
**PENNSYLVANIA
FREE
ENTERPRISE
WEEK**



Pennsylvania Free Enterprise Week Student Manual



Pennsylvania Free Enterprise Week is a program of the Foundation for Free Enterprise Education, a non-profit 501(c)(3) organization.

Contact us for information on scheduling a presentation at your school or to learn about opportunities to be a PFEW Student Ambassador at amber@pfew.org

Welcome to Pennsylvania Free Enterprise Week

What's In Your Future?

As a high school student, you're going to be making a lot of important decisions about your life. Believe it or not, you'll be making these choices sooner than you think:

- Where will I live?
- What will I do for a living? Will I get a job, attend college, serve in the military, participate in an apprenticeship or make some other career choice?
- Will I get married or have kids of my own?
- Will I be successful? What is success anyway?

Why Attending PFEW Is So Important

You can't avoid being involved in the business world. If you use a computer, drive a car, buy candy bars, participate in sports or have a doctor's appointment, you are engaged in "business stuff." You or your parents may own or work for various businesses. It's part of life. It's also very important that you understand how business works. We promise that PFEW is going to make your life easier because you're going to be smarter about how the real world works.

PFEW Is About Real Life!

In the real world, companies succeed or fail based on how well they use resources: material, financial and human resources. In the simulated world you will face this week, your challenge will be to make the best use of all the resources at your disposal. ***You're going to be running a business against stiff competition.*** So, what are your resources?

1. **Your fellow students** - each person has unique gifts and skills that benefit a team
2. **Your Company Advisor** - a business consultant to help guide you through the week
3. **Speakers** - experts who will give you vital information to help you succeed
4. And, most importantly, **yourself** - use your talent, enthusiasm and imagination this week

What you get out of PFEW depends on what you put into it. Prepare to work hard, play hard and learn something. Put aside any notion that you're going to coast through PFEW. Your team needs your enthusiasm, creativity and life experience. Through the week you will meet and interact with exceptional volunteers who have dedicated their time to make the week an incredible learning experience. You're also going to interact with your peers in new and challenging ways.

What's In It For You?

The Pennsylvania business community believes that PFEW is one of the best learning experiences you can have. By supporting PFEW, they have given you **the chance to be a step ahead as you prepare for your future.** After all, America is based on a competitive free enterprise system. It's essential that you understand how it all works.

1. You'll have a chance to use all of your skills. If you're into numbers, there's business math, spreadsheets and other financial challenges. If you're into sports, running a company can be as difficult as bringing together a squad of athletes. If you're artistic, you'll have an opportunity to create new products, posters and create commercials. If you're a writer, you'll have an opportunity to express yourself in a business plan, scripts and narratives. If you're the techy type, you will have an opportunity to use your skills in research, development and online collaboration.
2. Upon successful completion of PFEW, **you will be given a certificate** reflecting your involvement in the program. Successful completion of PFEW includes: punctuality, attendance, participation in all aspects of the program and completing all assignments (contributing to the simulation, participating in all oral presentations).

What to Expect at PFEW

Forming a Company

As students, you are used to forming teams to play sports or act in a play or play in a band. A team of people who run a business is known as a company. You will be formed into company teams of fourteen to sixteen people and eventually be assigned a position in the company. These positions cover the key business areas of marketing, finance and production (operations). Each position is important. Like links in a chain, one weak link means the chain will break.

Your team has just taken over the management of a company that manufactures and sells a product or service in a specific industry. In taking over the company, you have access to the company's financial history in the form of computer printouts. Examining these records will help you to understand the financial position the company is in today.

Your challenge is to make the decisions necessary to operate this business for the next three years. However, since you have just one week to accomplish this, PFEW has divided the next three years into twelve quarters (decision periods). In addition, your company will be operating in an aggressive computer-simulated marketplace and competing against several other student companies.

PFEW has assumed that you have little or no knowledge about running a business so we have provided you with support in the form of a Company Advisor, guest speakers, handouts, videos, and activities.

Company Advisors (CA)

Each company will have access to at least one business professional (Company Advisor) who will be prepared to assist you with the challenge of running your company. A CA should be treated as a guide, consultant and counselor. You will be working in a Discovery Learning situation, which means that the bulk of the learning and responsibility for your company are in your hands. You must find most of the answers for yourself, mostly from your folio backpack, daily handouts, the BizSim Manual (which you will need to read and re-read), from your teammates, and the guest speakers.

