate your results.

### *Reports*

After you have completed each day of business you can review how successful you were by reviewing the financial reports and charts on key finance and marketing information. The results of your operations may lead you to modify your business strategy, and will frequently require you to take action to improve any unsatisfactory operating results.

### *Personal Profile & Stress*

The Your Profile area in Startup area and the **REPORTS** screen allows you to access and set your own personal objectives. Later, you can compare what you wrote with how you actually ran your business. Were you true to your own objectives?

GoVenture also monitors your stress level in the **STATUS** window. If you work too much you will become tired and your stress level will increase.

## Market Influences

### *Population and Competition*

There are underlying economic factors which affect the market. People of different age categories, family sizes, and income levels have different buying preferences. And you have two competitors who may decide to open for business in the same location you do on some days.

### *Weather and Random Events*

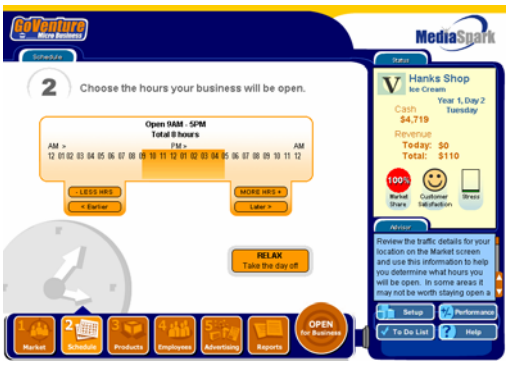
Weather will play a role in when people shop. There will also be unforeseen events which happen to your business – equipment might break down, or an employee might not show up for work. You must be ready to react to these situations. Too much stress can make you sick, which could also impact your business.

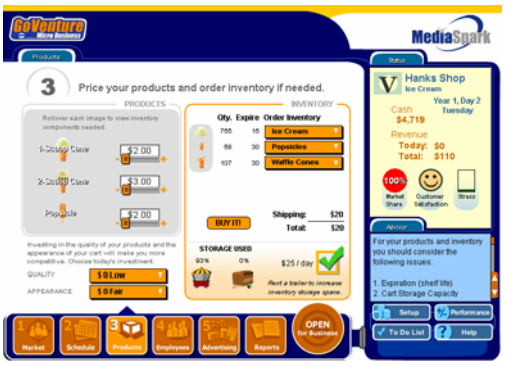
## Every Simulation is Different

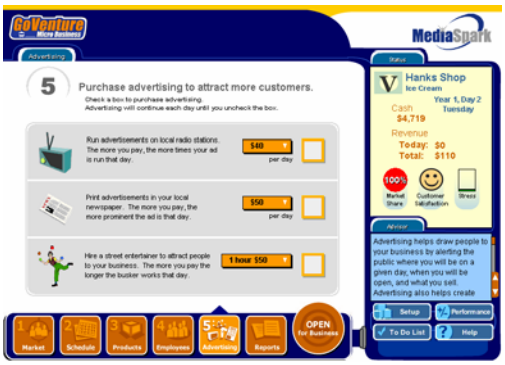
No two simulations will be exactly the same in GoVenture Accounting. While the business options will be the same from one simulation to the next, there will be changes in economic conditions, competition, weather patterns, and (intelligent) random factors which will make each simulation a new challenge.

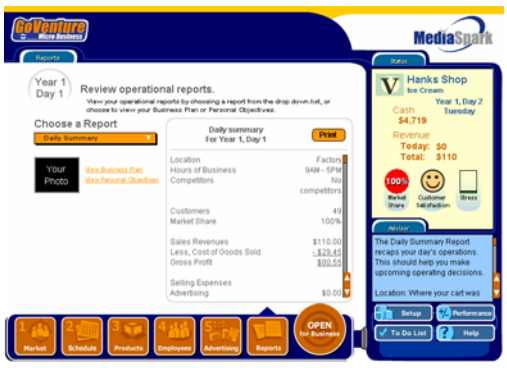
You can also vary the experience by changing the type of products and the startup details, or by running the simulation for different time periods. A successful experience in one simulation does not guarantee equal success in the next — being consistently successful takes work!

