

Entrepreneurship & Marketing

Course/Topic: Business Ownership

Grade Level 10-12

Instructor: Ms. Fountain & Erika Wilkes

Essential Question:

- ☐ What type of business organization is right for you?

Instructional Objective or Learning Target

- ☐ Use technological tools to create a board game that incorporates the major findings related to your research involving Business Ownership and entrepreneurs of chocolate and chocolate related industry.

Do Now: 3-5 minutes

- ☐ Access Your Online Lesson Plans and Assignment Task related to transforming your knowledge and skills into an EDUCATIONAL BOARD GAME.

Before Learning Strategies and Procedures: (Anticipatory Set/Attention Getter) 10-15 min.

- ☐ Marketing Instructor will give students an overview of the expectations and rubric related to the designing and creating of a board game related to their research findings and ensure that students clearly understand their tasks related to the Cooperative Learning Instructional Strategies.

During Learning Strategies and Procedures: 25 min.

- ☐ Students will work in cooperative learning groups to meet the learning target(s) and board game scoring guide expectations for academic success.
- ☐ Students will brainstorm and finalize the actual board game they will design and create
- ☐ Each student will assume a task to help complete the board game expectations
- ☐ Each group will submit a response sheet highlighting each group members tasks related to the board game.

After Learning Strategies and Procedures: 30 min.

- ☐ Each group will use technological tools and other resources to locate, select & organize information into useful forms that correlate with the board game:
 - Create images, and playing pieces.
 - Develop questions and answers.
 - Develop directions.
 - Create a prototype layout.

Feedback/Closure 5 min.**Instructional Strategies Used - Independent/Cooperative Learning**

Homework - Students are encouraged to utilize tutorial workshops offered during their lunch periods and afterschool to meet the learning targets related to their performance event.

Key Concepts/vocabulary - Business Organization, Sole Proprietorship, Partnership, Corporation, Mergers,

Acquisitions, Founder, Standards - DOK Level: 2, 3 and 4
 Process Standards: 1.1, 1.2, 1.4, 1.5, 1.8, 1.10
 Content Standards: CA 1, 3, 5, 6 FA 1

**RADIO COMMERCIAL ASSIGNMENT: AUDACITY
GRADE SHEET**

Remember, you are to do your own work. At no point in time should another person be handling your mouse! If they do, count on a zero.

Name: _____ Date Graded: _____

| Requirement | Points Possible | Deducted |
|--|-----------------|----------|
| Appropriate instrumental music is used in the background and volume is adjusted accordingly (amplification decreased to work with dialogue) | 10 | |
| The three required sound effects are used and sound real; adjust volume if necessary | 15 | |
| Another sound effect is used to make the commercial more original; list the effect here— Why did you add this? | 10 | |
| Narration recorded is your own voice and is <u>clear</u> and <u>convincing</u> ; matches <u>tone</u> of the commercial (be an actor!!!) | 20 | |
| Overall commercial flows smoothly; sound effects are eased in as needed to sound real and narration is <u>overlapped</u> during interruptions (see instructions on script) | 20 | |
| Effects are added as indicated on the script (trimming; music is looped/repeat; echo at end; music fades in and out) | 15 | |
| Turned in on time (late projects will not be accepted after the end of the week; this is all or nothing) | 10 | |
| TOTAL | 100 | |

COMMENTS