Your Company Advisor will assist you in understanding the general concepts of business, but to ensure that all teams are treated equally, CAs have not been given any special training in the simulation and have been asked not to answer specific "BizSim" questions. Should you ask specific questions of your CA, you can expect to have your questions answered with questions, which will redirect your thinking and prompt you to find your own answers.

Your Company Advisor is NOT there to make the decisions for you, but to facilitate your general understanding of business!

Guest Speakers

To help you better understand business concepts, you will attend a number of presentations by guest speakers who have practical experience in the business world. Be prepared to take notes during these presentations to help you develop and understand the functioning of your business. Ask questions about anything you may not understand or want to learn more about. Speakers appreciate questions. It means that you are involved and focused on their topic.

Code of Conduct

We are happy to have you as a student participant with Pennsylvania Free Enterprise Week. We want your affiliation with the program to be a long, pleasant, and satisfying experience. We are confident you will enjoy your time. This is a successful program with a fine reputation.

For any group of people to interact and function successfully, there must exist certain policies, practices and procedures that are understood by everyone involved. To achieve these goals, the following standards have been established for the students, staff and volunteers of PFEW. All participants are expected to read, be familiar with, and understand the information and rules of comportment.

Attendance: All participants are expected to attend and be on time for all scheduled events, unless they are specified as “optional” events. If for any reason you should need to leave the program after you have registered, you must obtain permission from your parent/guardian and the PFEW office and report your status to your Company Advisor. There will be a first-aid room near the PFEW office if you need to be excused from the program due to illness or injury. Students who feel sick must report to the PFEW office or follow the COVID-19 protocols if you suspect you may have COVID. Otherwise, you may NOT stay in your dorm room during the program unless it is free time. PFEW Staff is responsible for you and must know where you are at all times for safety reasons. No guests are permitted on campus, unless you have obtained special permission from the PFEW staff prior to their arrival.

Language: All participants are asked to refrain from vulgarity and the use of offensive words and/or phrases with each other. Not only is it unprofessional, but it can also deeply offend others. We constantly stress that the program reflects the world of business. Creating a hostile work environment for others falls under harassment and is not accepted in the real world. Respect must be shown to all PFEW and college staff, interns, RAs, CAs and fellow students during the program, including after hour meetings and activities.

Name Tags and Photo IDs: All participants are expected to always wear their nametags and photo identification badges while on campus. This will also be your ticket to get into the dining hall at your assigned mealtimes. Without it you will not be permitted inside.

Attire: Students are required to wear appropriate clothing while attending PFEW. Shoes and shirts are required in the dining hall and all buildings. Dress that constitutes a safety hazard or that disrupts the optimum learning environment is prohibited. Clothing or jewelry that shows too much skin, displays illegal/immoral actions or items, including alcohol, drugs, gangs, or violence, is not to be worn on campus.

PFEW maintains an environment where harassment of any kind is not acceptable. No staff, volunteer or program participant shall harass another staff member, volunteer or participant on the basis of race, color, creed, religion, sex, gender, age, national origin, citizenship, veteran or marital status, sexual orientation, the presence of any sensory, physical, or mental handicaps or any other legally protected status. Anyone being in the willful companionship of another person violating this Code of Conduct will also be subject to disciplinary action.

CONSEQUENCES OF VIOLATION OF CODE OF CONDUCT - Any violation of this Code of Conduct may be considered cause for expulsion. Serious misconduct will be reported to your guardians, school principal and/or other authorities. Under these circumstances, PARENTS/GUARDIANS and Campus Security will be notified (any time day or night) and you will be sent home at your own expense and forfeit your graduations from PFEW. It is your GUARDIANS' responsibility to make arrangements to pick you up.

Pennsylvania Free Enterprise Week is people, and we are friendly people! The spirit of cooperation, teamwork and extra effort has been significant in our program's success. Thank you for your willingness to contribute and help perpetuate this same spirit.



