**Welcome!** This Integrated Technology II class will introduce the essentials of entrepreneurship through the application of how entrepreneurs utilize technology to start and operate companies.

 **Real World Challenges:**

**Unit 1 – Who’s the Boss:** Entrepreneurs launch and run small businesses in hopes to become successful. In this unit, you’ll learn about different entrepreneurs and their businesses. You’ll create a narrated PowerPoint to share information with your classmates. Additionally, you’ll meet an entrepreneur from the community.

**Unit 2 – We’re in Business**: Planning, researching, and developing a plan is the first task in creating your own business. You’ll use advance skills in Microsoft Word to come up with a business plan for your own company. Using prior knowledge of Microsoft Excel will help determine financial data for your business too.



 **Unit 3 – Digital Media**: Once you have a plan for business, it’s time to let the community know about it! In this unit, you’ll create a commercial for your business to market your products. You’ll learn how social media can help inform your customers and create different digital media projects to market your business using a variety of tools. The final project consists of a “Shark Tank” pitch to help promote your company.

**Unit 1 Outline: Who’s the Boss**

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| **Lesson #** | **Summary of Lesson Plan** |
| 1  | * What is entrepreneurship?
* Lemonade Stand (Supply/Demand, how to make profit)
* Introduce Entrepreneurship project
 |
| 2  | * Choose an Entrepreneur
* Begin Research on an Entrepreneur
 |
| 3  | * Research and construct PowerPoint Presentation on an Entrepreneur
 |
| 4  | * Record Narration in PowerPoint
* Time Transitions & Animations in PowerPoint
 |
| 5  | * Post Presentations on Discussion board in Canvas
* Review and post feedback on presentations using the discussion board
 |
| 6  | * Meet an Entrepreneur (Entrepreneur from the area will come to speak about their business, how they started, and what they do to make profits)
* Reflection (College and Career Readiness)
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**Unit 2 Outline: We’re in Business**

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| **Lesson #** | **Summary of Lesson Plan** |
| 1 | * Virtual Museum: Industry Descriptions (Retail v. Food v. Service)
* What’s in a business plan and introduction to Business Plan project
* Choose a MS Word Template for a Business Plan
 |
| 2 | * SWOT Analysis for Business
* Create a Business Proposal using MS Word
* Outlook invite for meeting and Calendar Management
 |
| 3 | * Create an Overview/Mission Statement for your Business (Business Plan template in MS Word)
* Include Mission Statement, contact info, about the owners, about the business, table of contents, SWOT analysis
 |
| 4 | * PRODUCT & PRICE - Begin 4 P's of Marketing
* What will you charge per product, How will you get paid, How else will you make money from this business?
 |
| 5 | * PLACE - Demographic Information and Target Market
* Demographic Analysis
 |
| 6 | * PROMOTION – How to Market your Business
* Social Media in Business (Rates/Reviews and PR)
* Coupons/Sales/Limited Edition
 |
| 7-10 | * Evaluate Business financial decisions
* Use Excel to create a financial plan (create graphs and charts)
 |
| 11 - 12 | * Market Research
* Utilize MS Forms to create a survey for customers
 |
| 13 - 15 | * Format a Business Plan in MS Word: Header/Footer, margins, Different Header on first page, cover page, page numbers.
* Create a Table of content w/hyperlinks, watermark, picture alignment.
 |
| 16 | * Save Document as PDF
* Unit Reflection
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**Unit 3 Outline: Digital Media**

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| **Lesson #** | **Summary of Lesson Plan** |
| 1 | * Social Media in Business
* Use a Simulator to create a fake Social Media Post for Business using proper etiquette
 |
| 2 | * Introduction to Graphic Design
* Analysis of Company Logos
* Analyze color theory, and layout and composition
 |
| 3 – 4  | * Create a logo for their Business (SumoPaint, Canva, Venngate, Sketchpad)
* Analyze Logo Decisions (color, layout, name/slogan)
 |
| 5 | * Commercial Introduction
* Plan and create a Script for Commercial
 |
| 6 - 7 | * Film Commercial using laptops and WeVideo
 |
| 8 | * Use WeVideo and Audacity to edit Business Commercial
 |
| 9 - 13 | * Introduction to Menu Project for Business
	+ Choose from a variety of projects to equal 100 pts (example: Business card, web ad, coupon, address labels, etc.)
 |
| 14 | * Create a Shark Tank Pitch using MS Sway (include Menu items)
 |
| 15 - 17 | * Presentation of Shark Tank pitch
* Unit Reflection
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**“If it doesn’t challenge you, it doesn’t change you.” -Fred Devito**

**Grading Policies**

**GRADES:**

|  |  |  |  |
| --- | --- | --- | --- |
| **100-93% A****92-90% A-** | **89-87% B+****86-83% B****82-80% B-** | **79-77% C+****76-73% C****72-70% C-** | **69-67% D+****66-63% D****62-60% D-****>60% F** |

**WEIGHTED ASSESSMENTS:**

 Formative: 20% of marking period grade

 Summative: 80% of marking period grade

**INFINITE CAMPUS:**

Integrated Technology II assignment grades will be posted on Infinite Campus for students and parents to view throughout the school year. Please check IC at least once a week to monitor progress in the class. Missing assignments will be marked as a “0” until the assignment is submitted.

**CANVAS:**

Many assignments will be submitted via the Canvas course. Canvas automatically calculates assignments in the Canvas gradebook. Average grades in Canvas may not be accurate, as all Integrated Tech II assignments will not be added to the Canvas gradebook. Students are welcome to view their grades in Canvas for an individual assignment but should review final averages in Infinite Campus.

**RUBRICS**:

Most projects will be graded against a rubric or checklist. Students should strive for the maximum amount of points and work to the best of their ability.

**FEEDBACK**:

An essential element to learning is feedback. Students will receive feedback on assignments, projects, tests, etc. Feedback is a useful tool to determine the positive aspects and provide guidance.

**“Your attendance ups your chances of being successful!” – Tyra Banks**

**Attendance**

**DAILY ATTENDANCE:**

Students will have Integrated Technology II every other day for one semester. Attendance is expected and encouraged. If you know that you’ll be out, please make your teacher aware of your absence.

**ABSENCES**:

Students need to make up the work that was missed. Students will have until the next Integrated Technology class to make up any missed work without penalty. Please contact your teacher to see what you have missed and how you can make up the work.

**LATENESS:**

Summative assignments turned in after the due date will result in lost points.

**Supplies**

**HEADPHONES**:

All students will need to a pair of headphones. Please bring a pair each day to class.