Business and Computer Science

Focus: Launch a Business

Introduction

The Business and Computer Science course provides students an exploratory foundation in the design and development of a business, websites and games. It is designed to be taught in an 18-week rotation in 90-minute daily classes. Through integrated instructional activities, students will have the opportunities to apply employability skills and to research possible career options in the information technology area. Students who successfully complete this course will be prepared for the following pathways upon entering high school: Introduction to Digital Technology, AP Computer Science Principles & Web Development.

Course Overview

Prerequisites: There are no prerequisites for Business and Computer Science. This course is meant to be a first-time introduction to business, game design and web design and does not require students to come in with any computer programming skills or experience.

Learning Environment: The course utilizes a blended classroom approach. The content is a mix of web-based and physical activities. Students will create and run code in a browser, create websites, and engage in in-person collaborative exercises with classmates. Teacher(s) utilizes differentiation tools to give focused 1-on-1 attention to students. Each unit is broken down into lessons. Lessons consist of video tutorials, slide presentations, short quizzes, written assignments, written programming exercises, collaborative creation projects, and research projects.

Programming Environment(s): Students write and run programs in the browser using Codepen.io editor for web design. Students will be able to write text-based HTML/CSS. Students will work in Scratch and MakeCodeArcade for their block-based Javascript programs.

Course Breakdown (16 Weeks)

Module 1: Business Proposal (2 Weeks)

In this module, students will brainstorm a business idea. Students will begin researching other businesses that are similar to the one that they are interested in creating. Students will also create several drafts of their proposal due to collaboration and provided feedback.

Objectives/ Topics Covered	Google Drive ● Google Docs Collaboration Business Partnerships Research E-mail Etiquette Memo/ Meeting Minutes Typing Business Name Generator	Standard(s) Alignment:
Assignments/Labs	Draft of Business Proposal Editing and Feedback Final Draft Business Proposal Business Name	
Events/ Due Dates	Jan 3-5. Intro to Course/ Expectations Jan 6. Guest Speaker(s) Jan 9. Module 1-Intro to Business Proposal Jan 13. Business Proposal Draft Due Jan 18. Business Proposal Peer Feedback is Due Jan 23 & 24. Module 1- Wrap Up/ Review Jan 26 & 27- Business Proposal Presentations	

Module 2: Logo & Slogan (2 weeks)

In this module students will create a business logo and slogan that will make people remember their business. Students will also research what logos and slogans say about other businesses within the market.

Objectives/ Topics Covered (ProCreate, Canva)	Logo	Standard(s) Alignment:

	- What is a logo?
	- What is its purpose?
	- Types of logos
	   - Letter mark
	   - Word mark
	   - Pictorial mark
	   - Abstract mark
	   - Mascot
	   - Combination
	   - Emblem
	- 5 Principles of Good Logo Design
	   - Simple
	   - Memorable
	   - Timeless
	   - Versatile
	   - Appropriate
	- Design Techniques
	   - Design a visual double entendre
	   - Illustrate motion
	   - Use negative space cleverly
	   - Apply the psychology of color
	   - Create the perception of texture
	   - Produce an original design
	- Logo Design Plan
	   - Choose 1 logo type
	   - Use 2 design principles
	   - Use 1 design technique
	   - A synopsis
	Slogans	

	- What is a slogan? - How are slogans written? - How do you write a slogan that best represents a business or company? How do you incorporate an advertising technique into a slogan?	

Assignments/Labs	Logo
	    - Activity 1: Learn It
	    - Activity 2: Apply It (Tutorial) (Differentiation)
	Slogans
	    - Activity 1: Learn It (Video)
	    - Activity 2: Apply It (Slogan Slideshow Examples)
	    - Slogan Developer Worksheet	

Module 3: Job Descriptions (2 Weeks)

In this module, students will create several positions for their business. Students will list out the duties and responsibilities of each position, the wage, job summary, qualifications and skills, as well as education needed.

Objectives/ Topics Covered	Duties & Responsibilities Wages Job Summary Qualifications and Skills	Standard(s) Alignment:
Assignments/Labs	Activity 1: Learn It Activity 2: Create it	

Module 4: Advertising & Classified Ads (Marketing) (4 Weeks)

In this module, students will create advertisements for their business. They will be using YouTube shorts, radio commercials & Game Design(In this game students will showcase what their business stands for, along with the 6 components of game design).

Objectives/ Topics Covered (Game Advertising Research)	Advertising Campaigns Advertising Techniques and/or 6 components of a game - Space - Goal - Challenge - Components - Core mechanics - Rules Audience Purpose	Standard(s) Alignment:
Assignments/Labs	Activity 1: Learn It Activity 2: Plan It Activity 3: Create It And/Or Activity 1: Entry Event Activity 2: Planning Activity 3: Playtest Activity 4: Final Game	

Module 5: Web Site (4 Weeks)

In this Module, Students will design a website for their business. They will include information that they have already created for their advertising.

Objectives/ Topics Covered	Computer Science Careers HTML Formatting Text Links Images Lists & Tables CSS iframes	Standard(s) Alignment:
Assignments/Labs	HTML Tags, structure and formatting Add links and images Creating lists and tables	

	Embedding videos	

Module 6: Final Presentation: May 11th, 2023 "Shark Tank" (1 Week)

In this module, students will create a PowerPoint presentation to show prospective investors. Students will refer back to their business plan. They will include pictures of the owners. (Photography students will take these pictures). Students will also provide a link to their websites.

Objectives/ Topics Covered	Presentation
Assignments/Labs	Keynote Presentation

** Students will have 2 extra weeks that can be used as additional time to get their products done for each module.**