

DESE Model Curriculum: Introduction to Business (CIP Code 52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Make Wise Consumer Choices

COURSE INTRODUCTION		
<p>This course is designed to introduce students to how business works in today's society and to provide a foundation for other business courses. Content includes business functions such as accounting, management, marketing, and other consumer issues regarding money and money management, banking system and services, government's role in business, and technology in the business world.</p> <p>Course rationale: An understanding of economic systems and consumerism provides the resources needed for students to explore business careers. The content in this area is vital to the career planning of business students as they develop knowledge of business functions and applicable skill. Personal skills such as banking, taxes, insurance, and others that impact their effectiveness as citizens and consumers are also taught.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn skills to help them make wise decisions as a consumer.	7 Class Periods	
	CLASS PERIOD (min.)	
50 min.		
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> 1. I am smart consumer because ... ? 2. How does the government impact what you buy and how you buy it? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Identify wise buying practices	EPF.PF.5.1.1	1
2. Describe the stages of the buying process	EPF.PF.5.1.1	2
3. Use consumer resources to collect information for making buying decisions	EPF.PF.5.2.3	3
4. Explain the government's role in consumer affairs (e.g., Federal Reserve, FDIC, State Attorney General's Office)	EPF.E7.2.3	3
5. Identify the components of a guarantee, warranty, and consumer contract	EPF.PF.5.2.4	2
6. Identify rights and responsibilities of consumers (e.g., following manufacturer's directions, recourse for defective merchandise)	EPF.PF.5.2.4	2
ASSESSMENT DESCRIPTIONS		
<p>Individual presentation explaining the buying process of a new technology or product. (DOK Level 3)</p> <p>Group project demonstrating application of knowledge gained about effective consumer choices. (DOK Level 4)</p> <p>Written Test assessing understanding of terminology and general ideas from the unit. (DOK Level 2)</p>		
OBJ. #	INSTRUCTIONAL STRATEGIES	
3, 5, 6	1. Teacher lectures from the Suggested Text Resource, Chapter 15: Consumers in the Global Economy and have students take notes.	
3, 5, 6	2. After students complete the Ad Analysis Questions , the teacher will facilitate a discussion on what they learned.	
1, 2	3. Teacher will break students into groups of two, provide them with the Wise Buying Practices worksheet and do periodic checks of each group's progress.	
1, 2	4. Teacher will supervise student work on E-Commerce Buying Practice project.	

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4	5. Teacher will work through the Procedures section of the Federal Reserve project with the class and then break them into groups of 4 and provide them with the items listed on the lesson.
OBJ. #	INSTRUCTIONAL ACTIVITIES
3, 5, 6	1. Students take notes on consumers in the global economy.
3, 5, 6	2. Students complete Ad Analysis Questions and then participate in class discussion.
1, 2	3. In small groups, students complete the worksheet on wise buying practices.
1, 2	4. Students conduct research on e-commerce buying practices.
4	5. In small groups, students work on the Federal Reserve Project.
UNIT RESOURCES	
n/a	