

2009

BIZ KID\$

Social Studies
Economics



39 30-min. Programs
Grades 5-8
Teacher's Guide

Biz Kid\$ is the fun, fast-paced public television series where kids teach kids about money and entrepreneurship. Whether it's a podcast host, beekeeper, or a catering company owner, the young business owners on the series inspire young viewers. Every half-hour episode of Biz Kid\$ features success stories and illustrates the importance of saving, budgeting, investing, and giving back to the community. Spoofs of old TV shows and comedy sketches make the series a hit with kids and parents alike and help young people learn how to manage the business of their lives.

101. What Is a Biz Kid? — The student will learn that anybody can be a Biz Kid with effort and the right attitude. Biz Kids identify a need, make a plan, and take action. In the program the student will meet a skateboard designer, a rap music producer, a boy who started a rock-a-thon to raise money for hospital rocking chairs, and more. The student will also discover the entrepreneur who built a wildly successful garden products business on ... worm poop.

102. What Is Money? — The Biz Kids say: "Show me the money!" This program will take a grand tour through the history of money from the days of bartering, through the first coins and currency, all the way to the electronic transfers of today. Watch as the Biz Kids put on cowboy boots and get a crash course in the art of negotiation and exchange at a high-energy cattle auction in Colorado.

103. How Do You Get Money? — The student will explore many ways to make money. Follow a Biz Kid on a job hunt, reviewing help wanted ads, filling out the application, and going through the interview process. Hear from business celebrities, including Amazon.com founder Jeff Bezos, as they talk about their very first jobs. The Biz Kids also look at the many ways kids receive and use allowances. Meet a young person whose love of animals turned into a profitable dog-walking business.

104. What Can You Do with Money? — Decisions, decisions! Join the Biz Kids and the student will ponder the merits of spending, saving, donating, and investing money. Visit the New York Stock Exchange, get tips from the author of *Not Buying It*, and learn to avoid compulsive shopping. You can also learn how to create a financial diary and track spending. Meet an ambitious teen who opened a candy store at age 15 and, in the process, fulfilled a dream and revived an ailing business district in her small town.

105. Money Moves — When money moves between individuals or groups it is called a transaction. Join the Biz Kids and the student will follow a single dollar bill as it moves from a depositor's hand across the counter, down to the vault, over to the Federal Reserve, and finally out to a project the bank is financing. Visit the branch of a real credit union inside a high school where the students are the tellers. Watch the ebb and flow of money as the kids examine the concepts of supply and demand. Meet a young man who began collecting books to read to his grandmother and soon found himself as the head of a national book business.

106. Taking Charge of Your Financial Future — Join the Biz Kids as they figure out where they want to be financially and make plans on how to get there. The student will follow along as a Biz Kid sets up his first savings account. This episode also

looks at an innovative program that rescues street kids and gets them back into education and business.

107. A Biz: What Is It? — The student will see that a successful business supplies goods or services and makes profit when it earns more money than it spends. Meet the junior high school boy who makes healthy dog biscuits, the high school twins with a cake decorating company, and the college student seeking investors for his successful corporation.

108. How to Succeed in Biz-Ness by Really Trying! — A business can be anything from babysitting to owning vending machines. The student will discover the three key steps to success: identifying a need, making a plan to fill a need, and taking action. Join us as we meet the prep school boy whose new take on the old school tie caused a sensation.

109. Cash and Credit — The student will learn about the power and pitfalls of credit, which is essentially using someone else's money temporarily (for a price). Meet a young entrepreneur who used credit to start a successful bath salts business and another who launched a successful design firm. And, as a cautionary tale, we talk to a young woman who had fun buying with credit until she found herself in bankruptcy.



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110. How to Achieve Your Financial Goals — The student will learn to track expenses, get control of spending, and invest what's left over to reach financial goals. The student will see the importance of starting young, while time is on your side. Meet some high school entrepreneurs who started a sports business.

111. Don't Blow Your Dough — Beware of scams and schemers. The student will discover ways to avoid the growing problem of identity theft and meet with Washington State's Attorney General Rob McKenna and the Better Business Bureau. The student will also see young people who did blow their dough and find out what that experience has taught them.

112. Introducing Entrepreneurs — The student will discover an entrepreneur is someone who sees a financial opportunity and acts upon it. Learn the stories behind the Frisbee, the Slinky, and blue jeans. Meet an entrepreneur who started a lemonade stand to raise money for playground equipment, then grew so successful she was able to make over an entire park.

113. The Biz Kids Challenge — The Biz Kids learn the world of marketing through the "Project Lemonade Challenge." Two teams, two identical lemonade stands. It's up to the kids to decide the price and promotion strategy to sell the most product. The proceeds go to their favorite charities. The student will see the preparation and the results when they are critiqued by marketing guru Scott Bedbury, the force behind Nike's slogan "Just do it."

114. How to Be a Smart Consumer — Join the Biz Kids and the students as they explore smart shopping strategies. Learn how to avoid common pitfalls and traps set by savvy marketers and high-pressure salesmen.

