



FIVE EXPERIENTIAL PROGRAMS • FIRST-YEAR BUSINESS STUDENTS

Business is not a *spectator sport.*

So we stop asking students to read about it. In each program a team sits in the chair where the decision actually gets made, in a real small-business world, inside a single class block. They **decide, investigate, negotiate, persuade, and respond**, and they walk out having done the thing, not heard about it.

I	Y	Decide	CASE IN POINT Read a real business and make the call.
II	Q	Investigate	BIZESCAPE • AUDIT ESCAPE ROOMS The books do not add up. Find out why.
III	W	Negotiate	COMMON GROUND Two sides, one deal, hidden priorities.
IV	◎	Persuade	THE PITCH Win the yes, and handle the pushback.
V	⌚	Respond	CRISIS It is going wrong, right now. What first?

*Read in order they form an on-ramp, from a single clear **decision** to a live **crisis** with everything moving at once.*

One class block • Five skills • No prep, no apps, no setup

HOW THEY WORK

Same shape, five skills.

Every program shares a spine, so a class that runs one can run all five. What changes is the muscle it builds.

One class block, four beats

~75 MINUTES

~12 min

Set up

Deal roles and read the packet.

~40 min

Play

The team does the thing: decide, dig, deal, pitch, or respond.

~10 min

Score

Against the rubric.

~13 min

Debrief

What worked, what to keep.

PREP

PLAY →

REFLECT

One rubric, four equal parts

4 × 25%

25%

PROBLEM UNDERSTANDING

25%

ANALYTICAL QUALITY

25%

TEAMWORK

25%

COMMUNICATION

The shared shape across all five: **four criteria, 25% each**. Case in Point scores these four; every program tunes the wording, never the balance.

An on-ramp, not five islands

RIISING
STAKES



Team-based

Everyone has a role, so no one sits and watches.

No prereqs

Built for first-years. No business background to play or to teach.

In the packet

Printed and self-contained. No apps, no setup.

One cast

A recurring set of small businesses students come to know.

THE RECURRING CAST: SMALL WORLDS STUDENTS ALREADY UNDERSTAND

Evergreen Lawn & Landscape

Fulton Press print shop

a corner café

The Daily Squeeze juice bar

a neighborhood barbershop

Five verbs, five worlds.

Each is a complete, ready-to-run exercise. Same spine, a different muscle every time.

I Y Decide

CASE IN POINT

Read a real business, then make the call and defend it.

WHAT STUDENTS DO

Teams get a case on a small business, weigh the numbers against the tradeoffs, and recommend a decision to a panel. Cases come in three levels, from numbers-provided to figure-out-what-you-even-need.

THE SKILL IT BUILDS

Judgment. Turning messy, incomplete facts into one clear, defensible recommendation, and standing behind it.

WORLD **Evergreen Lawn & Landscape** weighs a second truck

BUILDS TOWARD every other program

II Q Investigate

BIZESCAPE • AUDIT ESCAPE ROOMS

The books do not add up, and someone on the inside knows why.

WHAT STUDENTS DO

A forensic-accounting escape room. Teams split the company's records across roles, follow the money, clear the people who are innocent, and name the insider who committed the fraud, in a written Fraud Report.

THE SKILL IT BUILDS

Reading evidence. Following a paper trail, telling a red herring from a real lead, and backing an accusation with proof.

WORLD **Fulton Press**, a print shop with a phantom vendor

FORMAT role folders, one culprit

III @ Negotiate

COMMON GROUND

Two teams, one deal, and a scoresheet each side keeps hidden.

WHAT STUDENTS DO

Two teams negotiate a real deal: a lease, a supplier contract, a partnership split. Each side has a private points table and a walk-away. Teams that only fight over the obvious number score worse than teams that find the trades.

THE SKILL IT BUILDS

Value creation. Finding the interest behind the position, growing the pie before splitting it, and knowing when to walk.

WORLD a **café and its landlord** renew a lease

FORMAT team vs team, hidden scoring

IV



Persuade

THE PITCH

Win the yes from a buyer who has heard a hundred pitches.

WHAT STUDENTS DO

A team pitches a buyer, lender, or panel and handles live objections from an objection deck. Pitch your features and you lose. Pitch the buyer's margin, speed, and risk, close with a low-risk ask, and you win.

THE SKILL IT BUILDS

Persuasion. Turning features into benefits, handling objections without caving, and making the yes easy to say.

WORLD **The Daily Squeeze** pitches a grocery chain

FORMAT live pitch, objection deck

V



Respond

CRISIS

It is going wrong, right now, and the clock does not stop for you.

WHAT STUDENTS DO

A live, unfolding emergency. A facilitator drops new developments on the clock while the team triages, decides with half the story, and communicates under pressure, keeping a decision log the whole way.

THE SKILL IT BUILDS

Composure. Protect people first, tell the truth fast, control what you can, and adapt as the facts change.

WORLD a **café food-safety scare** as a reporter arrives

FORMAT timed injects, one team

In every packet

IT ALL PRINTS · NO APPS

Facilitator guide

Answer key

Fill-in scorecard & rubric

Team worksheets

Role briefs & folders

Objection & inject decks

Debrief prompts

Hand out the folders and run it. Every exercise is generated from **one source file** with its answers checked automatically, so the math always ties out and a case never drifts into being unfair or unsolvable.

Worth it on both sides of the desk.

IF YOU TEACH

For faculty

- **Drop-in ready.** Print the packet and run it. Facilitator guide, answer key, and scoring rubric are all included.
- **No prep, no specialty.** You do not need an accounting or negotiation background to run any of them.
- **Fair, transparent scoring.** Four criteria at 25% each, the same clean shape across all five.
- **Fits your block.** Setup, play, and debrief land inside one class session.
- **The numbers always tie out.** Each exercise is generated from one source file with its answers checked automatically, so a case never drifts into being unfair or unsolvable.

IF YOU ARE THE STUDENT

For students

- **You do business, you do not just read about it.** Real decisions, real tradeoffs, real consequences.
- **Worlds you already get.** A café, a juice bar, a landscaper, a barbershop. No jargon wall to climb first.
- **Skills that travel.** Deciding, investigating, negotiating, persuading, and responding show up in every job you will ever have.
- **Everyone plays.** Team-based by design, so you are in it, not watching someone else be in it.
- **You leave with proof.** You made the call, found the fraud, closed the deal, won the yes, and steered a crisis, before you ever had a business card.

Bring the five to your classroom.

DECIDE · INVESTIGATE · NEGOTIATE · PERSUADE · RESPOND

Request a sample packet and a run-through, and one block is all it takes to see it work.