GEORGIA MIDDLE SCHOOL Instructional Resources

CAREER, TECHNICAL, & AGRICULTURAL EDUCATION

BUSINESS & COMPUTER SCIENCE

COURSE: Business & Computer Science

UNIT 10:   Introduction to Business

INTRODUCTION

Annotation:

This unit discusses the importance of effective company representation through business cards, signs, etc.

Grade(s):

	6th
X	7th
	8th

Time:

5 hours

Author:

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Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided appropriately. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation. Many students (both with and without disabilities) who struggle with reading may benefit from the use of text reading software or other technological aids to provide access to printed materials. Many of these are available at little or no cost on the internet.

☑ FOCUS STANDARDS

GPS Focus Standards:

> **BCS-BCSII-11-** The student will examine career requirements, job responsibility, employment trends, and opportunities for careers in business.
> a) Discuss characteristics and opportunities that lead to the development of a successful career in entrepreneurship management, marketing, and banking and finance.
> b) Create a logo, slogan, letterhead, and business card for an imaginary business.

GPS Academic Standards:

> **ELA7R2** – The student understands and acquires new vocabulary and uses it correctly in reading and writing.
> **ELA7W2** – The student demonstrates competency in a variety of genres.
> **ELA7W3** – The student uses research and technology to support writing.
> **ELA7W4** – The student consistently uses the writing process to develop, revise, and evaluate writing.
> **ELA7LSV1** – The student participates in student-to-teacher, student-to-student, and group verbal interactions.
> **ELA7LSV2** – The student listens to and views various forms of text and media in order to gather and share information, persuade others, and express and understand ideas.
> **M7G3** – Students will use the properties of similarity and apply these concepts to geometric figures.
> **S7CS2** – Students will use standard safety practices for all classroom laboratory and field investigations.

National / Local Standards / Industry / ISTE:

> **Standard 1**: Utilize career resources to develop a career information database that includes international career opportunities.
> **Standard 2:** Integrate all forms of communication in the successful pursuit of employment.
> **Standard 3:** Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.
> **Standard 4** Use the financial competencies needed by an entrepreneur.
> **Standard 5**: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

☑ UNDERSTANDING & GOALS

Enduring Understandings:

- A logo and slogan should be designed so that they represent your business in an individualized way. When people see the logo or hear the slogan, they should automatically think of your business. Even small businesses spend thousands of dollars every year in advertising. The logo and slogan are two of the most valuable advertising tools a business has.
- A business card and letterhead are representative of the business and therefore should present a professional appearance. The business card contains all of the information needed for customers or potential customers to contact you. It is extremely important that your business maintains a professional appearance, and the business card and letterhead are your representatives when you aren't there.

Essential Questions:

- What career requirements, job responsibilities, employment trends, and opportunities exist for careers in business?
- What is a logo?
- What is a slogan?
- How do I design and create a business card? a letterhead?

Knowledge from this Unit:

- Business Card – a small card with a person's name, business affiliation, and contact information
- Entrepreneur – a person who has an idea and turns it into a business; a business owner who assumes the risk for a business venture.
- Letterhead – a sheet of stationery printed with the business name and address at the top
- Logo – a name, symbol, or trademark designed for easy recognition; an iconic representation of business
- Slogan - a catch phrase used to represent a business or product; a motto

ASSESSMENTS

Assessment Method Type:

	Pre-test
	Objective assessment - multiple-choice, true- false, etc.
	__ Quizzes/Tests
	__ Unit test
	Group project
X	Individual project
X	Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
	_X_ Self-check rubrics
	__ Self-check during writing/planning process
	__ Journal reflections on concepts, personal experiences and impact on one's life
	__ Reflect on evaluations of work from teachers, business partners, and competition judges
	__ Academic prompts
	__ Practice quizzes/tests
	Subjective assessment/Informal observations
	__ Essay tests
	__ Observe students working with partners
	__ Observe students role playing
X	Peer-assessment
	__ Peer editing and commentary of products/projects/presentations using rubrics
	__ Peer editing and/or critiquing
X	Dialogue and Discussion
	__ Student/teacher conferences
	__ Partner and small group discussions
	_X_ Whole group discussions
	__ Interaction with/feedback from community members/speakers and business partners
X	Constructed Responses
	__ Chart good reading/writing/listening/speaking habits
	_X_ Application of skills to real-life situations/scenarios
	Post-test

Assessment(s) Title:

Student Self-Assessment Business Card Rubric

Assessment(s) Description/Directions:

The students use the Student Self-Assessment Rubric for Business Cards to check their work before submitting for a grade.

