

NCMS Gifted & Talented Curriculum

Semester 1: Entrepreneurship 2020

Semester 2: School of the Future | Creating an App

PACING BY SEMESTERS - ACTIVITIES ARE FLUID AND STUDENT BASED

Semester 1: Entrepreneurship 2020

Course Objectives:

1. Students will develop an understanding of economics, entrepreneurship, and technology while creating and managing their own businesses.
2. Students will develop critical thinking skills across curricula.
3. Students will learn to use and compare specific technology/internet tools for specific tasks.
4. Students will understand and use Stanford University's Design Thinking Process for developing and adapting products and services.
5. Students will understand and use Code.org's Problem Solving Process for everyday issues.
6. Students will develop 21st century skills through completion of daily activities that make up a project-based curriculum.
7. Students will create and foster relationships with the greater business community through mentorship and internship programs.
8. Students will promote inclusivity and equanimity by working with partners, small groups, larger groups, and the whole school community in a non-judgemental incubator environment.

Essential Questions

Why do we start businesses?

What does a world without "business" look like?

What are the basic types of economy?

How does culture affect business?

What is an influencer and how does that model work?

How do we steer research & development toward cultural trends, needs, and vacant markets?

What is the difference between a product and a business?

How do we develop a business around a product? Or a product around a business?

What is disposable that we should make renewable?

How and why?

Can and should we do that?

What problems come from this?

What are the top ecological and environmental challenges facing the world?

What about the business world?

What cause would you donate profit to?

How much would help?

Who would you give it to?

Why them?

What can we do for free to help us make money or connect with customers in the future?

How do we make an email list?

How do data collection, geo-fencing, and targeted marketing work online and in the real world?

What platforms are best for content creation?

Videos, websites, games, targeted ads, long informative posts, links to other content, etc.

Which technologies are best for helping us develop and run our businesses?

Which technologies have successful businesses used?

Local Small Business Partners

- Grace & Glory Yoga | The Leadership Studio [Allie Nunzi]
- The OG Original Greek | Wingcraft | Cavo Cafe [Nick & Elena Ballias] X
- Rae's Headband Co. [Rachel DiStefano] X
- Jessie's of Linwood [pending]
- Ryan's Barber Shop and Shave Parlor [Ryan Zentmeyer]
- Rhodes Millwork [Kyle Rhodes (pending)]
- Jason Yard's Dad- vinyl stickers
- Ultraviolet Properties
-
- MORE TO COME

Structure of Units and Lessons

Writing a Business Plan:

1. Executive Summary
2. Company Description
3. Market Analysis
4. Products and/or Services
5. Operations and Management
6. Marketing and Sales Plan
7. Financial Plan

Research & Development:

1. Creating surveys with Google Forms
2. Finding & testing competition
3. Researching positive and negative reviews of competition
4. Sample groups & statistics principles

Prototyping & Testing:

1. Prototyping and creating items using the Design Thinking Process [Care, Think, Design, Act]
2. Utilizing 3-D Design and Printing in the prototyping process
3. Problem Solving Processes via Code.org
4. Student focus group with elementary students

Advertising & Marketing:

1. Graphic design & Digital Photography Unit
2. Color schemes and color matching, emotions and colors, color theory
3. Advertising: Emotions and persuasion in advertising/commercials
4. New media Advertising: podcasts, social share, platform leverage
5. Developing marketing initiatives, b-2-b marketing in tandem
6. Creating jingles/songs
7. Demographics and target marketing: "if you wanted to reach all adults, where would you advertise?"

Accounting & Financials:

1. Budgeting, invoicing, & "balancing the books," "overhead," and outside services
2. Freelancing, skill sharing, community economy & partnerships

3. Types of sales, , e-commerce, direct-web-wholesale-brick and mortar, supply & demand

Legal Structure of the Business: Sole Proprietorship, Partnership, LLC

1. Choosing & Registering Your Business Name
2. Seller's Permits
3. Business License
4. Small Business Tax
5. Self-Employment Tax
6. Employment Tax
7. Excise Tax

Business Ideas

- Create websites/blogs for people/groups/businesses
- Sell LEGO Challenges: small box of legos that build something cool- create your own instructions. No extra parts, vague instructions(?), maybe a drawing of the final product. Glue? Non-LEGO parts LEGO people Social share
- Recycled jewelry!!!
- Apps/games
- Engraved things- bracelets, belts, wallets, plaques, mini-skateboards, decor, cardboard fun kits, engraved wooden art kits
- 3D printed widgets: toys, replacement parts for commonly broken things, webcam covers, picture frames (personalized)
- Music videos and recording/editing
- "Fix my stinky shoes" | All-natural air fresheners | Essential Oils
- Paint-by-numbers or painting kits on wood - engraver
- Locker stuff
- Phone supplies- personalized, crazy designs, branded materials- cases, blocks, etc.
- Custom Stickers & tattoos
- Cleaning & Landscaping services on demand
- Recycle Yoga Mats into slippers, sandals, swifter-like cleaners for hardwoods and laminates
- Reclaimed furniture/ recycle goods into materials for furniture [maker pipe and books for bench]
- Beach chairs that don't rust/break
- Candles
- Light box tracer
- Theater box Media
- Furniture made from books (stool)
- Headbands and belts made from recycled t-shirts etc.
- Upcycled: make things out of plastic shopping bags, straws, styrofoam, etc
- Art & Quotes on tiles or wood products- lasered or painted
- Popsicle Stick Arts and Crafts- cartoon characters, celebrities, political figures, friends and family

Grace & Glory Yoga | The Leadership Studio [Allie Nunzi]

- Explanation of GGY- origin story
- What type of business model is this?

