

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

COURSE INTRODUCTION:

An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.

Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.

This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

UNIT DESCRIPTION: Students will learn about the global and local economic effects of business.	SUGGESTED UNIT TIMELINE: 1.5 WEEKS/7 DAYS CLASS PERIOD (min.): 50 MINUTES					
ESSENTIAL QUESTIONS:						
<ol style="list-style-type: none"> 1. How does business fit into the economic model of the United States? 2. What are the different types of market structure and how are they affected by competition? 3. How does the concept of supply and demand, wants vs. needs, and target market effect business decisions? 4. How can risk avoidance hinder business operations? 5. How are business ownership types different? 6. What is a business plan important? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	Entrepreneurship Education Standards	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	National Business Education Association Standards	DOK
1. Explain the complexity of business operations	A.25			W 11-12.2.b	Mgmt I.B.3.b	2
2. Explain the need for business systems and procedures	A.27			SL 11-12.3 RST 11-12.2 RST 11-12.5	Mgmt I.B.3.c	2
3. Develop and/or provide product/service	A.30			WHST 11-12.5 WHST 11-12.7 WHST 11-12.9	Mgmt I.B.3.c	4

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

4. Explain the role of business in society	C.01			RST 11-12.5 RST 11-12.7 RST 11-12.9 WHST 11-12.6 WHST 11-12.9	Mgmt I.A.3.b	2
5. Describe types of business activities	C.02			W 11-12.2a	Mgmt III.B.3.a	2
6. Explain types of businesses	C.03			SL 11-12.1a W 11-12.2a	Mgmt III.A.3.a	2
7. Explain opportunities for creating added value	C.04			RST 11-12.2 WHST 11-12.9	Mgmt IV.A.3.a	2
8. Determine issues and trends in business	C.05			W 11-12.1b RH 11-12.2	Mgmt V.A.3.e	3
9. Describe crucial elements of a quality culture/continuous quality improvement	C.06			RST 11-12.2 RST 11-12.5	Mgmt I.D.3.b	3
10. Describe the role of management in the achievement of quality	C.07			RST 11-12.5 RST 11-12.7 WHST 11-12.6	Mgmt III.C.3.a	2
11. Explain the nature of managerial ethics	C.08			W 11-12.2b	Mgmt V.B.3.b	2
12. Describe the need for and impact of ethical business practices	C.09			RST 11-12.2 RST 11-12.6 RST 11-12.8	Mgmt V.A.3.c	3
13. Explain the concept of management	C.13			RST 11-12.4 RST 11-12.5	Mgmt I.A.3.b	2
14. Distinguish between economic goods and services	F.01			W 11-12.2 RST 11-12.7	Entre III.3.C.3.a	3
15. Explain the factors of production	F.02			SL 11-12.4 WHST 11-12.2a	Econ/Pers Fin IV	2
16. Explain the concept of scarcity	F.03			SL 11-12.4 WHST 11-12.2a	Econ/Pers Fin IV.3.a	2

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

17. Explain the concept of opportunity costs	F.04			SL 11-12.4 WHST 11-12.2a S-ID.1	Econ/Pers Fin VI.3.a	2
18. Describe the nature of economics and economic activities	F.05			SL 11-12.4 HS-Modeling	Econ/Pers Fin II.3.a	2
19. Determine forms of economic utility created by business activities	F.06			W 11-12.1b RH 11-12.2	Econ/Pers Fin II.3.b	3
20. Explain the principles of supply and demand	F.07			SL 11-12.4 WHST 11-12.2a S-ID.1 HS-Modeling	Econ/Pers Fin IV.3.b	2
21. Describe the concept of price	F.08			SL 11-12.4 HS-Modeling	Econ/Pers Fin V.3.a	2
22. Explain the types of economic systems	F.19			W 11-12.2a	Econ/Pers Fin V.3.c	2
23. Describe the relationship between government and business	F.20			RST 11-12.9	Econ/Pers Fin V.3.e	2
24. Assess impact of government actions on business ventures	F.21			WHST 11-12.7 WHST 11-12.9 RST 11-12.6 RST 11-12.8	Entre VIII.B.3.b	3
25. Explain the concept of private enterprise	F.22			SL 11-12.4 RST 11-12.5 RST 11-12.6	Entre X.B.3.a	2
26. Explain the concept of competition	F.25			SL 11-12.4 RST 11-12.5 RST 11-12.6	Mktg III.D.3.a	2
27. Describe types of market structures	F.26			W 11-12.2a	Entre III.B.3.a	2

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

28. Determine the impact of small business/entrepreneurship on market economies	F.27			RST 11-12.5 RST 11-12.7 RST 11-12.9 WHST 11-12.6 WHST 11-12.9	Entre III.E.3.a	4
<p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>Objective test of key terms such as market economy (free market), command economy (controlled economy), and common factors affecting pricing. Objective questions asking students to define what a stakeholder group is. Objective questions asking students to define each of the major types of market structures (monopolistic, oligopolistic, fragmented). (formative)</p> <p>Short written assignment to analyze the apparent market structure of a specific industry of the student’s choice. This might include requiring student to look up market share concentration ratios for their industry. (formative)</p> <p>Short written assignment to compare and contrast the interests of two stakeholder groups with respect to a specific issue and how a firm might balance competing interests. For instance, what do Apple Ipad customers want (low prices, high quality) vs. what do contracted production employees in China want from Apple (adequate pay, better working conditions, protection from workplace hazards). For balance, Apple may need to raise prices or lower profits to some extent to better protect the Chinese production workers and teach them about improving production quality. (summative)</p> <p>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)</p>						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
1-7, 9-21, 22-24	<p>1. Lecture on types of industries. Directly contrast free market systems versus those that are more government controlled such as by contrasting characteristics on board. Highlight how government agencies interact with business in a free market system. Stress differing types of agencies that interact heavily with businesses of differing types (Dept. of Revenue, FCC, FAA, Census Bureau, Federal Trade Commission). Teach about the differing types of stakeholder groups that are impacted by and influence by a business. Teach about the differing types of market structure and how a new firm might compete in each type of industry.</p>					
8	<p>2. Have interactive class discussion about trends (preferably before any business idea brainstorming activity). Encourage students to</p>					

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

	be prepared to apply some of their favorite trends toward identifying possible new business ideas.
25-28	3. Explain industry classification systems such as the old SIC code system and the newer NAICS code system so that students can learn to find a number of firms of the same type by looking these by using industry codes.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1-7, 9-21, 22-24	1. Types of businesses worksheet and case studies. Who does what in society exercise on what types of things are done by businesses, nonprofits, and government agencies? http://learningtogive.org/lessons/unit130/lesson1.html . Have students look up market share concentration ratios on government business census website.
8	2. Take a prominent business example and have students list differing types of groups affected by the business and what each group would like to see the business do for them (the group's interests). Review a case example of explicit collusion by firms to fix quantities or prices in a specific market (Archer Daniels Midland is one example). Assign a group of students to identify a certain number of trends that are changing the way business is done today by having each student identify and research at least one trend on their own and then meeting in small groups to compare trends. Have each group present at least one of its identified trends briefly to entire class.
25-28	3. Students take notes on industry classification systems.
UNIT RESOURCES: (include internet addresses for linking)	
<p>Who, What, Where, When, and Why (Who Does What) Activity from Unit "Whose Job is it Anyway?" -focuses on role of governments, economic systems, and nonprofit sector -concepts include market system, command economy, mixed economy, needs vs. wants http://learningtogive.org/lessons/unit130/lesson1.html</p> <p>Supply and Demand Activity from Florida -includes pre-test and post-test and self-paced tutorial on supply and demand -concepts include normal vs inferior goods, substitutes and complements http://www.schools.manatee.k12.fl.us/072JGALINDO/supplyanddemand/lesson_plan_for_teachers.html</p>	

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

Advanced Supply and Demand Lesson Plan on Why do Gasoline Prices React to Things That have Not Happened?

-focus on factors impacting prices in the gasoline market

http://www.stlouisfed.org/education_resources/assets/lesson_plans/07ITV_ShiftingCurves.pdf

Resources @ MCCE:

BE 08.0301 C626A - Entrepreneurship- Teaching Strategies (NBEA)

John, E. Clow

RESTON, VA, NATIONAL BUSINESS EDUCATION ASSOCIATION, 1998.

BOOK — Teaching strategies to achieve mastery of the standards for entrepreneurship education as developed for the National Standards for Business Education. Twenty six lessons to be used with teacher's curriculum; includes objectives and procedures.

BE 08.0301 C626B - Entrepreneurship Teaching Strategies - Handouts (NBEA)

Clow, John, E.

RESTON, VA, NATIONAL BUSINESS EDUCATION ASSOCIATION, 1998.

BOOK — Teaching strategies to achieve mastery of the standards for entrepreneurship education as developed for the National Standards for Business Education. Twenty six lesson plans to be used with teacher's curriculum; includes objectives and procedures.

BE DVD ROM 37 - Business Basics Supply & Demand

Teachers Video Company

SCOTTSDALE, AZ, TEACHERS VIDEO COMPANY, 2001.

DVD ROM — Students are presented with the concepts of supply and demand, and how it applies to business. This program is designed to teach business-related topics and key terms that relate to supply and demand. Grades 9 to 12. 19 minutes.

MCE 10.0102 T687 - Activities for Economics Education

F. Barton Truscott

PORTLAND, ME, J. WESTON WALCH PUBLISHER, 2000.

BOOK — Hands-on activities include: critical-thinking skills; cost and benefit analysis; supply and demand; key economic institutions; fiscal and monetary policy and more. Teacher support includes learning objectives, teaching tips and suggestions, references to Internet sites, and extension activities. Grades 6 to 12.

MCE DVD ROM 21 - Supply and Demand: Christmas, A Case Study

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

DVD ROM — In the industrialized world, Christmas means megabucks to the businesses that can create a fad or spot a trend. Filmed from a U.K. perspective, this program illustrates the annual scramble of key holiday-related industries--toys, video games, music CDs, luxury items, Christmas trees, and holiday foods--to catch the seasonal wave and ride it to high profits. But which products within each category will capture shoppers' attention? The dynamics of--and glitches in--the global supply and demand cycle are thoroughly covered, factoring in the effects of brands, product licensing, advertising, research and development, and offshore manufacturing. 50 minutes.

MCE VIDEO 311 - Business Basics Supply & Demand

Teachers Video Company

SCOTTSDALE, AZ, TEACHERS VIDEO COMPANY, 2001.

VIDEO — Students are presented with the concepts of supply and demand, and how it applies to business. This program is designed to teach business-related topics and key terms that relate to supply and demand. 19 minutes.

BE CD ROM 41 - Government's Role in Business

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

Microsoft® PowerPoint® — Government's functions and activities directly influence businesses. This Microsoft® PowerPoint® presentation identifies the roles, activities and impact the government, the legal system and organized labor have on the economy. Students have to opportunity to learn the legal system's role in business and explore pieces of legislation and agencies involved with business. 34 slides.

Requirements: PC/MAC OSX, Office 2000 or better, IE 5.5, Internet connection, Adobe® Acrobat® Reader®, Flash 5 Player

MCE CD ROM 21 - Political & Economic Systems

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA.

Microsoft® PowerPoint® — This presentation explores the different systems of politics offered and used in other countries along with different economic systems compared to the American system.

MCE DVD ROM 20.1 - Buying into Brand Marketing: Shaping Your Perceptions

Learning Seed

CHICAGO, IL, LEARNING SEED, 2012.

DVD ROM — Discover what a brand is and how marketing shapes its identity. Learn about brand strategy, positioning and messaging--and see them in action. Helpful tips show your students how to look beyond the brand to help make smart turns in the maze of consumer products. 26 minutes.

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Business Concepts

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

MCE DVD ROM 90 - Planning Your Business: Research, Goals, and Business Plans

Films for the Humanities & Sciences

NEW YORK, NY, FILMS MEDIA, 2011.

DVD ROM — This program challenges viewers to assess their ability to take risks, manage an organization, and go toe-to-toe with competitors. Offers insight into market exploration, determining a viable market niche, gauging the level of need for a product or service, learning about one's customer base, deciding on the best business structure, and writing a business plan. 27 minutes.

MCE DVD ROM 91 - Starting Your Business: Financing, Branding, and Regulations

Films for the Humanities & Sciences

NEW YORK, NY, FILMS MEDIA, 2011.

DVD ROM — This program encourages people who have carefully studied the market for a product or service, have written a solid business plan, and have decided to proceed to the next level. Topics include typical ways of obtaining financing (emphasizing conventional banking sources like operating loans, term loans, and SBA loans); the crucial steps of fulfilling federal, state, and local paperwork requirements; the acquisition of equipment and other assets; the potential need for a physical store or office space; and guidance on crafting an enduring and evocative company name. The program also illustrates the benefits of finding a mentor to help navigate the many hurdles of starting a business. 26 minutes.