

# NLMUSD Model Integration Technology Pilot

## Technology Integration Unit/Lesson Plan Template (modified from MTS Lesson Plan Template)

Lesson title: Business Plans  
Name: Kim Perry  
Subject area: Business  
Grade level: 9-12  
Time frame: 7 Days

## Brief lesson/unit Summary/Description

Students have been studying the concepts of entrepreneurship and forms of business ownership. Students are introduced to business plans and given a business plan format to follow. They are then put into groups and each group will come up with a different type of business they wish to open. They will then follow the steps in creating a business plan for that type of business, and then create a Power Point presentation to present their business plan to the class. The class will decide which group should receive the investment money to start their business.

## State Content Standard/Benchmark addressed <http://www.cde.ca.gov/be/st/ss/index.asp>

### Common Core Standard –

2. Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

- a. Introduce a topic **or thesis statement**; organize complex ideas, concepts, and information to make important connections and distinctions; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension.

### California Career Technical Education Model Curriculum Standards

(12.2.7) Analyze how domestic and international competition in a market economy affects goods and services produced and the quality, quantity, and price of those products.

(12.2.8) Explain the role of profit as the incentive to entrepreneurs in a market economy.

(2.3) Verify and clarify facts presented in other types of expository texts by using a variety of consumer, workplace, and public documents.

(2.6) Deliver multimedia presentations:

Combine text, images, and sound and draw information from many sources (e.g., television broadcasts, videos, films, newspapers, magazines, CD-ROMs, the Internet, electronic media-generated images).

Select an appropriate medium for each element of the presentation.

Use the selected media skillfully, editing appropriately and monitoring for quality.

Test the audience's response and revise the presentation accordingly.

## Educational Technology Standard/Benchmark addressed <http://www.iste.org/standards.aspx>

b. Engage students in exploring real-world issues and solving authentic problems using digital tools and resources

## 21<sup>st</sup> Century Skill(s)/Theme(s) addressed <http://www.p21.org/route21/index.php>

### Information Literacy

#### *Access and Evaluate Information*

- Access information efficiently (time) and effectively (sources)
- Evaluate information critically and competently

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## *Use and Manage Information*

- Use information accurately and creatively for the issue or problem at hand
- Manage the flow of information from a wide variety of sources

## **Integration into NLMUSD Curriculum Maps (If applicable in Language arts or Math)**

## **Students will understand (lesson/unit objectives):**

Students will be able to identify all the various aspects involved in opening a business and creating a basic business plan. Students will also be able to create a visual component of their business plan which they will present in a professional manner.

## **Essential Questions to guide this unit/lesson and focus teaching and learning:**

What is the purpose of a Business Plan? How much planning, organizing, and financing does it take to start a business? What are the best ways to present a business plan to potential investors?

## **Technology & Web 2.0 resources needed (hardware and software, websites)**

MS Word, Power Point or Prezi, loopnet.com, mapquest.com, and various other sites needed for research.

## **Procedure (learning activities)/ lessons of unit**

1. Students will read about Entrepreneurship and learn the different types of business ownership.
2. Students will watch a documentary called "How I made my millions" about successful start up companies.
3. Students will learn what a business plan is, what it is for, and the different parts of a plan.
4. Students will be put into teams of 3-4 and will choose a type of business they wish to open.
5. Over 5 days, students will be creating plans for their business using various resources off of the Internet.
6. Students will first create a formal business plan paper, typed on MS Word.
7. Students will then turn their paper into a presentation, using either Power Point or Prezi.
8. Students will present their business plans to the class.

## **Assessment Method**

The projects will be assessed using a rubric. There is a separate rubric for the groups to follow for both the paper itself and then for the presentation. One group will receive the "Investment."

**Notes: (this area may list accommodations, differentiation, as well as other key information that may not fit into the categories above)**