Attachments for Assessment(s):

BCSII_7-10_Business Card Rubrics

LESSON PLANS

Sequence of Instruction

- **INTRODUCTION**

    1. Identify the Standards. Standards should be posted in the classroom for each lesson.

    BCS-BCSII-11- The student will examine career requirements, job responsibility, employment trends, and opportunities for careers in business.
    a) Discuss characteristics and opportunities that lead to the development of a successful career in entrepreneurship management, marketing, and banking and finance.
    b) Create a logo, slogan, letterhead, and business card for an imaginary business.

    2. Review Essential Questions.

    - What career requirements, job responsibilities, employment trends, and opportunities exist for careers in business?
    - What is a logo?
    - What is a slogan?
    - How do I design and create a business card? a letterhead?

    3. Identify and review the unit vocabulary.

    Business Card – a small card with a person's name, business affiliation, and contact information
    Entrepreneur – a person who has an idea and turns it into a business; a business owner who assumes the risk for a business venture.
    Letterhead – a sheet of stationery printed with the business name and address at the top
    Logo – a name, symbol, or trademark designed for easy recognition; an iconic representation of a business
    Slogan – a catch phrase used to represent a business or product; a motto

- **LESSON 1: SUCESSFUL ENTREPRENEURS**

    1. Identify some successful entrepreneurs. (Bill Gates, Steve Jobs, Donald Trump, etc) Discuss the characteristics of successful business people.

2. Given a list of potential business careers (Potential Business Careers Activity worksheet), each student will select one and research the career requirements, job responsibilities, employment trends and opportunities using the Occupational Outlook Handbook (http://www.bls.gov/OCO). The students will create a flyer about their researched career.

- **LESSON 2: LOGOS AND SLOGANS**

1. Show PowerPoint presentation Logos and Slogans. Ask the name of the company that has that logo. Then ask the students what that company slogan is. (Ex. Graphic of the "Golden Arches", McDonald's, "I'm loving it.")

2. Show and discuss the Logo and Slogan Creation presentation. Students will create a business name for an imaginary business related to a career in which they are interested.

3. Demonstrate how to create a logo using drawing tools. Students create a logo and slogan for their imaginary business.

4. www.sloganizer.net (This site will create a slogan for you using keywords from your business and basic slogans. Some are entertaining. Many do not make any sense. Great way to show that creating a slogan does require thought; there's no simple "one slogan fits all".)

5. After creating their logos and slogans, the students use peer editing to get feedback and make any changes if necessary.

- **LESSON 3: BUSINESS CARDS**

1. Provide examples of business cards from area businesses. Discuss which ones capture the most attention and why. (May use the Sample Business Cards file.)

2. Show and discuss the Creating a Business Card presentation. Discuss what should be included on a business card.

3. Demonstrate how to create a business card. (You may use templates or show how to create a card from scratch.) Students create a business card for their imaginary business. Students utilize the Student Self-Assessment Rubric for business cards to check their work before being submitted for a grade.

4. Incorporating Mathematics: Students complete **Scaling** worksheet.

- **LESSON 4: LETTERHEADS**

1. Provide examples of letterheads from area businesses. Discuss what should be included on a letterhead.

2. Demonstrate how to create a letterhead. Students create a letterhead for their imaginary business.

3. Discuss the expense of business cards and letterhead stationery if purchased from a vendor or printed in-house. Students complete the Business Cards & Letterhead Stationery worksheet.

Attachments for Learning Experiences:

BCSII_7-10_Potential Business Careers Activity
BCSII_7-10_Logos and Slogans (PowerPoint)
BCSII_7-10_Logo and Slogan Creation (PowerPoint)
BCSII_7-10_Sample Business Cards (jpg)
BCSII_7-10_Creating a Business Card (PowerPoint)
BCSII_7-10_Business Card Rubrics
BCSII_7-10_Business and Letterhead Stationery Worksheet (Microsoft Word Document)

UNIT RESOURCES

Web Resources:

www.sloganizer.net (Note: You may have to select English as the language at the top of the page.)
http://www.bls.gov/OCO

What 21st Century Technology was used in this unit:

X	Slide Show Software		Graphing Software		Audio File(s)
	Interactive Whiteboard		Calculator		Graphic Organizer
	Student Response System	X	Desktop Publishing		Image File(s)
	Web Design Software		Blog		Video
	Animation Software		Wiki		Electronic Game or Puzzle Maker
	Email	X	Website		