Project Overview

Introduction to TechnoEntrepreneur

In this project, students become restaurant entrepreneurs. The fun begins as the fledgling restaurateurs survey their classmates to learn about the type of cuisine to serve their patrons. The survey data is arranged in Microsoft Excel and the numbers transformed into a graph. This information is then used to explain the new business venture to potential investors in a well-written letter. Once students generate enough money to start up their restaurant, they use the drawing tools in Microsoft PowerPoint to draft the floor plan. The business idea is really starting to take shape!

Soon the entrepreneurs' dreams become a reality – their restaurant is opened to the public and it is a huge success. The restaurateurs use Microsoft Excel to calculate their earnings. The business is making enough money that it is time to expand the operation. Students create a newsletter to promote their restaurant concept as an excellent business opportunity for like-minded entrepreneurs.

What type of restaurant will you operate?

Students complete the following tasks:

- In session 1, students become entrepreneurs. They organize the startup of their business venture – to own and operate a restaurant. To begin, they are introduced to spreadsheets and gain an understanding of how this tool is used by 'real' professionals. They then survey their classmates to determine the type of cuisine to serve at their restaurant. With this data, students tabulate and chart the results using Microsoft Excel. This information is interpreted and summarized in a report to potential investors in the following session.

- In session 2, students develop a business plan. By interpreting the survey results from last session, students determine the type of restaurant they would like to own and operate. With a firm idea, students write a professional letter to an investor requesting money to generate revenue for startup business costs. Students learn how to use a Microsoft Word template to write a well-formatted document. They insert the chart from the Microsoft Excel worksheet from the previous session into the letter to illustrate the results of their survey. Finally, they write their rationale for selecting a particular type of cuisine for their restaurant.

- In session 3, students receive confirmation that they have acquired enough money to start their business venture. The investor has requested a floor plan of the restaurant and permission to make some suggestions with the design. Students launch Microsoft PowerPoint and explore the drawing tools in order to acquire the skills necessary to complete this task.

- In session 4, students apply the drawing tools of Microsoft PowerPoint to design the floor plan of their restaurant. Students consider their clientele and the type of dining experience they are expecting. Shortcuts to complete the project are introduced as students design seating arrangements that can be easily grouped and duplicated to place elsewhere in the layout. Students create a well-designed restaurant with a focus on functionality.

- In session 5, students learn advanced spreadsheet skills by designing a worksheet to calculate their monthly, quarterly, and yearly earnings. Using Microsoft Excel, students use the Fill Series option to easily create a table that holds financial information. Calculations such as Sum and Average give students a clear overview about their earnings. This information is then displayed in chart format.

- In session 6, students complete a newsletter to help promote their entrepreneurial venture in the restaurant business. The newsletter includes the company logo, contact information, financial statistics, a monthly earnings chart, and an attractive description of the restaurant complete with the floor plan.