

Entrepreneurship (CIP Code: 52.0701/52.0101)

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

Course Code: 040011/0340305

COURSE INTRODUCTION		
<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>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students learn about relevant business laws to entrepreneurship, including intellectual property, legal risks, and legal responsibilities.	1 week	
	CLASS PERIOD (min.)	
	50 minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> Why is intellectual property important to your business? What impact does the ownership type have on your business? How do you identify business risk? What are an entrepreneur's legal responsibilities? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Determine factors affecting business risk	Comm. III. F. 3A	1
2. Describe types of business risk	Comm. III. C. 3G	2
3. Establish controls to prevent embezzlement/theft	Mgmt. I. B. 3A	2
4. Develop strategies to protect computer (digital) data	Mgmt. I. A. 3A	2
5. Explain legal issues affecting businesses	Mgmt. I. B. 3D	2
6. Protect intellectual property rights	Comm. I. B. 3A	2
7. Select form of business ownership	Comm. I. B. 3G	1
8. Obtain legal documents for business operations	Comm. III. C. 3J	2
OBJ. #	INSTRUCTIONAL STRATEGIES	
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	

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OBJ. #	INSTRUCTIONAL ACTIVITIES
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