# 5. GoVenture Accounting Screens



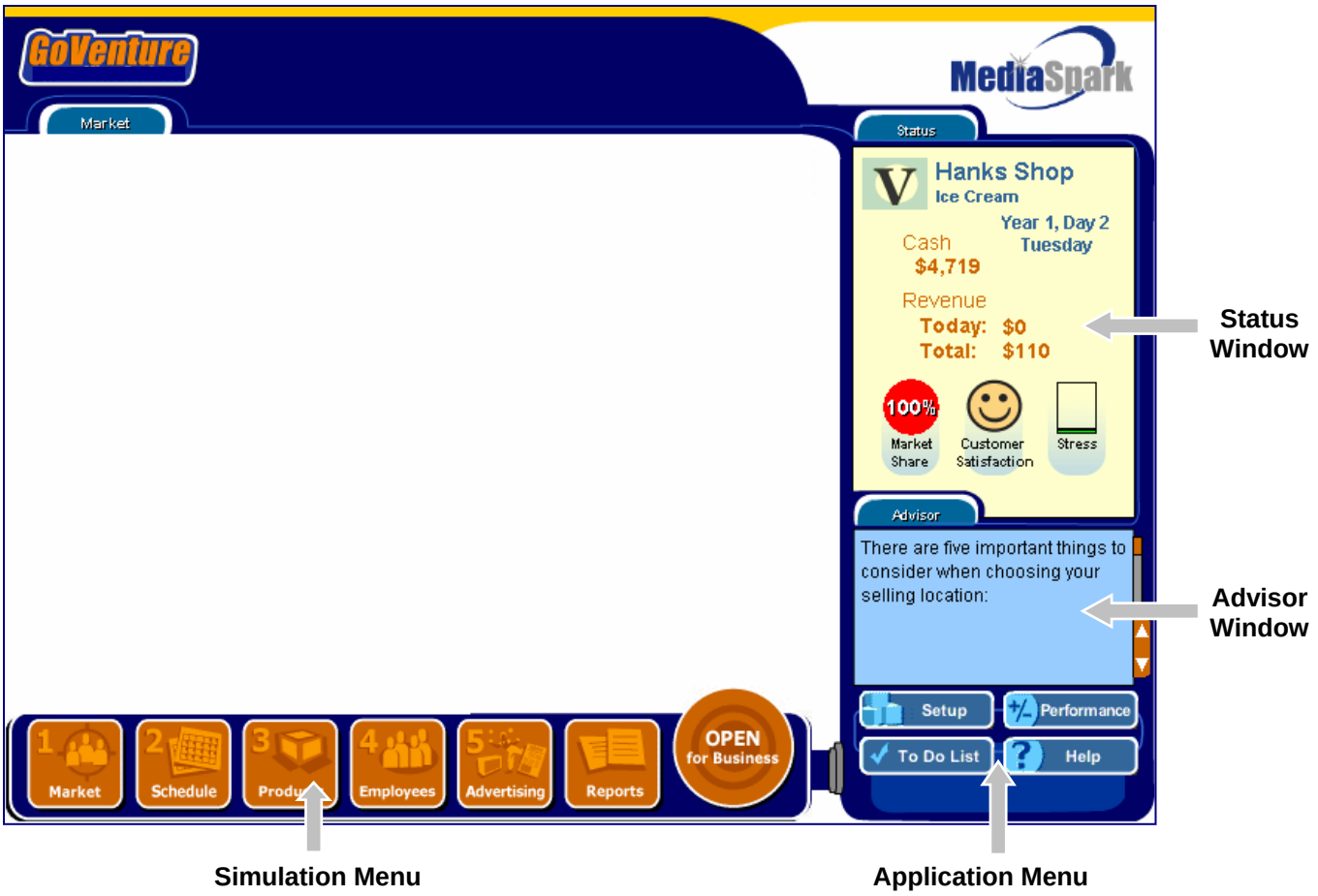




# Interface Layout

## *Overview*

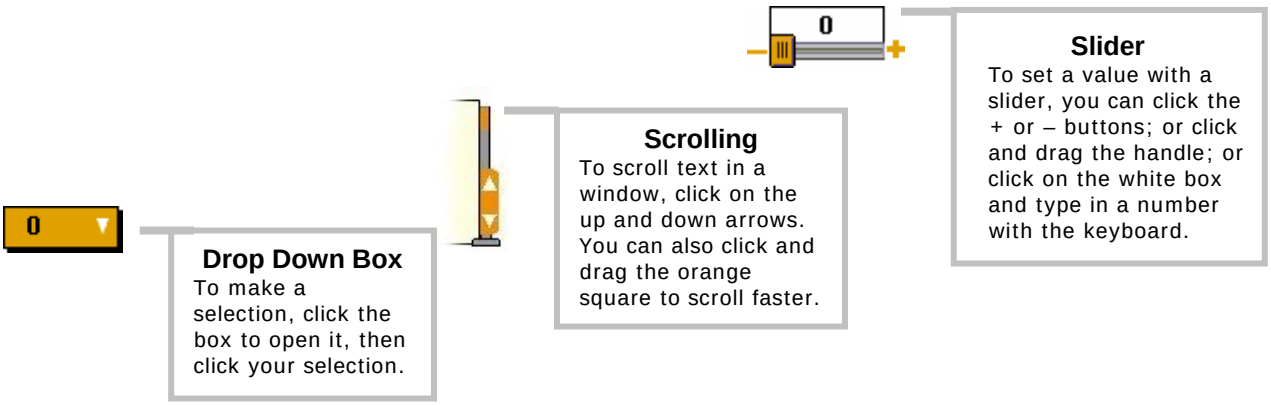
The GoVenture Accounting interface is designed to be intuitive, and easy to use. The key areas of the interface are outlined below:




## *Navigating the Program*

### *Drop Down Boxes, Scrolling Text, and Sliders*

As you navigate through the simulation, you will notice various objects, such as buttons, sliders, and links. All orange colored objects are clickable or can be manipulated.



# Simulation Menu

**Simulation Menu**

Use these buttons to navigate to different screens in the simulation.

1 MARKET
Allows you to check weather, news, traffic, and competitor information. You then select the location for the current day's operations.

2 SCHEDULE
Allows you to set hours you will be open for the upcoming day.

3 PRODUCTS
