

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

GRADE LEVEL/UNIT TITLE: 11-12/Develop Global Economic Awareness

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 how international business impacts daily life.	4 weeks	
	CLASS PERIOD (min.)	
	50 min.	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> How does the global economy affect me? What is the impact of supporting global economies? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Describe the influence of international trade on business	Intl I.A.1.1	2
2. Explain marketing and its importance on a global economy	Mktg I.3.4 Mktg 1.4.1 III.F.2.1 III.F.3.1 III.F.3.2	3
3. Describe the different ethical standards of various cultures	Intl IV.1.1	2
4. Identify the impact of the global economy on consumers	Com II.A.2.2 Com II.A.3.5 Mktg III.D.E.t (?)	1
5. Adapt communication to the cultural and social differences among clients	Intl IV.4.1 Intl I.A.3.1	4
6. Discuss the impact of globalization on business		3
7. Compare and contrast the USD to other currencies	Intl IX.A.2.2	3

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OBJ. #	INSTRUCTIONAL STRATEGIES
7	1. The teacher will lecture and facilitate discussions on topics included in the 'Foreign Currency Exchange' lesson and assist students as they complete the questions and worksheets for each section. The teacher will also assist students as they use problem-based learning to complete the Trail of Thieves activity.
1	2. The teacher will have students complete 'Trade Among Nations' and 'Measuring Trade Relations' graphic organizers as part of the lecture on these topics. The teacher will also lecture on Scarcity, having students pick a country and complete the Country Task sheet.
2, 4	3. The teacher will instruct students to pick a county and research it to answer questions on the 'Trading Economies' worksheet. The teacher will share the rubric with students for the 'International Business' poster and discuss items that should be on the accompanying worksheet.
4	4. The teacher will present information on the points of 'Global Marketplace' worksheet while students take notes on the worksheet.
3, 5	5. The teacher will provide the 'Personal Culture Bingo' cards or have students create their own and the teacher will call out items. The teacher will lead a class discussion based on the items listed on the 'Cultural Misunderstandings' assignment.
6	6. The teacher will assist students as they do independent research to complete the 'Gathering Data' activity. The teacher will provide magazines and the 'Visual Representation of International Business' scoring guide for students to produce a creative project.
3, 5	7. The teacher will introduce the 'Country Cultures' assignment and have students choose a country. Students will need to complete the culture worksheet as part of the project and the teacher will need to approve it before students are allowed to create the presentation. The teacher will review the directions for 'International Business Trip' project and assess student's individual progress. The teacher will facilitate as students research their chosen country for the 'International Business Travel' project. The teacher will convey the expectations for the 'International Business Project' with quiz and score their presentation and the quiz created by the student.
OBJ. #	INSTRUCTIONAL ACTIVITIES
7	1. Students will take notes on a graphic organizer and discuss the basics of foreign currency exchange. Students will complete worksheets on foreign currency exchange rates. Students will also complete the 'Trail of Thieves' activity.
1	2. Students will take notes on graphic organizers about trade among nations and trade relations. Students will complete a country task sheet.
2, 4	3. Students will conduct online research to complete the trading economies worksheet.
4	4. Students take notes on the global marketplace worksheet.
3, 5	5. Students explore personal culture and cultural misunderstandings through activities and an assignment.
6	6. Students conduct independent research on a country using a teacher provided worksheet. Students then create a visual representation of this country.
3, 5	7. Students choose a country to research for an international business trip project. Worksheets are used to guide student research. Students will make a final presentation of research findings.