Company Setup

Company Setup

Throughout the program you will be involved in a number of company meetings. This is the time set aside in the program when you work together to make the decisions necessary to complete the following:

- the business simulation
- develop your product
- the ethics debate
- the marketing campaign you wish to adopt
- your stockholders annual meeting presentation

You will not be spending all of your time in company meetings, however. You will also attend guest speakers and team activities. These other sessions are where you gain the information needed to complete the activities of the program and further develop as a team. Thus, the time given to company meetings is limited with a lot to be accomplished in each meeting.

Company Roles

As with any company or organization in the real world, you and your team will be divided into various segments and assigned different tasks to complete for the week.

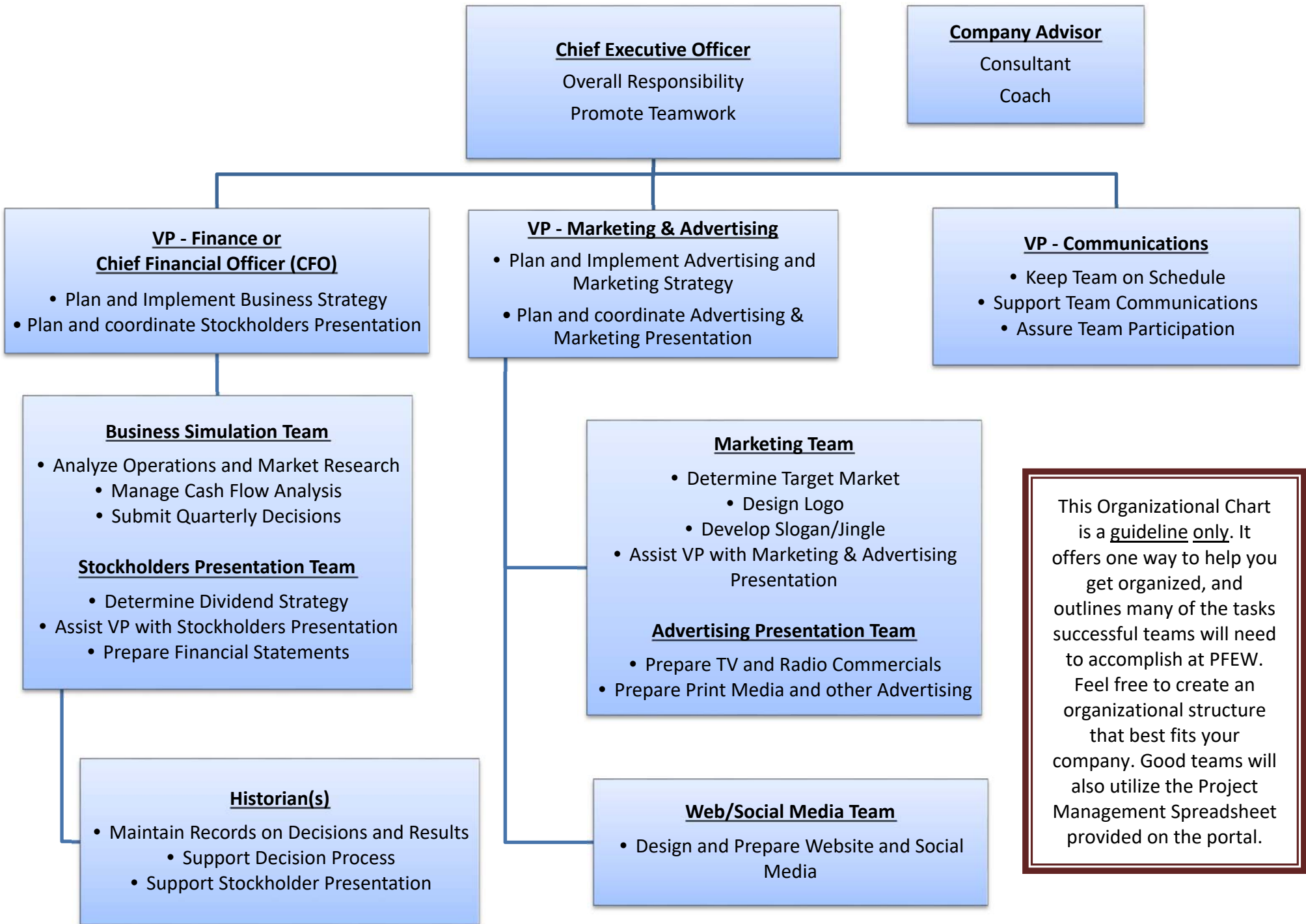
On Monday, your team will elect one member as the CEO for the week. The CEO will have the following responsibilities:

- Represent the company at all functions.
- Assist and meet with PFEW senior staff and their CA as required.
- Lead the company in the development of the Stockholders and Marketing presentations.
- Act as a go between for communications and feedback between the CA and group.
- Verify that the company is on time and all members are present for all events.