115. Using Your Credit-Crazy or Compelling? — Biz Kids and the students see the true cost of purchasing with credit in this program. The student will also have an unsettling look at credit scores and the increasing number of people and places (employers, insurers, colleges, etc.) who are using these scores to make major decisions that could affect your future. Meet entrepreneurs who have successfully navigated credit pitfalls.

116. Budgeting Basics — The Biz Kids learn the first rule of money management: you can't manage what you don't know. Join the kids and the student will look at spending and expenses and examine several proven methods on how to gain control of both.

117. Understanding Business Ethics — Do the right thing! The student will learn with the Biz Kids as they examine several aspects of ethics in business. The student will also see the downside of not following ethical business practices. In this episode, students will discover what it means for management to lead by example and how employees must take responsibility for their behavior.

118. Saving and Investing for Your Future — The student will learn along with the Biz Kids about the powerful potential of starting a savings plan early in life. The student will also discover various savings and investing options available to young people. As always, the student will meet individuals who are successful at saving and at their businesses.

119. A Closer Look at Careers — When is a job more than a job? The Biz Kids look at what it takes to find your true calling. The student will learn ways to start exploring careers. The kids talk to several celebrities and find out how they got their start and how they keep achieving their dreams.

120. The Global Economy — The student will follow the flow of imports and exports that make up the interconnected world economy and discover who makes the many things we use every day that come from all over the world. The student will also see how several entrepreneurs have made a success of their businesses, despite the pressures of the world economy.

121. Bulls, Bears, and Financial Markets — The Biz Kids examine stocks, bonds, commodities, and the markets where each of them are traded. You will discover various ways young people can get involved with the transactions, aim for profit, and avoid risk.

122. Sell, Sell, Sell (The Science of Sales) — Join the Biz Kids in sales training as they explore philosophy and sales techniques. Discover the traits common to all good salespeople. The student will meet several entrepreneurs who demonstrate superior sales skills!

123. Understanding Income and Expenses — The Biz Kids watch the ebb and flow of income and expenses. The student will learn proven methods for getting expenses under control while growing income with new ideas, smarter work habits, and innovation. Meet some entrepreneurs who have seen success with cash low and more!

124. Building and Growing a Business — Follow the Biz Kids as they learn the necessary steps for organizing, staffing, training, and building a new business. The students will see how effective communication increases morale and makes the business grow. As always, the student will meet some individuals who have successfully built their businesses.

125. Understanding Your Paycheck — The Biz Kids use a modern American pay stub to explore various social movements of the last century. From unions to social security and from workman's compensation to the 401(k) plans of today-it are all there on the stub. Plus, the student will meet entrepreneurs and explore how they started their businesses.

126. Social Entrepreneurs — Join the Biz Kids and the student will meet social visionaries who use the same tools as profit-oriented entrepreneurs. Yet instead of building companies and large profits, these people create thriving organizations and powerful movements for social change.

201. Have a Plan, Stan! — The student will explore the different elements of a business plan and see why it's crucial to develop a plan before you start your business.

202. Money Math: Who Needs It? — Math is a true building block in the business of life. Whether calculating the tip on the restaurant bill, making change at a lemonade stand, or figuring out how to quickly grow savings, it's all about the math in money.

203. Building Your Business Online — In today's world, great tools are available to build a business online. The Biz Kids investigate the advantages and uncover pitfalls to avoid in Internet businesses.

204. Financial Institutions: All The Same? — The student will learn about the services offered by different institutions, including investment houses, stock exchanges, payday loan companies, and more.

205. How Credit Affects Your Life — Join the Biz Kids and the student will learn about building good credit and how the credit laws affect one's life.

206. The Art of Negotiation — The student will discover strategies for effective negotiations with parents, teachers, friends, siblings, and bosses. The student will find out how to achieve goals and arrive at a winning solution for everyone.

BIZ KID\$ (Continued)

207. The World Is a Risky Place — The student will learn that taking risks in life is important and to be smart about those risks. The student will also learn the things one can do to protect business and assets.

208. Economic Cycles (What Goes Up Must Come Down) — Trends in the economy go up and down. The student will learn how trends can affect a business.

209. The Green Economy & You — The student will explore different ways to become part of the green economy and learn how there's green to be made in thinking green.

210. Secrets to Success — The secret is actually simple—it's all about staying in school and building the best tool box for your future that you can. The student will learn about the many ways to pay for education and the importance of learning every day of your life.

211. The Marketing Mix — The Biz Kid introduce the target market concept and the four P's of business success: product, price, promotion, and placement.

212. Hidden Careers — The student will learn about "behind the scenes" careers in sports, music, entertainment, art, and even aviation.

213. Learning From Failure — The student will discover how mistakes can make one stronger. From Albert Einstein to Steve Jobs—they didn't give up until they got it right.

Additional Resource Information:

Lesson plans, vocabulary words, activities and kids website are available at www.bizkids.com/