

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

A business simulation that will incorporate business concepts including: Marketing, Desktop Publishing, and Web Page Design.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will determine what type of business venture to be used for the simulation.

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

- a. Students will be able to explain the difference between profit vs. non profit businesses.

Objective 2: Students will understand and demonstrate Entrepreneurial concepts:

- a. Students will determine skills, characteristics, and risks of entrepreneurs.
 - Personality Test
 - Risk assessment

Objective 3: Students will determine who the potential customers are for the business simulation.

- a. Students will determine an appropriate target market for business venture.
- b. Students will research customer wants and needs (market research).
- c. Students will identify goods and/or services as potential business ventures based on market research of their target market.
 - Supply and demand

Objective 4: Students will determine what business venture to pursue for the business simulation.

- a. Students will identify resources at their disposal.
 - Capital, Human, and Natural Resources
- b. Students will use a decision making model to analyze different business ventures.
- c. Students will make financial decisions by creating a budget for their business venture.

STANDARD 2

Students will market their business venture.

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

Objective 2: Students will understand consumer motivations including rational motives, emotional motives, and patronage motives.

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

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

STANDARD 3

Students will design business documents.

Objective 1: Students will understand basic design and page layout concepts and terminology including white space, margins, headline, copy, color, page balance, font, font size, graphic formats, and design elements.

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

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

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.

STANDARD 4

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 HTML (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.

STANDARD 5

Students will learn how to use the stock market as an investment tool.

Objective 1: Students will be able to define and explain basic stock market terminology including the following: stock, stock market, stockbroker, commission, stock exchange (NYSE), shareholders, dividends, bull market, and bear market.

Objective 2: Students will understand what stock (equity) is as it pertains to ownership in public corporations.

Objective 3: Students will be able to read stock quotes on the Internet and/or the newspaper.

Objective 4: Students will simulate the buying and selling of stock including determining gain/loss on the sale of the stock. (The Stock Market Game, bankhs.com, creating a personal portfolio)

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

Objective 2: Students will evaluate their own business plan (student portfolio) according to the concepts learned in the course. Business plans will also be reviewed by fellow students.

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.