

# BOSS Project - Business Opportunities for Student Success

**BOSS Defined** - The BOSS Project is a \$40 million dollar business simulation called Foundation Business Simulation provided by Capsim, Inc. located in Chicago, Illinois. BOSS is hosted by educators from Ozark Unlimited Resource Educational Service Cooperative and Instructors from the North Arkansas College Business & IT Division in Harrison, Arkansas.

**Simulation Defined** - Simulation is learning by doing where learning is vital. Simulation learning is an inquiry-based learning approach to education. It basically says, "Tell me and I forget, show me and I remember, involve me and I understand."

**BOSS Purpose** - The BOSS Project is a state wide initiative to educate students in business acumen and decision making skills and help students meet or exceed Common Core State Standards for Mathematics and Literacy, specifically in terms of problem solving and presentation skills.

**BOSS Target Market** - The project targets two groups of students on the public school campus. Middle school students in grades 6th through 8th that are called the Middle School BOSS Team. High school students in grades 9th through 12th that are called the High School BOSS Team.

**BOSS Training & Support for Teachers & Students** – Educators from the Ozark Unlimited Resource Educational Service Cooperative and Instructors from the North Arkansas College Business & IT Division provide professional development training and support each fall and spring semester.

**BOSS Process** - Each school's BOSS Team of students will be competing against five other BOSS Teams in their industry for market share and profits. Each team will be making business decisions to run a manufacturing cell phone business for eight weeks/eight rounds. Each week is simulated to represent one year of business operations. Each school will be operating a Business Simulation company in two market segments: "Low Tech Market Cell Phone" and a "High Tech Market Cell Phone." Students begin the simulation with one product but can develop up to five different products. Students will be making operating and capital budgeting decisions for each round of operations.

**BOSS Awards** - At the end of each semester, North Arkansas College Business & IT Division hosts a stockholders presentation day (lunch and performance plaques) to allow middle school and high school students to present their business team's performance for that semester. Each BOSS Team competes for the following awards in fall semester and in the spring semester. **The Stockholder Presentation Day is sponsored by FedEx Freight.**

## **BOSS Competition Awards – Stockholders Presentation Day**

- 1st Place Balanced Scorecard Percentile Ranking Award
- 2nd Place Balanced Scorecard Percentile Ranking Award
- 1st Place Overall Profits Award
- 2nd Place Overall Profits Award
- 1st Place Stockholders Presentation Evaluation Award
- 2nd Place Stockholders Presentation Evaluation Award
- Participation Award

## Teacher BOSS Testimonials

Future education will be richer because of the knowledge this simulation provided for them.

Every day is a challenge, just like in the real world of competition.

Provides a competitive environment simulates the real business world like no other activity.

Provides an exciting competitive event that simulates real world decision making by a CEO.

My students really enjoy their successes and they learn from their failures.

They get excited when it is decision making day!

Students that were nonparticipants have really been engaged with the competition.

I don't think they would have been motivated to learn these things out of the textbook.

Provides a wonderful opportunity to learn ahead of time how the business world works.

Demonstrates understanding of the decision-making needed to be a successful entrepreneur.

## Student BOSS Testimonials

We love BOSS because it has introduced us to things in the real world such as product elasticity.

BOSS was awesome and a great learning experience that introduced me to the business world.

Provided insight into business major areas such as: R&D, Marketing, Production, and Finance.

BOSS is a good representation of what it would be like to own and manage a large corporation.

BOSS was a great experience! I loved and enjoyed it

We liked the challenge that the competition provided.

I have been able to talk in front of people now because of BOSS.

We have played for four semesters and we love it!

## BOSS Stockholders Presentation Day - March 20, 2014

