

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

COURSE INTRODUCTION:

An instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

UNIT DESCRIPTION:

Students will understand concepts affecting Finance and Risk Management in sports and entertainment industries.

SUGGESTED UNIT TIMELINE: 1 WEEK

CLASS PERIOD (min.): 50 MINUTES

ESSENTIAL QUESTIONS:

1. What are the different strategies for pricing?
2. What are the factors of that affect sports and entertainment pricing?
3. What is non-price competition?

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

| <p>4. What are sources of revenue for the sports and entertainment industry? 5. What are some risks and how do you minimize them in the sports and entertainment industry?</p> | | | | | |
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| ESSENTIAL MEASURABLE LEARNING OBJECTIVES | CCSS LEARNING GOALS (Anchor Standards/Clusters) | CROSSWALK TO STANDARDS | | | |
| | | | CCSS | MBA Research Standards | DOK |
| <p>1. Analyze cost/profit relationships to guide business decision-making</p> | | | <p>N-Q.2 F-IF.5</p> | <p>Understands the economic principles and concepts fundamental to business operations.</p> | <p>4</p> |
| <p>2. Explain global trade considerations for sports and entertainment industries (eg customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences)</p> | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | <p>Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</p> | <p>3</p> |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

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| <p>3. Discuss risk management from a sports and entertainment marketing perspective.</p> | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | <p>Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</p> | <p align="center">2</p> |
| <p>4. Summarize the concept of risk management.</p> | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | <p>Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</p> | <p align="center">1</p> |
| <p>5. Explain the types of risk</p> | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4</p> | <p>Understands tools, strategies, and systems used to</p> | <p align="center">1</p> |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

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| | | | SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 | maintain, monitor, control, and plan the use of financial resources. | |
| 6. Discuss the concept of risk management | | | SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 | Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. | 2 |
| 7. Discuss considerations for safety and security | | | SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 | Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial | 1 |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

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| | | | <p>L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | resources. | |
| 8. Define safety and security | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. | 1 |
| 9. Discuss the types of indoor/outdoor security | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4</p> | Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. | 1 |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

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| | | | RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 | | |
| 10. Discuss the types of insurance necessary for the sports and entertainment industry. | | | SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 | Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. | 1 |
| 11. Explain liability insurances | | | SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 | Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. | 2 |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

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| | | | <p>WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | | |
| 12. Outline miscellaneous insurances. | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | <p>Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</p> | 1 |
| 13. Identify factors affecting pricing of sports and entertainment products | | | <p>SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | <p>Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.</p> | 1 |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

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| <p>14. Describe pricing issues associated with sports and entertainment products</p> | | <p>HS-Modeling A-CED-2 SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</p> | <p>Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.</p> | <p align="center">2</p> |
| <p>15. Employ pricing strategies to determine optimal prices.</p> | | <p>HS-Modeling A-CED-2 SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6</p> | <p>Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.</p> | <p align="center">3</p> |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

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| | | | WHST.11-12.7 | | |
| 16. Assess pricing strategies to identify needed changes and to improve profitability. | | | SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.1 L.11-12.2 L.11-12.6 RI.11-12.7 RST.11-12.4 RST.11-12.7 RST.11-12.9 WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 | Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. | 3 |
| ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.) See activity attachments for scoring guides. *Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.) | | | | | |
| Obj. # | INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods) | | | | |
| 1-16 | 1. Cooperative learning; student research. | | | | |
| 1-16 | 2. Guided instruction; independent learning; student research | | | | |
| Obj. # | INSTRUCTIONAL ACTIVITIES: (What Students Do) | | | | |
| 1-16 | 1. Students work in teams on the "All Star Project." | | | | |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

