

Title: Business
Curriculum Area: BCIS-I
Teacher:
School:
Grade Level: 10-12
Career Cluster: Business, Sales, Finance, Marketing
Lesson Objective(s): One objective is to help students understand the usefulness of computer skills even if he isn't sitting behind a desk. A second objective is to help students understand how the different facets of business utilize computer skills. We do live in the "computer age" and the ability to use technology is only going to become more important. The students will use EXCEL for spreadsheets and charts, POWERPOINT for presentations, ACCESS for mail merge, and DESKTOP PUBLISHING/PUBLISHER for publications.
Performance Task (Include Teacher & Student Instructions): Teacher Instructions: I think it would be interesting to have one of the owner's come to the class to talk about their business. (A field trip would be even better, but probably impossible due to transportation issues.) Hopefully, the speaker would bring a sample of their product--pralines. That would be sweet! The owner could explain to the students how they make the candy, what ingredients are used, how it is shipped, and their various marketing tools. Students would use DESKTOP PUBLISHING/PUBLISHER to create a new, fresh mailer for the Golden Gals' Pralines. They will research the company and look at previous brochures used by the company which the speaker would provide. This could be a contest within each class, and then the winners from each class would be pitted against each other. The marketing teacher/and CATE director could select a winner from that group. All winners would be submitted to business owners for their opinion/comments. (Perhaps the marketing teacher could speak to the students about marketing strategies before they begin the project.) Students would use ACCESS to create a database of current/past/future customers complete with mailing addresses to be used in a mail merge. Students would write a letter to these customers in which they would enclose the mailer they created in the previous assignment. Using mail merge, they would print out the letters along with mailing labels. Using EXCEL, the students will keep an inventory of supplies--boxes, stickers, etc. used by the business. Also using EXCEL, the students will create a chart showing sales for each quarter of the year.

After creating all these documents, the students will create a POWERPOINT presentation using a chart showing sales. Maybe they can pretend they are going to the bank requesting a loan.

Evaluation & Scoring:

All of this could become a test project, with each task graded separately for a daily grade.

1. The mailer would be graded using a rubric being sure that each element listed was present. Winners would be forwarded on to the Golden Gals' owners to be used if they so chose.
2. The database/mail merge would be graded on accuracy and content (letter).
3. The EXCEL chart would be graded for accuracy and ease of reading.
4. The POWERPOINT would be presented and graded with a rubric.

Extension/Modification and/or Instructional Methodology:

Various methods of instruction would be utilized: lecture, written, audio/visual, demonstration, application, and individual.

SCAN Skills:

Many skills will be involved with this project, including but not limited to the following:

reading, writing, math, listening, speaking, creative thinking, decision-making, responsibility, self esteem, integrity/honesty, working with others, acquiring and using information, and working with a variety of technologies.

Exit Level TAKS Objectives:

ELA Objectives 4, 5 & 6

Math Objectives: 2, 9, & 10

TEKS Competencies:

- 120.23 (a), (b), & (c) 1 a-e
2 a & c
3 a- f 1 & 2
4 a & b
5 a-c
7 a-c
8 a-c

Team Project, Guest Speaker, or Field Trip:

Guest speaker would be one or more of the owners

Contest for creating best mailer/brochure

Resources:

Guest speaker; internet; EXCEL, POWERPOINT, ACCESS, WORD.