Title: Digital Story about a certain business.

Concept / Topic: The Power of Business Development and Competition.

Standards: 9.3C.12.17, 9.4D.12.05, 9.4D.12.32

General Goal(s): Students will research the various aspects of a specific business.

Specific Objectives: Students will be able to explain a brief history of the business, the products and services they provide and how they compare to their major competitors.

Required Materials: Laptop or tablet with Internet access, notebook, presentation and/or word document software.

Anticipatory Set (Lead-In): Review Step by Step process of Digital Story Project and show “The Power of Business – Verizon” example Digital Story.

Procedures:

* Review project guidelines and expectations with students.
* Students research and take notes on the company they selected.
* Students create storyboard for presentation.
* Students create presentation.
* Students present their final product to class.

Plan for Independent Practice:

- Closure: Students will provide feedback to their classmates’ projects.

- Assessment Based On Objectives: Observation of student work and completed presentation.

- Adaptations: Extended time, one-on-one assistance, guided templates, IEP accommodations.

- Extensions: Students can create multiple projects or expand company research.

- Possible Connections to Other Subjects: History of business and econ; supply and demand.