Orange Unified School District
Business Concepts and Computer Applications
Year Course

Grade Level: 9-12

Prerequisites: None

Introduction to the Subject:
Business Concepts and Computer Applications is a comprehensive, self-contained, fully-computer integrated, project-based one-year course. Students will research businesses and business careers, create a "virtual" sole proprietorship and a product, and learn principals of general business administration while completing projects which include market research, creating a logo, slogan, letterhead, multiple brochures, presentations, commercials, product packaging for select demographics, and a company website. Students will learn how to meet consumer needs, price products, purchase inventory, determine staffing needs, use marketing types and strategies, determine potential business costs, and how to obtain financing for a business. Students will research careers and positions within a business, participate in the resume/job application/interview processes, and research local colleges and universities that provide the education requirements for business positions. In addition, students learn how their Personal Computer (PC), printer, and other peripherals work, how to troubleshoot common PC-related problems, and how to purchase a PC and peripherals that fits their needs.

This course supports the California Business Education Career Path and Model Curriculum Standards for the Business Financial Management Pathway and Marketing, Sales, and Service Industry sector pathways.

Course Objectives:
By the end of the course:

- Students will learn to express themselves creatively with new technologies.
- Students will obtain intermediate computer literacy skills to be able to understand the importance of effective interfaces in the interaction between humans and computer systems.
- Students will explore computational ideas through personal and meaningful projects.
- Students will maintain a digital portfolio that highlights completed projects.
- Students will communicate both verbally and in writing in a professional manner with peers, faculty, and members of the community.
- Students will learn the basics of entrepreneurships and business.
- Students will understand the creation, content, and format of business documents.
- Students will understand the key components of a PC, how they work, and what they are used for.
- Students will understand the 4 Ps (product, price, place, promotion) of marketing and various marketing techniques.
- Students will learn beginning to intermediate skills of Microsoft Office (Word, PowerPoint, and Excel).
- Students will learn beginning and intermediate skills of Adobe Photoshop's graphic editing software.

- Students will learn how to use movie making software to make commercials.
- Students will learn how to use web editing software to create and maintain a website.
- Students will use critical thinking skills such as asking questions, analyzing problems, and supporting arguments and conclusions.
- Students will use peer reviews to analyze peer work and provide problem solving feedback.
- Students will develop a knowledge and understanding of the concepts of business, marketing, and entrepreneurship.
- Students will understand intellectual property, privacy and non-disclosure agreements.
- Students will obtain career knowledge and goals in the computer science and video game development industries.
- Students will obtain employability skills such as time management, problem solving, critical thinking, and cooperative planning while working on projects.
- Students will develop an organizational system to maintain information including specifications, pertinent research, and design choices.
- Students will develop innovative solutions to non-familiar problems by demonstrating various types of reasoning as appropriate for the needs of the situation.
- Students will develop and practice metacognition skills by analyzing what they already know about the topic, what they need to know about the topic, how they learn best, how to get information they need, whether they fully understood what they heard, read, or learned, and whether they know when they made a mistake and why they made it.

Recommended text(s):
- Nielsen, Joyce and Skintik, Catherine. *Learning Microsoft Office 2007*, Pearson, Prentice Hall DCC., 2008.
- Masala, Anthony. *The Teen Entrepreneur*, Business Education Publishing, 2006.

Supplemental Text/Materials:
- Software: Microsoft Office (Word, PowerPoint, Excel, Publisher), Windows MovieMaker, and a text editor.
- Handouts on web
- Documentaries from The Discovery Channel and The History Channel.
- Episodes/excerpts from *The Apprentice, Season 1.*

Course Overview and Approximate Time Allotments

First Semester   **Weeks**

I. Understanding your PC   4
    A. Introduction to Hardware
        1. Students learn about major PC hardware components used for input, output, processing and storage, as well as components that allow communications within the computer and provide an electrical supply
        2. How to protect the PC from electrostatic discharge, EMI, and power problems
        3. How to protect self
    B. How Hardware and Software work together
        1. Students learn about operating systems and their key functions: controlling hardware devices inside the computer and providing an interface for users and applications to command and use hardware

