

# TECHNOLOGY APPLICATIONS FOR THE ENTREPRENEUR

## COURSE DESCRIPTION & OBJECTIVES

TECHNOLOGY APPLICATIONS FOR the ENTREPRENEUR includes a variety of learning activities and projects that are interesting, engaging, and skills-rich that are designed to teach technology applications built around an entrepreneurial theme. Students will produce accounting, financial, marketing and presentation materials as well as other projects that are typically used in business and/or when starting a business venture. Projects are designed to develop skills in technology, communications, research, problem solving, decision making, teamwork and critical thinking.

Many of the projects may be used as portfolio work samples and are noted as such. Final capstone simulation projects provides the student with an opportunity to apply all the concepts learned throughout the course.

The lessons included in the Word, Excel, and PowerPoint units may be used to support Microsoft Office certification preparation. Lessons have been aligned to MOS objective domains for Word, Excel and PowerPoint 2016 and can be found in VE's Learning Management System (LMS) under Course Introductions & Content Overview.

Technology Applications the Entrepreneur has been aligned to Common Career Technical Core, Common Core Standards in ELA and Math. It has also been aligned to the Career Readiness Framework, developed by Deloitte and VE that captures key competencies and skills employers seek and students need to succeed in business and which can be used with assessment tools to demonstrate, measure and communicate career readiness. A copy of the Career Readiness Framework is provided in VE's LMS.

Students who complete the course will:

- Manage computer files
- Use word processing, spreadsheet, presentation, Web design and digital marketing software to create business documents and marketing materials for a new business.
- Use Google Docs, Google Sheets & Google Slides for collaboration.
- Explore careers.
- Develop planning, decision-making, technology, and critical-thinking skills when producing professional, real-world business documents.
- Develop entrepreneurial skills and concepts.
- Apply word processing, spreadsheet, and presentation software to developing personal finance concepts.

## UNIT I: ORIENTATION

### Unit Objectives

In this unit, students will:

- Discuss the goals of the program.
- Review the types of projects and activities in which they will be engaged and how they will be evaluated.
- Introduce VE's LMS and lesson materials
- Discuss the responsibilities of digital citizenship
- Understand the rules and classroom procedures for using technology in the VE technology lab
- Organize and maintain digital files and folders
- Upload an assignment and/or portfolio work sample in VE's LMS.
- Work with Google Apps
- Digital Tools for Working Remotely

Lesson	Objectives
1.1 Introduction to Technology Applications for Business and the Entrepreneur	<ul style="list-style-type: none"> <li>• Discuss the goals of the Technology Applications for Business class</li> <li>• Review the types of projects and activities in which students will be engaged and how they will be evaluated</li> <li>• Introduce VE's LMS and access to lesson materials</li> <li>• Read and discuss contents of welcome folder</li> </ul>
1.2 Responsibilities of Digital Citizenship	<ul style="list-style-type: none"> <li>• Explain the responsibilities of digital citizenship</li> <li>• Explain the importance of maintain a positive digital footprint</li> <li>• List the strategies for developing a reputable digital footprint</li> <li>• Discuss the rules, responsibilities, and procedures for using technology in the class</li> </ul>
1.3 Digital File Management	<ul style="list-style-type: none"> <li>• Review best practices for organizing files and folders</li> <li>• Review the rules and classroom procedures for using technology in the VE technology lab</li> <li>• Explain the purpose and significance of digital portfolios</li> </ul>

	<ul style="list-style-type: none"> <li>• Upload an assignment and/or a portfolio work sample in VE's LMS</li> </ul>
1.4 Working with Google Apps	<ul style="list-style-type: none"> <li>• Explore Google Apps: Mail, Calendar, Meet, Docs, Sheets, Slides, Jamboard, Sites &amp; Contacts</li> <li>• Use Google Drive to upload, store, search, share and collaborate with files</li> </ul>
1.5 Digital Tools for Working Remotely	<ul style="list-style-type: none"> <li>• Use Zoom and Google Meets for video conferencing and evaluate the benefits of each</li> <li>• Explore the elements of video conferencing etiquette</li> <li>• Evaluate digital tools for working remotely</li> </ul>

## UNIT II: USING WORD & GOOGLE DOCS

### Unit Objectives

In this unit, students will:

