


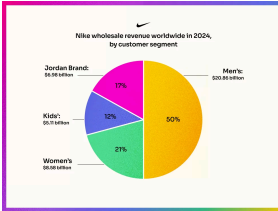




Impact of Technology	Essential Questions How has technology changed the way people work, shop, and connect? Does technology make business fairer, or more unfair for people around the world? What makes an online business trustworthy and successful? What is the environmental impact of online business? How is the advancement of online business shaping the future of our communities?																			
H&WB 	LLC 	Humanities 	M&N  <table border="1"> <caption>Nike wholesale revenue worldwide in 2024, by customer segment</caption> <thead> <tr> <th>Customer Segment</th> <th>Revenue</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Jordan Brand</td> <td>\$4.08 billion</td> <td>17%</td> </tr> <tr> <td>Men's</td> <td>\$3.58 billion</td> <td>50%</td> </tr> <tr> <td>Women's</td> <td>\$2.08 billion</td> <td>27%</td> </tr> <tr> <td>Kids</td> <td>\$0.7 billion</td> <td>15%</td> </tr> </tbody> </table>	Customer Segment	Revenue	Percentage	Jordan Brand	\$4.08 billion	17%	Men's	\$3.58 billion	50%	Women's	\$2.08 billion	27%	Kids	\$0.7 billion	15%	Sci&Tech 	Expressive Arts 
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Why am I learning this?																				
To help me to: identify and assess risks, and I can take steps to reduce them. understand that decisions can be made individually and collectively, and that they can be influenced by a range of factors.	To help me to: explain my own ideas clearly and sum up what I have read, or seen in my own words. use reference/digital sources to select, summarise and synthesise information, referencing as appropriate. speak clearly, recognising the appropriate language for different audiences contribute to group discussion in different roles. present my work appropriately in digital contexts.	To help me to: Explain how economic activity affects people and the environment. explore how global connections influence communities and businesses.	To help me to: calculate percentages based on 10%, e.g. 20%, 5%, 15%. add and subtract totals less than £100 using correct notation compare costs from different retailers and determine what can be bought within a given budget. use profit and loss in buying and selling calculations. Represent data in a variety of formats and calculate averages, drawing conclusions.	To help me to: understand how to protect myself from online identity theft. identify the benefits and risks of giving personal information and device access to different software. identify marketing elements designed to draw my attention. work with others to create an online collaborative project for a specific purpose use a range of spreadsheet formulae, e.g. sum, average, max, min	To help me to: combine my knowledge, experience and understanding to plan and communicate my creative work for a range of different audiences, purposes and outcomes.															

My learning experiences

<p>Explore risks involved in the using technology and how we can reduce them e.g, data security and scamming</p> <p>Plan the successful launch of a digital product digital product (market research, pricing, branding, marketing, pitch)</p> <p><u>The young entrepreneur's guide to starting a business</u></p>	<p>Deliver a persuasive pitch to a panel of 'investors,' then reflect on how listening and responding to questions influences business success.</p> <p>Write a persuasive argument in favour of shopping locally</p> <p>Create a digital advert that promotes an online service/product</p> <p>Produce an online business plan that outlines main ideas and themes.</p>	<p>Explore the pros and cons of online shopping v shopping locally.</p> <p>Consider the impact of both on the community including ethics and environmental factors. Research the origins of digital services and materials and the working conditions of employees.</p> <p>Investigate the digital carbon footprint and ethics behind the use of digital products e.g. AI.</p> <p>Research online companies that are committed to reducing carbon footprint.</p> <p>Fair Trade vs Fast Trade: Pupils compare fair trade principles with fast global shipping and discuss who benefits most.</p>	<p>Analyse target audience and online sales.data produced by companies</p> <p>Explore how businesses calculate profit and loss by analysing their own product's costs and predicted sales</p> <p>Explore how budgeting affects business decisions</p> <p>Carry out surveys within the school community to gather data for market customers.</p> <p>explore how businesses use data to understand customer needs, work collaboratively to interpret survey results for product design</p>	<p>Identifying Phishing Scams through the The Phishing for Funds Simulation</p> <p>Focus Investigating scam emails linked to demands for payment.</p> <p>Carry out an App Permissions audit.with a focus on device access (camera microphone and location)</p> <p>Exploring the issues around free photo editing apps</p> <p>Researching the psychology of marketing choices (font, colour etc)</p>	<p>Investigate Product Photography and Copywriting</p> <p>Combining Visual and Textual Creativity for Sales</p> <p>Tailoring Creative Communication for Different Audiences/ Outcomes</p> <p>Produce two versions of an advert for the same product..</p>
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Suggested novels: Click'd Glitch or The Amazing Edie Eckhart

Suggested Launch

Suggested Landing Digital Art Commissions: Create avatars, posters, or badges for other pupils.Story or Comic Shop: Pupils can create their own stories/comics and "sell" digital copies. **Online Tutoring or Homework Help:** Simple videos or worksheets created for younger children.

Pupil voice opportunities