

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

GRADE LEVEL/UNIT TITLE: 11-12/Investigate Business Operations

<b>COURSE INTRODUCTION</b>		
<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>		
<b>UNIT DESCRIPTION</b>	<b>SUGGESTED UNIT TIMELINE</b>	
Students will learn the organizational structure of a variety of businesses.	4 Class Periods	
	<b>CLASS PERIOD (min.)</b>	
	50 min.	
<b>ESSENTIAL QUESTIONS</b>		
<ol style="list-style-type: none"> <li>Does the organizational structure of a business ensure its success?</li> <li>How do business operations affect your world?</li> </ol>		
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>	<b>NBEA STANDARD</b>	<b>DOK</b>
1. Explain organizational design of businesses (e.g., business ownership, types of businesses, etc.)	Mgmt III.A.4 Mgmt III.C.2.1 Mgmt III.C.2.2	2
2. Explain the relationship between the essential business functions (e.g., management, marketing)	Mgmt III.A.3.2	2
3. Identify ways technology impacts business.		2
4. Describe the importance of good customer service to a business	Mktg I.3.1	1
5. Explain the functions of human resource management	Mgmt VI.A.3.1	1
6. Explain forms of financial exchange (cash, credit, debit, EFT, etc.)	Mgmt X.B.3.1	1
7. Describe sources of income (sales, interest, rent, dividends, etc.)	Mgmt X.B.3.1	1
8. Explain the concept of marketing strategies	Mktg IV.A	2
9. Describe the functions of a manager in a business environment (e.g., organize, plan, direct)		2
10. Describe different management styles (e.g., coaching, directive)	Mgmt I.C.2.2	2

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<b>OBJ. #</b>	<b>INSTRUCTIONAL STRATEGIES</b>
3	1. Teacher will share the link for the article on technology and business.
10	2. Teacher will lecture on management styles and discuss students' experiences with different management styles. Teacher will explain homework assignment.
5, 8, 9	3. Teacher will provide newspapers and copies of worksheet to students and assess their progress. Teacher will discuss the vocabulary terms listed in the Product Development project and explain the project and rubric to the students.
1, 2, 6, 7	4. Teacher will lecture on general business operations and explain the Investigating Business Operations Checklist and the rubrics used to score the report or presentation.
4	5. Teacher will break students into groups of 3-4 and monitor group work as they discuss customer service.
<b>OBJ. #</b>	<b>INSTRUCTIONAL ACTIVITIES</b>
3	1. Students read the article on technology and business.
10	2. Students discuss management styles and share their experiences. Students will interview a manager from a local business.
5, 8, 9	3. Students will locate advertisements in a local newspaper and complete worksheet. Students will complete the Product Development project.
1, 2, 6, 7	4. Students engage in Investigating Business Operations and create a presentation.
4	5. In small groups, students will investigate customer service operations.