- Navigate and explore features of Word that are common to other programs in MSOffice.
- Use the features of Word to complete various business projects.
- Use Google Docs for collaboration

Lesson	Objectives
2.1 Apply Basic Editing and Formatting	<ul style="list-style-type: none"> <li>• Start Word, explore the Word window, ribbon, toolbar and commands</li> <li>• Use spelling and grammar check</li> <li>• Apply basic editing and formatting to text <ul style="list-style-type: none"> <li>• Move and copy text; show/hide codes</li> <li>• Change font attributes and text alignments; use symbols</li> <li>• Copy formats (Format Painter)</li> <li>• Use bullets and numbers to create and modify lists</li> </ul> </li> </ul>

2.2 Work with Objects: Text Boxes and Images	<ul style="list-style-type: none"><li>• Insert and format text boxes</li><li>• Work with images (ClipArt, WordArt, Pictures)</li><li>• Apply text wrap options</li><li>• Use text boxes and images to enhance documents</li></ul>
2.3 Work with Objects: Lines, Shapes, and SmartArt	<ul style="list-style-type: none"><li>• Insert and format lines, shapes and SmartArt</li><li>• Group and layer shapes</li><li>• Use lines, shapes and SmartArt to enhance documents</li></ul>
2.4 Work with Templates	<ul style="list-style-type: none"><li>• Open and modify a template</li><li>• Save in PDF format</li><li>• Use templates for personal and business documents</li></ul>
2.5 Work with Tables	<ul style="list-style-type: none"><li>• Create, format and modify a table</li><li>• Apply table borders and shading</li><li>• Apply styles</li><li>• Rotate text within a table</li><li>• Merge and split cells</li><li>• Use QuickTables</li></ul>
2.6 Work with Text	<ul style="list-style-type: none"><li>• Set margins, page orientation, line and paragraph spacing</li><li>• Use AutoCorrect</li><li>• Create personal and business letters</li><li>• Use envelopes and labels</li></ul>
2.7 Use Basic Mail Merge	<ul style="list-style-type: none"><li>• Create and merge main and data source documents</li><li>• Merge labels with a data source document</li><li>• Use mail merge to mass produce letters and labels</li></ul>

2.8 Work with Columns	<ul style="list-style-type: none"><li>• Create columns</li><li>• Set custom column widths</li><li>• Create a section break</li><li>• Create a drop capital</li><li>• Use page borders and page colors</li><li>• Use columns to create newsletters</li></ul>
2.9 Use Headers/Footers, Page Numbers and Watermarks	<ul style="list-style-type: none"><li>• Insert headers, footers and page numbers</li><li>• Use watermarks</li><li>• Insert a page break</li><li>• Insert a cover page</li><li>• Work with multiple-page documents</li></ul>
2.10 Insert Citations and Create a Sources List	<ul style="list-style-type: none"><li>• Insert a citation</li><li>• Compare citation options: footnotes, endnotes and internal citations</li><li>• Distinguish between a Bibliography and Works Cited page</li><li>• Track changes and add comments</li><li>• Use Word Count</li><li>• Research, write and format a report with internal citations and a sources list</li></ul>
2.11 Use Google Docs	<ul style="list-style-type: none"><li>• Use various features of Google Docs to create, organize, and design a document.</li><li>• Share a document and set permissions to work collaboratively with others</li></ul>

## UNIT III: THE ENTREPRENEUR

### Unit Objectives

In this unit, students will:

- Identify the characteristics of successful entrepreneurs
- Compare the pros and cons of being an entrepreneur
- Write a profile of a successful entrepreneur
- Write and format research reports

Lesson	Objectives
3.1 Research Report: What Makes a Successful Entrepreneur?	<ul style="list-style-type: none"> <li>• Research and write a report about the common traits of an entrepreneur and the pros and cons of being an entrepreneur</li> <li>• Format the report to include citations and a works cited page</li> </ul>
3.2 Research Report: Profile of a Successful Entrepreneur	<ul style="list-style-type: none"> <li>• Understand the wants, needs, and/or problems that businesses solve</li> <li>• Research and write a report about a famous entrepreneur</li> <li>• Format the report to include citations, a works cited page, and a cover page</li> </ul>

## UNIT IV: USING EXCEL, GOOGLE SHEETS & GOOGLE FORMS

### Unit Objectives

In this this unit, students will:

