

Computers in Business

Levels: Grades 8-9

Units of Credit: 0.50

CIP Code: 52-0111

Core Code: 32-02-00-00-070

Prerequisite: Keyboarding I and/or Keyboarding Applications

Skill Test: # 245

COURSE DESCRIPTION

This course introduces students to key business concepts including: Economics, Entrepreneurship, Finance, Marketing, and Desktop Publishing. Students will apply knowledge of these concepts through business simulations and preparation of a business plan.

STANDARD 1

Students will understand basic business, economic and entrepreneurial concepts.

Objective 1: Students will identify different types of businesses ownership (sole proprietorship, partnership, and corporations)

- a. List the advantages and disadvantages of each business type.
- b. Explain the difference between for-profit and non-profit businesses.

Objective 2: Students will understand and demonstrate Economic and Entrepreneurial concepts:

- a. Students will determine business risks, skills and characteristics of entrepreneurs. (Personality Test, Risk Awareness)
- b. Explain scarcity, demand, supply and opportunity cost (trade-offs).

STANDARD 2

Students will understand the importance of investing and its relationship to business.

Objective 1: Identify various investment tools.

- a. Compare risk and benefit of investment tools.
- b. Understand how time influences investment options.(Compound Interest)

Objective 2: Students will understand and explain basic stock market concepts and terminology.

- a. Understand differences between public and privately held companies.
- b. Define stock, stock market, stockbroker, commission, stock exchange (NYSE), shareholders, dividends, bull market, and bear market.

Objective 3: Students will be able to read stock quotes.

Objective 4: Students will simulate the buying and selling of stock. (The Stock Market Game, bankhs.com, creating a personal portfolio)

- a. Use research to identify possible stock purchases.
- b. Determine gains/losses on the sale of stock.

STANDARD 3

Students will research and develop a business venture to be used for their entrepreneurial simulation.

Objective 1: Students will explore possible business ventures to pursue for the business simulation.

- a. Identify resources at their disposal. Capital, Human, and Natural Resources
- b. Analyze different business ventures and choose a business for the simulation.

Objective 2: Students will determine who the potential customers are for the business simulation.

- a. Identify goods and/or services as potential business ventures.
- b. Determine an appropriate target market for business venture using demographics.
- c. Conduct market research of target market to determine customer wants and needs.

Objective 3: Students will make financial decisions by creating a budget for the business venture.

- a. Create a financial budget. (Include advertising, business documents and other related expenses.)

STANDARD 4

Students will create a marketing plan for their business venture.

Objective 1: Students will know the 4 P's of marketing (Marketing Mix) of product, place, price, and promotion.

- a. Incorporate the marketing mix to the business marketing plan.

Objective 2: Students will understand what motivates consumer purchase.

- a. Identify emotional, rational and patronage motives for making purchases.
- b. Identify possible motivations for the simulation target market.

Objective 3: Students will identify advertising media: magazines, newspapers, television, radio, social media, internet, and billboards.

- a. Choose the best advertising media for the simulation.

Objective 4: Students will research advertising costs for their business venture.

- a. Include the advertising cost in the financial budget.

STANDARD 5

Students will design business documents.

Objective 1: Students will understand and evaluate basic design concepts and terminology.

- a. Define: white space, margins, headline, copy, color, page balance, font, font size, graphic formats, and design elements.
- b. Design high-quality printed documents on for the simulation.

Objective 2: Students will create a logo and slogan for their business.

- a. Identify the purpose of logos and slogans.
- b. Create a digital logo and slogan to be used in the simulation documents.

Objective 3: Students will create business cards, letterhead, and additional documents as needed.

- a. Identify the purpose of these documents.

Objective 4: Students will create 3 print and/or multimedia advertisements.

Objective 5: Students will research the financial cost of creating/obtaining business documents for their business venture.

- a. Include the printing cost in the financial budget.

STANDARD 6

Students will incorporate concepts learned to create, present and evaluate a business plan (Student portfolio).

Objective 1: Students will compile a business plan (student portfolio), including, but not limited to the following sections:

- a. Cover Sheet
- b. Executive Summary
- c. Organizational Plan
- d. Marketing Plan
- e. Financial Documents
- f. Other documents created for the simulation

Objective 2: Students will present or display the business plan and supporting documents.

- a. Collect feedback from a third-party.

Objective 3: Students will evaluate the success of their business.

- a. Complete a self-reflection activity about the project.

STANDARD 7

Students will reinforce keyboarding skills.

Objective 1: Students will use correct keyboarding technique to improve speed and accuracy.

- a. Eyes on copy or screen, not on keys.
- b. Fingers curved and oriented to home row.
- c. Correct fingers used for keystrokes.
- d. Key with smooth rhythm and quiet hands.
- e. Forearms parallel to slant of keyboard; wrists low but not resting on any surface.
- f. Proper sitting posture: body centered, feet provide balance elbows naturally at sides.

STANDARD8 (Optional)

Students will create a webpage for their business venture.

(District guidelines must be followed for publishing web pages.)

Objective 1: Students will explore the basic concept of source code.

Objective 2: Students will use a web page editor to create a web site that includes multiple pages and links. The web site will also include a title heading, sub-heading, body text, and text enhancements (i.e. font, color, bold, italics, font size, etc), and a graphic.

Objective 3: Students will research the costs related to publishing and maintaining a web site and prepare a budget.

- a. Include the web publishing cost in the financial budget.