Allows you to order inventory, rent extra storage space, invest in quality and appearance, and set prices for each product.

4 EMPLOYEES
Allows you to review backgrounds of three potential employees and hire one or more to assist you.

5 ADVERTISING
Allows you to purchase radio, newspaper, or busker advertising.

REPORTS
After each day of business you can review your reports on your financial and marketing status. You can also update your personal profile and business plan here.

OPEN FOR BUSINESS
Click this button when you are ready to open for business each day, and the simulation will activate and run your results.

# Status Window, Advisor Window, and Application Menu

### Status Window

This window displays a summary of your key business information. It is always visible so you have instant access to this important information.

DAY & DAY OF WEEK
The current simulation day and the day of the week.

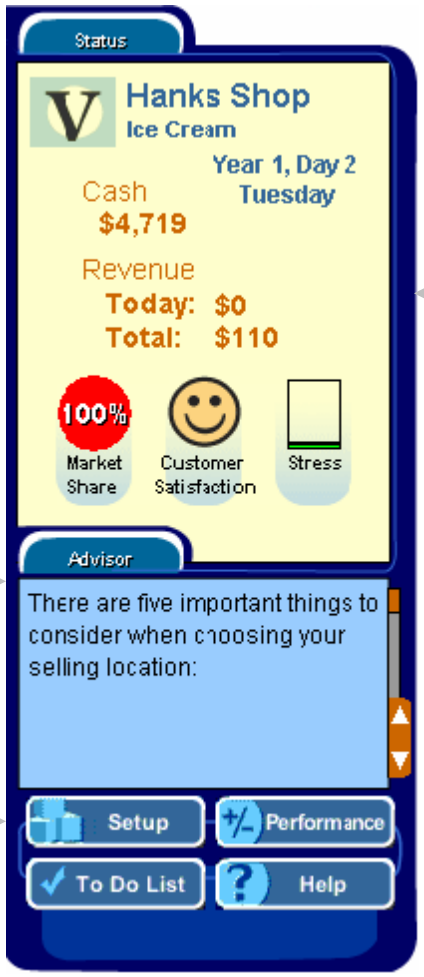
CASH
The total amount of cash your business has.