Other possible roles and responsibilities you may be assigned include (but not limited to):

- Chief Financial Officer
- Vice President of Marketing & Advertising
- Vice President of Communications
- Business Simulation Team
- Stockholders Presentation Team
- Marketing Team
- Advertising Presentation Team
- Website/Social Media Team
- Historians/Record Keepers

A sample organizational chart is listed on the following page. This is only a guideline to help you and your team decide which roles are best suited for each team member. An effective team will look at each member's strengths and weaknesses and identify which role(s) will best be fulfilled by each team member in order to complete all tasks on time and to further the mission and vision of your company. Keep in mind that you don't have to stick with these roles specifically. This is your company and you should create your own organizational chart so that every member has a job and knows exactly what is expected of them.



This Organizational Chart is a guideline only. It offers one way to help you get organized, and outlines many of the tasks successful teams will need to accomplish at PFEW. Feel free to create an organizational structure that best fits your company. Good teams will also utilize the Project Management Spreadsheet provided on the portal.

THE ROLE OF THE CEO

I. What is a CEO?

1. Responsible for overall administration of a company.

II. Leadership Position within the Company at PFEW:

1. Up-front person in company.
2. Responsible for the decision-making process.
3. Responsible for division of labor.
4. Responsible for adhering to all schedules.

III. CEO Meetings and Additional Responsibilities:

1. Meet daily with Senior PFEW Staff Member(s) to discuss daily events.
2. Accept other duties assigned by the PFEW staff.

What Makes a Great Leader?

A commitment to serve. Across all domains of human endeavor - in organizations large and small, for-profit and nonprofit, professional and volunteer - and throughout human history, great leaders have always put service first. They place the good of the organization above personal goals, and view success as reflected glory, measured in the accomplishment of their colleagues. In a society fascinated with celebrity and its trappings, this, more than any other attribute, is most threatened with extinction. It is this trait however, that is the cornerstone of great leadership.

Vision - A great leader has the ability to see where the organization needs to go, and articulate that direction in a way that inspires people. The vision needs to be rooted in meaningful values or it will inspire no one. There are many management styles that successfully convey a vision and create movement, but a leader must first have the courage to realize and admit the organization must actually transform. There will always be reason for not making a change; a true leader has the conviction to say "yes, we need to go in that direction."

Communication Skills - Communication is one of the most important tools a leader has. How do you motivate an entire organization? Providing incentives is one way, but great leaders are also able to articulate and frame the issues in a way that their audience can understand and relate to - and in a way that respects the audience.

Instinct and Reason - Great leaders understand the direction their organization needs to head, and know where the opportunities and threats are coming from. They believe passionately in the cause and values of the organization, and the people they are trying to motivate need to believe that it is a passion they can share - that it is sincere and not just an empty slogan. Resistance to change is a natural process, and leaders will feel it often. However, great leaders see this as an opportunity for learning and growth rather than an obstacle or something to overcome. Emotion is the key. Getting into the hearts and minds of people can help a leader understand and address the anxiety and fears that can serve to hold an organization back.

Leaders: Born or Made? - Gifted leaders have high emotional intelligence - they need to empathize with others and appreciate their ideas and concerns. While this is not something that is purely "taught," it does come more naturally to some. However, there is also an enormous amount of learning that goes along with it. Talented leaders are always willing to learn - it is that curiosity and desire to investigate that makes them successful. Many exceptional leaders have also experienced great failure. They have confronted it and come to terms with the humbling nature of the experience. They have learned the limits of what they can and can't do.



**Additional information
pertaining to your week will be
published and added to your
manual once your week begins.**