Wayne, New Jersey

Middle School Technology Department
7th Grade Computer Applications Curriculum Guide
November 2022
Revised

Dr. Mark Toback, Superintendent
Mrs. Donna Reichman, Assistant Superintendent

This curriculum may be modified through varying techniques, strategies, and materials as per an individual student's Individualized Educational Plan (IEP)

Approved by the Wayne Township Board of Education at the regular meeting held on November 15, 2018

Content Area:	Computer Applications
Grade Level:	7
Course:	Computer Applications 7
Unit Plan Title:	Entrepreneurship and Marketing
Time Frame:	10 Weeks
Pacing Guide	Pacing is noted within the curriculum in this document

2020 New Jersey Student Learning Standards – Computer Science and Design Thinking

8.1 Computer Science

8.1.8.IC.2: Describe issues of bias and accessibility in the design of existing technologies.

8.1.8.DA.1: Organize and transform data collected using computational tools to make it usable for a specific purpose.

8.1.8.DA.3: Identify the appropriate tool to access data based on its file format.

8.1.8.DA.4: Transform data to remove errors and improve the accuracy of the data for analysis.

2020 New Jersey Student Learning Standards – Career Readiness, Life Literacies, and Key Skills

9.1 Personal Financial Literacy

9.1.8.FP.6: Compare and contrast advertising messages to understand what they are trying to accomplish.

9.1.8.FP.7: Identify the techniques and effects of deceptive advertising.

9.2 Career Awareness, Exploration, Preparation, and Training

9.2.8.CAP.20: Identify the items to consider when estimating the cost of funding a business.

9.4 Life Literacies and Key Skills

9.4.8.DC.7: Collaborate within a digital community to create a digital artifact using strategies such as crowdsourcing or digital surveys.

9.4.8.IML.3: Create a digital visualization that effectively communicates a data set using formatting techniques such as form, position, size, color, movement, and spatial grouping (e.g., 6.SP.B.4, 7.SP.B.8b).

9.4.8.IML.4: Ask insightful questions to organize different types of data and create meaningful visualizations.

9.4.8.IML.11: Predict the personal and community impact of online and social media activities.

9.4.8.IML.12: Use relevant tools to produce, publish, and deliver information supported with evidence for an authentic audience.

9.4.8.TL.3: Select appropriate tools to organize and present information digitally.

Interdisciplinary Standards: New Jersey Learning Standards for English Language Arts Companion Standards Grades 6-8

Anchor Standards for Reading

Key Ideas and Details

NJSLSA.R7. Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

Progress Indicator For Reading Science and Technical Subjects

Key Ideas and Details

RST.6-8.7. Integrate quantitative or technical information expressed in words in a text with a version of that information expressed visually (e.g., in a flowchart, diagram, model, graph, or table).

Unit Summary

Students will work throughout the cycle to gain an understanding of entrepreneurship and the elements of designing a startup business. Students develop a product or service and design their company around this product or service. The class will learn how to build a virtual business from scratch which includes designing the product, hiring and paying a staff, creating marketing materials and attracting investors.

Essential Questions

- What is a target market and how does it impact advertising?
- Who are you selling to and how are they affected by how you advertise?
- What is competition and how does it affect business decisions?
- What is the importance of having good partners?
- What impact do investors have on a company?
- How does branding help sell a product?

Enduring Understandings

- The ability to work with diverse populations is required in a global business society.
- Numerous global companies today were started by an entrepreneur.
- Essential business knowledge is vital to understanding how the world works.
- Marketing and advertising can alter consumer views of a particular product or service.

In this unit plan, the following 21st Century themes and skills are addressed

21st Century Themes		21st Century Skills	
X	Global Awareness	X	Creativity and Innovation
	Environmental Literacy	X	Critical Thinking and Problem Solving
	Health Literacy	X	Communication
	Civic Literacy	X	Collaboration
X	Financial, Economic, Business, and Entrepreneurial Literacy		
Student Learning Targets		**Learning Activities**	

Week 1-2 Students will gain an understanding of entrepreneurship and the process of creating a startup	**Week 1-2** Defining key terms ● Entrepreneur ● Goods vs. Services Create an idea for a start up business and review the business plan process
Week 3-5 Students will identify the elements of a business plan and define basic business vocabulary Students will use desktop publishing software to design marketing and advertising material	**Week 3-5** Defining technology terms and templates Introduction to company logos ● Design a company logo Introduction to advertising and marketing ● Design marketing materials
Week 6 Students will learn more advanced formulas and functions in spreadsheet software	**Week 6** Introduction with spreadsheets ● Calculate a company supply list using spreadsheet software Students will integrate a graph of the expenses into the summary of their expenses Identify pricing based on expenses and anticipated revenue Determine if better prices can be made by purchasing what you want vs. what you need
Week 7-8 Students will learn how to put together a web page Students will compare and contrast advertising claims on the web	**Week 7-8** Introduction to advertising claims Introduction to web design and content ● Design a web page that communicates information about a specific product and advertising claims
Week 9-10 Students learn about investors and the process of pitching an idea	**Week 9-10** Introduction to investors and defining terminology ● target market, competition, investor Create an investor presentation to help sell their product to an investor

Assessments
B = Benchmark   S = Summative   F = Formative   A/PB=Alternative

Benchmark Assessment:

Week 1: Students will be asked to demonstrate their current entrepreneurship knowledge

Week 10: Students will demonstrate their growth on entrepreneurship knowledge

Formative Assessment:

Week 3-5: Introduction to logos, advertising and marketing
Teacher will introduce and examine students' ability to define key terms and design an effective company logo and marketing materials

Week 6: Introduction to Spreadsheets
Teacher will introduce and examine students' ability to work within spreadsheets and apply formulas to calculate various company costs.

Week 7-8:
Teacher will introduce and examine students' ability to define advertising claims and web design

Summative Assessment:

Week 5: Introduction to logos, advertising and marketing
Teacher checklist from rubric of demonstration of effective logos and various formatting skills.

Week 8: Introduction to Web Design
Teacher checklist from rubric of demonstration of various web page design skills.

Alternative/Performance Based Assessment
Students will watch investor presentation clips on Shark Tank and identify key terms throughout the presentation

Integrated accommodations and modifications for the following students:	
504	Differentiation Strategies for 504 Students: Computer Applications
Gifted and Talented	Differentiation Strategies for G&T Students: Computer Applications
At Risk	Differentiation Strategies for At Risk Students: Computer Applications
ELL	Differentiation Strategies for ELL Students: Computer Applications
Special Education	Differentiation Strategies for Special Education Students: Computer Applications

Resources

- Shark Tank - NBC
  [Shark Tank Teaching Guide](#)
- www.typing.com
- https://code.org/learn
- https://www.tinkercad.com/lessonplans
- https://scratch.mit.edu/
- https://applieddigitalskills.withgoogle.com/s/en/home
- https://edu.gcfglobal.org/en/
- https://www.wevideo.com/
- https://app.bsd.education/
- Google Apps for Education
- Word Processing Software
- Presentation Software
- Spreadsheet Software