REVENUE
- Today: The total value of sales made so far today.
- Total: The total value of sales made since the start of the simulation.

MARKET SHARE
The percent of customers attracted to your business. The rest of the customers in the market patronized your competitors.

CUSTOMER SATISFACTION
The current level of customer satisfaction — poor (sad), neutral (straight line), or good (happy).

STRESS
The current level of your stress level. The higher the level, the more the stress. Green is low stress. Red is high stress.




### Advisor Window

The Advisor Window displays information and advice as you are playing the simulation.

### Application Menu

SETUP
Takes you to the application options:
- Start a new simulation.
- Save this simulation.
- Resume a saved simulation.
- Turn Sound on or off.
- Quit the program.

TO DO LIST
A helpful checklist to remind you of the daily tasks required.

PERFORMANCE
Takes you to the report on your performance with this simulation.

HELP
Displays detailed help for the simulation.

# 6. Performance Evaluation

## Success in GoVenture Accounting

GoVenture Accounting is designed to be fun and educational. There are two overall measurements for success:

1. How much you learned about running a business.
2. How successful your business was.

If you know more about running a business now than you did before, have gained some insight and confidence, and perhaps had some fun along the way, then consider your experience a success!

If you wish to conduct a detailed evaluation of the results of your business decisions during the simulation, you can do so by reviewing the GoVenture Performance Report or by conducting your own personal evaluation.

## Measuring Performance in GoVenture Accounting

### *Performance Report*

A summary of your simulation decisions and results can be viewed by clicking the *Performance* button on the Application Menu. This report provides summary data on your setup and operations, including:

- Days in Business
- Total Revenue and Net Profit/(Loss)
- Market Share
- Customer Satisfaction
- Advertising Costs
- Employee Hours
- Stress Level
- Setup Selections
- Financial Statements
- Accounting Transactions
- and more . . .

By clicking the *Performance* button during a simulation, you will get a report on the status to date. If you save your simulation after completing it, you can return to the Performance area at any time and review or print the report.

Note: With Manual Accounting, the Performance Report displays the number of times a hint was viewed or the answer was shown.

### *Profit Rating*

After you have run your business for at least two weeks, the Performance Report will give you a Profit Rating, by estimating a full year of business operations based on your performance to date. It estimates what profit you would have if the rest of the year's results were similar to past activity. Will you be an Experimenter, a Tycoon, or on a level in between?

The Profit Rating only evaluates financial success by estimating a year's profits. Since you do not earn wages in the business, look at the profit as how much money you will earn at the end of the year.

The Profit Rating can change from week to week as your operations change. But it cannot measure how much you learned from the simulation.

## Measurements of Business Success

### *Profits*

A business must generate profits in order to survive in the long run. It is common for startup enterprises to lose money initially. However, over time, the trend should be to generate ongoing profits.

### *Market Share*

The percentage of customers your business obtains of all sales is called Market Share.

### *Time in Business*

Simply surviving and keeping a business running for a length of time can be seen as a success in itself.

### *Customer Satisfaction*

Without customers, you have no sales. Satisfied customers return and buy again. Satisfied customers also tell their friends and promote your business by word of mouth free advertising — often the best type of endorsement your business can obtain.

# Measurements of Personal Success

## *Time with Friends and Family*

A successful business owner has to balance both business and personal commitments. An indication of how well this balance has been achieved is shown in the number of hours spent on personal time with friends, family and self.

## *Stress Level*

Stress is a critical factor in the long-term health of the business owner, and thus of the business. Many factors affect the owner's stress level – lack of sleep, family commitments, employee problems, financial concerns, sales levels and more. In the near term most business owners can survive high stress periods. Over time, stress will impact their ability to manage the business successfully.

## *Personal Goal Achievements*

Achieving personal goals is a comparative analysis. It includes comparing the tangible and intangible selections on your Personal Objectives list with what you have achieved. Only you can determine what constitutes success in reaching your personal goals.

# 7. Next Steps

If you enjoyed the GoVenture Accounting experience, we encourage you to try other GoVenture simulations, where you can *gain years of experience in minutes!*