- Use the basic features of Excel to complete various business projects
- Use Excel to analyze and solve problems
- Use Google Sheets for collaboration
- Use Google Forms

Lesson	Objectives
4.1 Introduction to Excel Basics	<ul style="list-style-type: none"> <li>• Discuss the purpose of the Excel tool</li> <li>• Start Excel, explore the Excel window, ribbon, toolbar, and commands</li> <li>• Identify the command buttons that are the same in Word</li> <li>• Explore the Excel workbook</li> <li>• Explore worksheet elements</li> <li>• Navigate the worksheet</li> <li>• Organize survey data on a worksheet</li> </ul>
4.2 Enter and Format Values, Dates and Labels	<ul style="list-style-type: none"> <li>• Enter text, dates, and numbers</li> <li>• Select worksheet cells</li> <li>• Format cell data</li> <li>• Apply cell styles</li> <li>• Edit worksheet data</li> <li>• Clear cell contents</li> <li>• Delete rows and columns</li> <li>• Copy and move cell data</li> <li>• Use AutoFill</li> <li>• Create a sales invoice and timesheet</li> </ul>



4.3 Use Formulas & Functions/Work with Templates	<ul style="list-style-type: none"><li>• Use basic formulas for addition, subtraction, multiplication, and Division</li><li>• Use basic functions for SUM, MAX, MIN, AVG, and COUNT</li><li>• Complete a business budget</li><li>• Complete a sales record, sales journal and payroll register</li><li>• Create an expense report using a template</li></ul>
4.4 Work with Charts and Objects	<ul style="list-style-type: none"><li>• Use charts to present data visually</li><li>• Create column, line, bar and pie charts</li><li>• Apply chart options</li><li>• Chart sales, expenses and survey data</li></ul>
4.5 Sort and Filter Data	<ul style="list-style-type: none"><li>• Sort and filter data</li><li>• Use sort and filter features to analyze worksheet data</li></ul>
4.6 Work with Logical Functions	<ul style="list-style-type: none"><li>• Merge, center and split cells</li><li>• Use conditional logical functions in formulas</li></ul>
4.7 Use Google Sheets	<ul style="list-style-type: none"><li>• Use various features of Google Sheets to create, organize, and format data.</li><li>• Share data files and set permissions to work collaboratively with others.</li></ul>
4.8 Use Google Forms	<ul style="list-style-type: none"><li>• Use features of Google Forms to collect and organize information</li></ul>

## UNIT V: USING POWERPOINT & GOOGLE SLIDES

### Unit Objectives

In this unit, students will:

- Learn to use the basic features of PowerPoint to develop slide show presentations
- Plan and develop a presentation (create outline, write script, develop slides to support script)
- Enhance a presentation
- Edit and Format a presentation
- Use Google Slides for collaboration

Lesson	Objectives
5.1 Introduction to PowerPoint Basics	<ul style="list-style-type: none"> <li>• Discuss the purpose of a slide presentation</li> <li>• Start PowerPoint, explore the PowerPoint window, ribbon, toolbar and commands</li> <li>• Change slide views</li> <li>• Open and navigate through a presentation</li> <li>• Create a new presentation</li> <li>• Insert a new slide</li> <li>• Explore slide layouts and themes</li> </ul>
5.2 Create a Presentation	<ul style="list-style-type: none"> <li>• Explore the process of developing a presentation</li> <li>• Work with outlines</li> <li>• Apply slide transitions</li> <li>• Apply basic animations</li> <li>• Work with note pages</li> <li>• Cue a script</li> <li>• Print a presentation</li> <li>• Create an informative presentation</li> </ul>

## 5.3 Enhance a Presentation

- Work with tables, charts, and SmartArt
- Work with slide masters
- Create a persuasive presentation

## 5.4 Edit and Format a Presentation

- Add, edit, delete and print comments
- Use handouts
- Add header/footer, page numbers
- Work with pen and annotations

## 5.5 Use Google Slides for Collaboration

- Use various features of Google Slides to create, organize, and design slides for a presentation
- Share a document and set permissions to work collaboratively with others

## UNIT VI: CAREER EXPLORATION & PLANNING

### Unit Objectives

In this unit, students will:

