

DESE Model Curriculum: Business Technology (CIP Code: 11.0103)
 GRADE LEVEL/UNIT TITLE: 11-12/Understand Entrepreneurial Opportunities

COURSE INTRODUCTION		
<p>This course is designed to help students develop the qualities, knowledge, and skills necessary for working in a business. Students enhance computer application skills as they develop competencies needed by administrative support professionals. The content includes the use of technology to develop communication skills, the performance of office procedures tasks, the production of quality work using advanced features of business software applications, and the production of high quality employment portfolios and job-seeking documents. In addition, this course provides training or skills many employers find deficient: dealing with other people, using the telephone, organizing work, and handling other crucial tasks.</p> <p>Course rationale: This area of instruction provides content for employment in one of the largest major occupational groups--administrative support. Demand in this career area will continue to expand as businesses utilize advanced office technology to increase their production efficiency and improve the quality of their products and services. This area of instruction benefits students by enhancing the software application skills and communication competencies needed by administrative support professionals and those students continuing their education.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn how to start a business, including characteristics of a free enterprise economic system, types and risks of business ownership, marketing strategies, and the influence of eCommerce.	1 month	
	CLASS PERIOD (min.)	
	50 min.	
ESSENTIAL QUESTIONS		
1. How can one be successful in owning a business or working in the business world?		
ESSENTIAL MEASURABLE LEARNING STANDARDS	NBEA STANDARD	DOK
1. Describe characteristics of a free enterprise economic system (e.g., ownership of property, profit motive, risk taking, competition, supply and demand)	ECON.II.1.2 ECON.II.2.3	2
2. Compare and contrast the various forms of business ownership (e.g., sole proprietorship, partnership, corporation, cooperative)	BL.IV.A.2.1 BL.IV.A.2.2 BL.IV.B.1.1 BL.IV.C.1.2	3
3. Analyze the risks and rewards of business ownership	ENTRE.I.A.3.2	4
4. Identify steps necessary to start a business (i.e., need evaluation, site selection, marketing plan, financial plan, management plan)	ENTRE.IX.2.3 ENTRE.IX.3.1 ENTRE.IX.3.2 ENTRE.IX.3.4	4
5. Explore the career implications of e-commerce for entrepreneurs and employees	ENTRE.VI.D.3.3 CD.III.F.3.1	2
6. Compare and contrast marketing strategies	MARK.I.4.4	3

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OBJ. #	INSTRUCTIONAL STRATEGIES
1, 4, 6	1. Independent learning, student research
2, 3	2. Independent learning, student research
OBJ. #	INSTRUCTIONAL ACTIVITIES
1, 4, 6	1. Students will develop each component of a business plan that outlines strategies for starting their own new business.
2, 3	2. Students will use the website to complete activities that discusses the various forms of business ownership.