

**Entrepreneurship** (CIP Code: 52.0701/52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/ Ethics

Course Code: 040011/0340305

<b>COURSE INTRODUCTION</b>			
<p>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.</p> <p>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.</p> <p>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.</p>			
<b>UNIT DESCRIPTION</b>	<b>SUGGESTED UNIT TIMELINE</b>		
Students will learn the concepts of ethical business behaviors.	2 days		
	<b>CLASS PERIOD (min.)</b>		
	50 minutes		
<b>ESSENTIAL QUESTIONS</b>			
<ol style="list-style-type: none"> <li>1. What are examples of honest and dishonest business practices?</li> <li>2. What does it mean to be unethical?</li> <li>3. How are ethics, morals, and values similar and different?</li> <li>4. What steps are involved in making an ethical decision?</li> </ol>			
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>		<b>NBEA STANDARD</b>	<b>DOK</b>
1. Demonstrate honesty and integrity		Comm III.E.3.a	2
2. Demonstrate responsible behavior		Comm III.E.3.b	2
3. Demonstrate ethical work habits		Comm III.E.3.c	2
4. Explain the nature of managerial ethics		Mgmt V.B.3.b	2
5. Describe the need for and impact of ethical business practices		Mgmt V.A.3.b	3
6. Respect the privacy of others		Mgmt V.A.3.f	2
7. Explain ethical considerations in providing information		Mktg IV.D.4. 3B	3
<b>OBJ. #</b>	<b>INSTRUCTIONAL STRATEGIES</b>		
1-6	1. Lecture, Cooperative learning, independent learning		
1-3, 6	2. Cooperative learning, independent learning		
7	3. Research, independent learning		

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<b>OBJ. #</b>	<b>INSTRUCTIONAL ACTIVITIES</b>
1-6	1. Group project to build financial projections for a proposed RV Park Business.
1-3, 6	2. Students will create their own code of ethics by completing a code of ethics <i>Webquest</i> . <a href="http://www.questgarden.com/52/70/1/070620073640/index.htm">http://www.questgarden.com/52/70/1/070620073640/index.htm</a> - <i>Webquest</i> on Ethics
7	3. Students will research ethical business articles and write an article summary including their perspective on the situation.