- Explore different types of careers
- Identify sources to obtain information about careers
- Develop an awareness of personal abilities, skills, interests and values
- Match careers with educational goals and interests
- Identify roles and responsibilities in a company
- Create a personal brand

Lesson	Objectives
6.1 Matching Careers and Personality Types	<ul style="list-style-type: none"> <li>• Explore a variety of careers</li> <li>• Identify sources to obtain information about careers</li> <li>• Match personality types to careers</li> <li>• Research careers and describe responsibilities, skills, education, training, salaries, and job outlooks for those careers</li> </ul>
6.2 Building a Personal Brand; Searching for a Job	<ul style="list-style-type: none"> <li>• Explore elements of a personal brand</li> <li>• Create a personal brand</li> <li>• Explore job-search sources</li> <li>• Use Linked-In to create a personal profile to support one's personal brand</li> </ul>

## UNIT VII: LAUNCH A NEW BUSINESS VENTURE

### Unit Objectives

In this unit, students will:

- Work as a team
- Brainstorm a business
- Research businesses they could pursue
- Identify a business they want to start
- Determine legal form of business
- Form “company” teams
- Identify products, services and name for their business
- Develop corporate identity materials (logo, tagline, business cards, stationery)
- Write a mission statement
- Prepare a budget for a new business
- Use digital marketing tools
- Create marketing materials
- Create a website

Lesson	Objectives
7.1 Work as a Team	<ul style="list-style-type: none"> <li>• Practice group problem solving to complete the challenge</li> <li>• Recognize and practice elements of teamwork and strategy</li> <li>• Collaborate with the group to come up with ideas to complete the challenge and create an inspirational poster</li> </ul>
7.2 Brainstorm Businesses and Establish Companies	<ul style="list-style-type: none"> <li>• Explain the concept of brainstorming</li> <li>• Brainstorm ideas for businesses</li> <li>• Identify products or services that businesses could sell</li> <li>• Establish companies and choose legal form of business</li> <li>• Explore the purpose and examples of a mission statement</li> <li>• Using Google Docs or Excel Sheets, table that lists, categorizes, and evaluates possible businesses</li> </ul>

	<ul style="list-style-type: none"> <li>• Write a mission statement for the selected business</li> </ul>
7.3 Roles and Responsibilities in the Company	<ul style="list-style-type: none"> <li>• Identify functional departments in a company</li> <li>• Identify roles and responsibilities within functional departments</li> <li>• Identify jobs that are most suitable to your interests</li> <li>• Create an organization chart</li> </ul>
7.4 Choose a Product or Service and Establish Pricing	<ul style="list-style-type: none"> <li>• Conduct a market research survey to determine customers' products/service preferences and company names</li> <li>• Choose product(s) or service(s) for the business</li> <li>• Apply keystone pricing mark-up</li> <li>• Determine the gross profit and retail prices</li> </ul>
7.5 Financing Your Business	<ul style="list-style-type: none"> <li>• Distinguish between debt and equity financing</li> <li>• Explore the pros and cons of angel investors in a business</li> <li>• Use an amortization table to determine loan payments</li> </ul>
7.6 Prepare a Budget	<ul style="list-style-type: none"> <li>• Identify revenue and expense items for a business</li> <li>• Estimate sales revenue and expenses for the business</li> <li>• Prepare a budget</li> </ul>
7.7 Design a Logo & Tagline	<ul style="list-style-type: none"> <li>• Discuss the role of a brand</li> <li>• Create a logo design for the company</li> <li>• Develop a tagline that supports a positive image of brand</li> <li>• Identify business documents and materials that typically include a logo</li> <li>• Create business cards and company stationery with company logo</li> </ul>
7.8 Market Your Product or Business: Marketing Basics	<ul style="list-style-type: none"> <li>• Discuss the concept of marketing</li> <li>• Conduct a market survey</li> <li>• Define target market</li> <li>• Explore the 4 Ps of marketing (marketing mix).</li> </ul>

### 7.9 Market Your Product or Business: Forms of Advertising and Promotion

- Explore forms of advertising and promotion
- Explore the role of social media marketing
- Use E-marketing tools (MailChimp/Constant Contact)
- Create Infographics
- Create marketing materials

### 7.10 Develop a Website

- Explore competitors' websites
- Distinguish between an informational vs. an e-commerce website
- Explore website development software
- Explore templates and template components in website software
- Plan content and build an e-commerce website