Course Code: 52.1804

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| 1-16 | 2. The Learn and Earn Project and the Advertising Campaign would be able to be used for this unit. Students are calculating prices, considering a budget and finalizing costs. See instructions at: http://www.deca.org/_docs/conferences-competitions/DECA_LEP_Guidelines.pdf |
| <p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>http://www.deca.org/_docs/conferences-competitions/DECA_LEP_Guidelines.pdf</p> <p>Resources @ MCCE:</p> <p>MCE DVD ROM 92 - Managing Your Business: Prices, Finances, and Staffing Films for the Humanities & Sciences NEW YORK, NY, FILMS MEDIA, 2011. DVD ROM — This program examines the on-the-ground challenges of running a business by exploring numerous management issues. Topics include obtaining proper insurance; determining the best market prices for goods and services; finding the right software and record-keeping systems; and hiring, training, motivating, and disciplining employees. 28 minutes.</p> <p>MCE 11.0012 MERC1 - Business Administration Marketing Education Resource Center COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003. BOOK — Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Manage This, Legal Considerations in E-Commerce, Issues in E-Commerce, Internet's Impact on Marketing, Risk Management, and Nature of Production.</p> <p>MCE DVD ROM 44.1 - The Business of Innovation: The Responsibility Revolution Films for the Humanities & Sciences PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2008. DVD ROM — This program looks at green business practices and management as springboards for achievement and profit. Expert guests include Starbucks CEO Howard Schultz, IKEA North America president Pernille Spiers-Lopez, Clorox CEO Donald Knauss, and Treehugger.com founder Graham Hill. Also featured is Nobel Peace Prize laureate and micro-credit pioneer Muhammad Yunus. 47 minutes.</p> <p>BE DVD ROM 35 - E-Commerce in Business Films for the Humanities & Sciences PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2003.</p> | |

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Finance and Risk Management

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DVD ROM — This program presents compelling case studies of the Internet's use in capturing and exploiting new markets. Three leading e-commerce initiatives include: analyzing the growth, revenue and future of MP3's Web site, visiting Ford's online "showroom" and showcasing the customer benefits of Coronet - Fashion at Work's online planning system. Grades 9 and up. 30 minutes.

BE 10.0102 B577 - Focus: Globalization

William Bosshardt, David Hummels, Bonnie T. Meszaros, Sandra J. Odorzynski, Phillip J. VanFossen, Michael Watts
NEW YORK, NY, NATIONAL COUNCIL ON ECONOMIC EDUCATION, 2006.

BOOK — Overview to help teachers grasp the concepts underlying the debates surrounding globalization. Provides 12 classroom-ready lessons to help students apply economic understanding to real-world situations.

BE 10.0102 L951 - Focus: International Economics

Gerald J. Lynch, Michael W. Watts, Donald R. Wentworth, Harlan Day, Jane Lopus, Charles Noussair, Caryn Kikta, Daniel Vazzanna
NEW YORK, NY, NATIONAL COUNCIL ON ECONOMIC EDUCATION, 1998.

BOOK — Examines basic concepts and issues in international economics. 20 lessons organized around several major content themes: international economics; global production and competition; exchange rates and issues in international finance; free trade vs. protectionism; international economic development; and, economic systems.

BE VIDEO 155 - Global Marketplace

Art & Design Television Networks
NEW YORK, NY, A&E TELEVISION NETWORKS, 2001.

VIDEO — The downfall of communism and the end of the Cold War provided an atmosphere for a booming world economy. The removal of former barriers heightened global awareness. It also brought age-old ethnic wars to public attention. Is our nation obligated to defend the countries we do business with? This video documents a whole new genre of ethics for a new era. 50 minutes.

MCE 13.1311 K17 - Sports and Entertainment Marketing

Kaser and Oelkers
CINCINNATI, OH, SOUTH-WESTERN EDUCATIONAL PUBLISHING, 2001.

BOOK — Learn about the key functions of marketing and how they apply to sports and entertainment. Each function is incorporated and highlighted. Shows the connection between sports and entertainment industries and marketing.

MCE 13.1311 M74 - Sport Marketing

Bernard J Mullin, Stephen Hardy, William A Sutton
CHAMPAIN, IL, HUMAN KINETICS, 2000.

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BOOK — A good overview of marketing concepts and how they are applied to the sport product. How to sell a segment of the sport industry, including recreational facilities and professional and amateur sporting events. A college textbook that would be a great classroom reference.

MCE DVD ROM 100 - Field Trip: Game Day!

CEV

LUBBOCK, TX, CEV.

DVD ROM — This program explores sports marketing by going behind the scenes of a college football game. Students are introduced to marketing through real-world examples and situations. Students will compare the different approaches of sports marketing and consider the future of the business. 27 minutes.