    2. How system resources help hardware and software communicate
    3. How the boot process works
  C. Understanding key components (motherboard, CPU, and troubleshooting basics)
    1. Students learn about the components of the motherboard
    2. Basic procedures for building a computer
    3. How to install a motherboard
  D. Managing Memory
    1. Students learn about the various kinds of memory (including RAM and ROM) and how Windows manages memory
    2. Students learn how to upgrade and troubleshoot memories
  E. Supporting Input, output, and multimedia devices
    1. Students learn how to install and support input and output devices
    2. How to connect peripherals using ports, wireless connections and expansion slots including, keyboards, printing devices, monitors, digital cameras and MP3 players
  E. Supporting printers
    1. Students learn how various types of printers (laser, ink-jet, and dot-matrix) work
    2. How to support them
  F. Installing and using operating systems
    1. Students are exposed to the Windows and Linux operating systems
    2. Their strengths and weaknesses
  G. Purchasing a PC
    1. Students learn guidelines for upgrading to a new PC
    2. Purchasing a brand name PC or a clone
    3. Selecting hardware, software or the total package
    4. Building a PC from components
  H. Error messages and their meanings
    1. Students learn common error messages and their meanings including a detailed explanation of BIOS beep codes, numeric codes, and error messages that can be used to troubleshoot the boot process

II. Business Principles in General Business Administration   3
  A. Differentiate between product and service business, as well as sole-proprietorships, partnerships and corporations
  B. Explain how successful businesses meet a market need
  C. Discuss basic principles of small business ownership and management
  D. Discuss basic pricing principles such as setting a selling price, legalities of pricing and math involved in pricing
  E. Discuss basic principles in purchasing including vendor selection, store inventory, and math involved in purchasing
  F. Discuss basic staffing principles including characteristics of a good employee, evaluating potential employees, hiring employees, laws that affect employees, and determining the correct number of employees to hire

III. Creating a virtual company   10
  A. Use Microsoft Word to perform the following:
    1. Preparing a self-assessment survey of personal interests, skills, and traits
    2. Create a company name, description, logo, mission statement, tagline, and description of products and services

      3. Create, edit, and print business letters and documents that are properly formatted and checked for accuracy
      4. Define terminology used in word processing. Learn appropriate tools and features to create, edit, and print documents. Use tables to display business information. Practice proofreading skills for quality and clarity
  B. Create a MS PowerPoint Presentation of the self-assessment survey results and its relation to the chosen company.
      1. Students will learn proper presentation skills such as eye contact, voice modulation, pacing, talking clearly and slowly
      2. Make sure technology works before giving a presentation and what to do if the technology is broken
  C. MS Excel spreadsheet projects
      1. Students learn to create, edit and print spreadsheets to track inventory and purchases
      2. Determine staffing needs and associated costs
      3. Track purchases, vendors, product, and shipping costs
      4. Create an equipment inventory
      5. Schedule service and repairs
  D. Learn to use color and fonts to create brochures and fliers In MS Publisher.
  E. Learn software features of Adobe Photoshop by creating a t-shirt and product packaging.

Second semester   Weeks

IV. Marketing principles   5
  A. Students learn basic the four Ps of Marketing (product, price, place, promotion) related to promotional mix and associated budgets
  B. Qualitative and quantitative market research
  C. How to base marketing to demographics, geography, and psychographics
  D. How strategic merchandizing can affect sales

V. E-Commerce   6
  A. Students create a multi-page website for their virtual business that includes contact information, company information, product descriptions, and a form.

VI. E- Financial management principles   4
  A. Students use the internet to research financial information, the services that banks and financial institutions provide, customer credit principles and practices and cost of credit

VI. E- Careers and Employability skills   2
  A. Students research a company they would like to work for
  B. Complete a "virtual" application
  C. create their résumé and cover letter
  D. Practice interviewing techniques.
  E. Follow-up with a thank-you letter and email

NOTE: Original courses (Computer Technologies A and B) were combined to form this course in 2009.

DATE OF LAST CONTENT REVISION: **April 2001**

DATE OF CURRENT CONTENT REVISION: **August 2011**

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