### 7.11 Develop and Deliver a Sales Presentation

- Distinguish between a sales pitch, sales presentation, an elevator pitch, and a business pitch
- Create a sales presentation for your business

## UNIT VIII: PERSONAL FINANCIAL MANAGEMENT

### Unit Objectives

In this unit, students will:

- Take responsibility for personal financial decisions.
- Find and evaluate financial information from a variety of sources.
- Identify sources of personal income.
- Describe factors affecting take-home pay.
- Describe how to use different payment methods.
- Compare banking services and interest rates.
- Discuss establishing, using, and managing credit
- Discuss saving options.
- Explain investment options and how investments builds wealth.

Lesson	Objectives
8.1 Setting Personal Finance Goals	<ul style="list-style-type: none"> <li>• Explore the purpose of establishing and prioritizing financial goals.</li> <li>• Discover the role of decision-making in achieving goals.</li> <li>• Define the SMART goals.</li> <li>• Distinguish between short-term, medium-term, and long-term goals.</li> </ul>
8.2 The Art of Budgeting	<ul style="list-style-type: none"> <li>• Explain how budgeting can be used to reach financial goals.</li> <li>• Demonstrate what is meant by wealth and how budgeting can help increase students' wealth.</li> <li>• Identify typical expenses that are included in a personal budget.</li> <li>• Identify how budgeting choices reflect personal values.</li> </ul>
8.3 Budgeting for Unexpected Expenses	<ul style="list-style-type: none"> <li>• Experience the financial impact of unexpected life events.</li> <li>• Define the 50/30/20 Rule.</li> <li>• Adjust monthly budget to account for unexpected expenses.</li> <li>• Identify ways to protect against unexpected expenses.</li> </ul>



8.4 Understanding Your Paycheck	<ul style="list-style-type: none"> <li>• Review the elements of a paycheck and paycheck stub.</li> <li>• Review the direct deposit method in VE.</li> <li>• Review other methods of depositing a paycheck into a checking or saving account.</li> </ul>
8.5 Banking Services	<ul style="list-style-type: none"> <li>• Discuss services provided by a bank.</li> <li>• Compare banking services and interest rates</li> </ul>
8.6 Establishing, Using, and Managing Credit	<ul style="list-style-type: none"> <li>• Identify the costs and benefits of various types of credit.</li> <li>• Explain the purpose of a credit record and identify borrowers' credit report rights.</li> <li>• Describe ways to avoid or correct debt problems.</li> </ul>
8.7 Saving Options	<ul style="list-style-type: none"> <li>• Review their personal financial goals (completed in Task 1)</li> <li>• Identify the costs and benefits of saving</li> <li>• Understand the difference between APR and APY</li> <li>• Be able to explain and make a calculation using compound interest</li> <li>• Be able to explain the Rule of 72</li> <li>• Identify and evaluate saving options</li> <li>• Access their VE bank account, examine the saving options, and select one</li> <li>• Determine what the compounding frequency will have on the value of one's investment</li> </ul>
8.8 Investment Options	<ul style="list-style-type: none"> <li>• Explain the basic features of stocks, bonds, and mutual funds</li> <li>• Discuss the advantages and disadvantages of stocks, bonds, and mutual funds as investment options</li> <li>• Determine which investment, stocks, bonds, or mutual funds, best meet their personal financial needs</li> </ul>
8.9 Insurance & Taxes	<ul style="list-style-type: none"> <li>• Gain insight into how insurance can provide financial and personal security</li> <li>• Explore types of taxes we pay to the government and their purpose.</li> </ul>

## UNIT IX: SIMULATION PROJECTS

### Unit Objectives

In this unit, students will:

- Apply tools specific and document skills learned to three real business situations
- Use the concepts and skills learned in this course to produce each document/file in the project

Lesson	Objectives
9.1 Planning a Conference	<ul style="list-style-type: none"><li>• Conduct research, then prepare the necessary documents to plan a conference</li></ul>
9.2 New Employee Orientation	<ul style="list-style-type: none"><li>• Conduct research, then prepare the necessary documents to prepare for a new employee orientation workshop.</li></ul>
9.3 Starting a New Business	<ul style="list-style-type: none"><li>• Conduct research, then prepare the necessary documents for opening a business.</li></ul>