

CAMS Inventors Inc. Successful Investor Project

Overview

The project CAMS Inventors Inc. is designed to give high school seniors firsthand knowledge of the world of entrepreneurship. The project can encompass one full academic semester or an entire year, and it is broken down into five sections:

- Questions on investments, and an individual investment portfolio
- Entrepreneurship time (developing a business plan to market a product)
- Time to invest (stock market research, selection, and tracking)
- The convention (a business convention where students display their business plan and product, with marketing and advertising)
- Wrapping up the project (debriefing)

A rich curriculum involves students in a multidimensional research-and-development project on the various key elements of entrepreneurship in a market economy. Students gain insight into the wide variety of investment possibilities that create wealth. They create individual investment portfolios, and they develop a professional business plan and an accompanying product prototype or concept that they will display at a culminating business convention.

Students divide themselves into groups of five or six. The teacher will combine the student-selected groups to form twelve groups. Each group's task is to develop a product that is commercially viable and has an appropriate social value. They will simultaneously do research on the stock market, choose four or five companies that closely resemble their own in terms of what they produce, track them for a sixteen-week period, and provide information on companies within the market they will be entering.

Students will develop a business-plan report on government regulations and economic constraints that could affect their business. They will collect the data using experimental or survey techniques, and they'll analyze the data in order to interpret the implications for their business. Students will do a material analysis of their product, including an environmental report, and develop an ad campaign involving a Microsoft PowerPoint presentation.

Teachers will provide the students with benchmarks throughout the semester. (See below.) Teachers will also schedule time for groups to meet at various intervals. The project will culminate at the end of the semester with a business convention, which real-life investors from the local community will attend, along with educators and other professionals in order to judge the students' exhibits.

Timeline

November

November 19

- Initial meeting for all business groups: Discussion of problem solving. Teachers introduce students to the three phases of the design process:
 - Developing a thorough understanding of the problem to be solved
 - Generating a rich array of alternative solutions
 - Selecting the best alternative from among those created

- Students do research on the types of products they want to create.
- Students set up objectives, functions, and constraints for their product ideas.
- Students begin the questions component of Successful Investor answered questions, and personal investment portfolio are due.

November 27

- Stock market buy sheets are due. (50 points)
- CAMS Inventors Inc. #3

December

December 2

- Students submit problem statement with objectives and functions.
- Students do a matrix of pair-wise comparisons to rank their objectives and create a decision-making grid.
- Students select their product idea after many refinements of the problem-solving process using the matrix pair-wise comparisons and decision-making grid.

December 13

- Students submit the matrix of pair-wise comparisons with explanation of their process and decision on the final product.

January

Students begin to work on the final report, which focuses on their product.

January 10

- Answered questions and personal-investment portfolio are due. (100 points)
- CAMS Inventors Inc. #1

February–March

March 14

- Students submit draft on final report for review; remarks made but no grade.

March 28

- Stock Market Sell Sheet/graphic stock-performance tracking display is due. (50 points)
- CAMS Inventors Inc. #3

April–May

May 16

- Students submit final report for grading. (100 points)
- CAMS Inventors Inc. #2

May 23

- Business convention: Entrepreneurs, educators, and investors will judge and grade the displays. (100 points)
- CAMS Inventors Inc. #4

May 26

- Evaluation of project by students. (50 points)

May 26

- Wrapping it up: debriefing of successful investors.
- CAMS Inventors Inc. #5