- *Fulfilling a Need | Service Business*
- *Service to the community* | How to find your cause?
- *Fulfilling a Need | Service Business | Location*
- What type of business model is this?
- *Branding & Culture*
- What is the Leadership Studio and what are its goals?
- How do you use technology in your businesses? Check-in, payment, music in the room, heaters, digital marketing (specifics), email marketing & customer supports
- Common issues and problems that tech might be able to solve

The OG Original Greek | Wingcraft | Cavo Crepe Cafe [Nick & Elena Ballias]

- Explanation of businesses- origin story
- What type of business model is this?
- *Fulfilling a Need | Food Service Business*
- *Service to the community* | How to find your cause?
- *Fulfilling a Need | Service Business | Location*
- What type of business model is this?
- *Branding & Culture*
- What do you do to separate yourself from other businesses/business owners?
- How do you use technology in your businesses? POS, payment, ordering goods and materials, music, customer comfort, digital marketing (specifics), email marketing & customer supports (yelp, etc), menus and digital ads
- Common issues and problems that tech might be able to solve

Rae's Headband Co. [Rachel DiStefano]

- Explanation of business- origin story
- What type of business model is this? Where/how do you sell? Plans over the next year?
- *Fulfilling a Need | Goods-based business*
- Have you formed any business partnerships? Sell your goods inside other businesses? Online vs brick-and-mortar sales percentages?
- *Fulfilling a Need | Goods Business | Location*
- What type of business model is this?
- *Branding & Culture- Logos, advertising, demographic; how do you make people think it's a cool product? Influencers? Word of Mouth?*
- What do you do to separate yourself from other businesses/business owners?
- How do you use technology in your businesses? Payment, ordering goods and materials, customer comfort, digital marketing (specifics), email marketing & customer supports, ads, website
- Common issues and problems that tech might be able to solve

Jessie's of Linwood [pending]

- Explanation of businesses- origin story
- What type of business model is this?
- *Fulfilling a Need | Food Service Business*
- *Service to the community* | How to find your cause?
- *Fulfilling a Need | Service Business | Location*
- What type of business model is this?

- *Branding & Culture: ads, logos, style, how do you make it cool?*
- What do you do to separate yourself from other businesses/business owners?
- How do you use technology in your businesses? POS, payment, ordering goods and materials, music, customer comfort, digital marketing (specifics), email marketing & customer supports (yelp, etc), and digital ads
- Common issues and problems that tech might be able to solve

Ryan's Barber Shop and Shave Parlor [Ryan Zentmeyer]

- Explanation of businesses- origin story
- What type of business model is this?
- *Fulfilling a Need | Service*
- *Service to the community | How to find your cause?*
- What do you do to separate yourself from other businesses/business owners?
- How do you use technology in your businesses? POS, payment, ordering goods and materials, music, customer comfort, digital marketing (specifics), email marketing & customer supports (yelp, etc), digital ads
- Common issues and problems that tech might be able to solve

Rhodes Millwork [Kyle Rhodes (pending)]

- Explanation of businesses- origin story
- What type of business model is this?
- *Fulfilling a Need | Food Service Business*
- *Service to the community | How to find your cause?*
- *Fulfilling a Need | Service Business | Location*
- What type of business model is this?
- *Branding & Culture*
- What do you do to separate yourself from other businesses/business owners?
- How do you use technology in your businesses? POS, payment, ordering goods and materials, customer comfort, digital marketing (specifics), email marketing & customer supports, and digital ads
- Common issues and problems that tech might be able to solve

Common Questions for students to ask

1. How do you ensure you have enough supply when you don't know what the demand will be?
2. Top tips for reinvesting in the business?
3. How do you know how much to charge?
4. How do you know when and to whom to give discounts, deals, free stuff, coupons, etc?
5. How do you design your logos and media/content? Menus, signage, etc.
6. Have you ever thought about an app or website idea that would change the way you run your business or provide your service?
7. What has been the single decision you've made that's made the biggest impact on your success?
8. How do you deal with failure? Specific stories welcome.

9. What is the first thing you do when you have a good idea? Notes. Notebook, voice recording, journaling, post-its, tell a friend or loved one, etc.
10. What is the biggest mistake you've made? How did you recover?
11. What is the most important thing you learned in Middle School | High School | College?
- 12.

Semester 2: School of the Future

Design the Perfect School

Personalizing/Differentiating students' course schedule

Time of day/days per week/length of school day

The Problem Solving Process and How it Works for Everything

Creating Games for the Greater Good: help kids read, learn morals and ethics, review school info, introduction to new terms, fighting depression & anxiety, overcome specific learning obstacles and meet specific learning needs

Updated Books & E-learning for each subject area

Hybrid Courses | Online School

Classroom Design | Architecture and Facilities

Create new classes or revamp old classes

Adding practical technologies to existing classes for greater engagement

Rules, Expectations, Routines

Grades & Assessments

Teacher Evaluations

Course Objectives:

Essential Questions:

Community Partnerships and Articulation:

Structure of Units and Lessons:

School Reform Ideas:

Sample Student Questions: