

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Legal/Intellectual Property/Risk Management 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.

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UNIT DESCRIPTION: Students learn about relevant business laws to entrepreneurship, including intellectual property, legal risks, and legal responsibilities.		SUGGESTED UNIT TIMELINE: 1 WEEK CLASS PERIOD (min.): 50 MINUTES				
ESSENTIAL QUESTIONS: <ol style="list-style-type: none"> 1. Why is intellectual property important to your business? 2. What impact does the ownership type have on your business? 3. How do you identify business risk? 4. What are an entrepreneur’s legal responsibilities? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA Standards	DOK
1. Determine factors affecting business risk	F.24			RST 11-12.2	Mgmt X.C.3.a	1
2. Describe types of business risk	N.01			RH 11-12.4	Mgmt X.C.3.a	2
3. Establish controls to prevent embezzlement/theft	N.03			WHST 11-12.4	Comm IV.3.d	2
4. Develop strategies to protect computer (digital) data	N.08			WHST 11-12.6	Comm IV.3.e	2
5. Explain legal issues affecting businesses	N.14			SL 11-12.1a	Mgmt VI.B.3.c	2
6. Protect intellectual property rights	N.15			WHST 11-12.6	Entre VI.F.3.b	3
7. Select form of business ownership	N.16			RST 11-12.5	Mgmt	1

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				RST 11-12.9 WHST 11-12.6	III.A.3.b	
8. Obtain legal documents for business operations	N.17			WHST 11-12.1d	Mgmt XII.A.3.a	2
ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)						
*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 #.)						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
1, 2, 3, 5	1. Lecture, discussion with students about legal issues in business. Have students explore what a law is and how laws apply to business.					
2, 5, 6	2. Utilize the four lesson plans on Intellectual Property at: http://www.economicadventure.org/teachingresources/intellectual_property.html					
1-8	3. Case studies, discussion					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					
1, 2, 3, 5	1. Discussion about legal issues in business.					
2, 5, 6	2. Discussion and activities on Intellectual Property.					
1-8	3. Have students discuss legal case studies provided at: http://www.glencoe.com/sec/socialstudies/street_law/textbook_activities/cases_resources/chapter10.php					

UNIT RESOURCES: (include internet addresses for linking)

<http://www.myownbusiness.org/> - This is a good resource with all types of information for entrepreneurs and business owners.

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http://www.economicadventure.org/teachingresources/intellectual_property.html

Resources @ MCCE:

BE VIDEO 173 - Business Law, The Basics

Cerebellum Corporation

FALLS CHURCH, VA, CEREBELLUM CORPORATION, 2002.

VIDEO — What exactly is a law? Where do laws come from anyway? And how does this all apply to business law? You'll find out as the Standard Deviants let the light of truth shine on common laws, civil laws, contract laws, and maybe even your in-laws. 26 minutes.

BE DVD ROM 41 - Business Law and Ethics--If It Is Legal, Is It Ethical?

Palomar College

SAN MARCOS, CA, PALOMAR COLLEGE, 2005.

DVD ROM — Enron, MCI, and Tyco have become household words, not because of their products or services, but rather because of their unethical conduct setting new records in the annals of business. A panel of experts help the viewer to understand the ethics of business. High School. 22 minutes.

BE VIDEO 175 - Business Law, Contract Law: The Sequel

Cerebellum Corporation

FALLS CHURCH, VA, CEREBELLUM, 2002.

VIDEO — The return of the contract! This piece of paper is a monster that just wont go away. Once you sign your name, you're up to your elbows in alligators, legal detriments, enforcement option, and a theory inspired by a peppercorn. 26 minutes.

BE VIDEO 176 - Business Law, Breaking the Deal

Cerebellum Corporation

FALLS CHURCH, VA, CEREBELLUM CORPORATION, 2002.

VIDEO — Want to know how to get out of a contract? There are seven, yes, seven reliable defenses to get out a contract, and they'll cover them all, plus what to do when someone else breaks a contract with you. 26 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

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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

G&C DVD ROM 55 - CyberSecurity

Cambridge Educational

LAWRENCEVILLE, NJ, FILMS MEDIA GROUP, 2008.

DVD ROM — This program cautions students about potential hazards to their computers--not to mention their careers, finances, and futures--that exist online. Highlighting the importance of setting up a firewall and keeping one's operating system up-to-date, the program provides straightforward advice about protecting against hackers, viruses, Trojan horses, spyware, adware, phishing emails, and other high-tech threats. Each concept is defined in user-friendly terms. More basic but equally vital steps like maintaining multiple passwords and not sharing personal information are also discussed. Commentary from experts, as well as questions from peers about the details of computer safeguards, will help students increase their online security. 21 minutes.