**Business Week 30**

**Handout 1: Lesson 1 - Understanding Technological Advancements in Business**

**Warm-Up (5 minutes)**  
*Question:* Think of a business (local or famous) that uses technology in a cool or unusual way. What technology do they use, and how does it help them? Write a quick answer and share with a partner. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Key Concepts (15 minutes)**  
*What are Technological Advancements in Business?*  
Technological advancements are new tools, systems, or methods that improve how businesses operate, sell, or connect with customers. They drive efficiency, growth, and competition!

*Key Types of Advancements:*

* **Automation (自动化):** Machines or software doing repetitive tasks (e.g., robots packing boxes).
* **Digital Platforms (数字化平台):** Online tools for selling or communication (e.g., apps like Uber).
* **Data Analytics (数据分析):** Using data to understand customers or improve decisions (e.g., tracking sales trends).
* **Artificial Intelligence (人工智能):** Smart systems that learn or solve problems (e.g., chatbots answering questions).
* **Sustainability Tech (可持续技术):** Tools for eco-friendly practices (e.g., solar-powered factories).
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*Examples:*

* A coffee shop uses an app for online orders (Digital Platforms).
* A factory cuts costs with AI-powered machines (Automation + AI).

**Activity 1: "Tech Spotter" (20 minutes)**  
*Instructions:*

* Below is a list of 10 businesses. For each, identify one type of technological advancement (Automation, Digital Platforms, Data Analytics, AI, Sustainability Tech) they might use and explain how it helps them.
* Discuss: Could you see yourself using this tech in a business? Why or why not?

*Businesses:*

1. A small bakery selling cakes. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. A delivery service in a big city. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. A clothing store with an online shop. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. A farmer growing vegetables. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. A tutoring company for students. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. A car repair shop. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. A gym with workout classes. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. A recycling plant. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. A movie streaming service. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. A travel agency booking trips. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Activity 2: "Tech Impact Snapshot" (10 minutes)**  
*Instructions:*

* Read the mini-case below about a business using technology.
* Identify at least 2 types of advancements used and write a sentence explaining how each impacts the business.
* Which advancement seems most game-changing? Why?

*Case Study:*  
*Leo’s Bike Shop:* Leo runs a small bike repair shop. He started using a website where customers can book repairs online and get updates via text. He also uses a machine that scans bikes to find problems fast, powered by AI. Recently, he added solar panels to his shop to cut energy costs. Business is booming, and customers love the quick service!

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**Wrap-Up:** Which type of technology do you think will change businesses the most in the next 5 years? Why?

*Homework:*

Find a real-world business (local or online) that uses one of the technological advancements from class (e.g., Automation, AI, Sustainability Tech). Write a short paragraph describing what they do, which tech they use, and how it helps them. Bring it to the next class to share.

**Handout 2: Lesson 2 - Innovation Strategies for Business Success**

**Warm-Up (5 minutes)**  
*Question:* Imagine you run a lemonade stand. What’s one new idea you could try to make it stand out from others? Write it down and share with the class. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Key Concepts (20 minutes)**  
*What are Innovation Strategies?*  
Innovation strategies are plans or approaches businesses use to create new ideas, products, or ways of working. Technology often powers these strategies, helping businesses grow or adapt.

*Key Strategies:*

* **Product Innovation (产品创新):** Creating new or improved items (e.g., a phone with a better camera).
* **Process Innovation (流程创新):** Improving how things are made or done (e.g., faster delivery systems).
* **Customer-Focused Innovation (客户导向创新):** Solving customer problems (e.g., a loyalty app).
* **Disruptive Innovation (颠覆性创新):** Changing an industry with bold ideas (e.g., streaming replacing DVDs).
* **Collaborative Innovation (协作创新):** Teaming up with others for fresh ideas (e.g., partnering with a tech company).

*Examples:*

* A restaurant adds a robot waiter (Process Innovation).
* A shoe brand designs sneakers from recycled plastic (Product + Sustainability).

*Discussion:* How can technology from Lesson 1 (e.g., AI, Data Analytics) support these strategies? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Activity: "Innovate It!" (25 minutes)**  
*Instructions:*

* Pick one simple business idea (e.g., a pet store, a music app, a cleaning service).
* Choose 2 innovation strategies from the list above.
* Brainstorm how you’d use a specific technology (e.g., Automation, AI) to make each strategy work for your business.
* Create a short 1-minute “pitch” explaining your business and its innovative edge.

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*Homework:*

* Pick a product you use every day (e.g., a phone, a snack, a backpack). Come up with one innovation strategy (e.g., Product Innovation, Disruptive Innovation) to make it better using a technology from Lesson 1. Write a brief explanation (4-6 sentences) of your idea and why it would work. Submit it next class.

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