

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Ethics

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

### **COURSE INTRODUCTION:**

**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.**

**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.**

**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.**

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<b>UNIT DESCRIPTION:</b>  Students will learn the concepts of ethical business behaviors.		<b>SUGGESTED UNIT TIMELINE: 2 DAYS</b>  <b>CLASS PERIOD (min.): 50 MINUTES</b>				
<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>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	OTHER	DOK
1. Demonstrate honesty and integrity	Entrepreneurial Skills; B Entrepreneurial Traits/Behaviors			SL 11-12.4	Comm III.E.3.a	<b>2</b>
2. Demonstrate responsible behavior	Entrepreneurial Skills; B Entrepreneurial Traits/Behaviors			SL 11-12.4	Comm III.E.3.b	<b>2</b>
3. Demonstrate ethical work habits	Entrepreneurial Skills; B Entrepreneurial Traits/Behaviors			SL 11-12.3 W 11-12.6	Comm III.E.3.c	<b>2</b>
4. Explain the nature of managerial ethics	Ready Skills; C Business Foundations			RST 11-12.4	Mgmt V.B.3.b	<b>2</b>
5. Describe the need for and impact of ethical business practices	Ready Skills; C Business Foundations			RST 11-12.6	Mgmt V.A.3.b	<b>3</b>

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6. Respect the privacy of others	Ready Skills; D Communications and Interpersonal Skills			SL 11-12.1b	Mgmt V.A.3.f	<b>2</b>
7. Explain ethical considerations in providing information	Ready Skills; D Communications and Interpersonal Skills			RST 11-12.2	<b>Mktg IV.D.4. 3B</b>	<b>3</b>
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p> <p><b>*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 #.)</b></p>						
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)					
1-6	<b>1. Lecture, Cooperative learning, independent learning</b>					
1-3 6	<b>2. Cooperative learning, independent learning</b>					
7	<b>3. Research, independent learning</b>					
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES:</b> (What Students Do)					
1-6	<b>1. Students will analyze ethical case studies using the ethical decision making steps as learned in class to determine the ethically correct response. This will be done on a smaller scale in class as a group. Students will then each be assigned a case study to analyze.</b>					
1-3 6	<p><b>2. Students will create their own code of ethics by completing a code of ethics webquest.</b></p> <p><a href="http://www.questgarden.com/52/70/1/070620073640/index.htm">http://www.questgarden.com/52/70/1/070620073640/index.htm</a> - Webquest on ethics</p> <p><a href="http://www.questgarden.com/90/82/0/091111135027/index.htm">http://www.questgarden.com/90/82/0/091111135027/index.htm</a></p> <p><b>WebQuest: Students will be playing the role of the President and Founder of a relatively new firm. You will be responsible for developing the companies structure, mission, employee materials, policies, products/courses, and one module.</b></p>					

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7	<b>3. Students will research ethical business articles and write an article summary including their perspective on the situation.</b>
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><a href="http://www.questgarden.com/52/70/1/070620073640/index.htm">http://www.questgarden.com/52/70/1/070620073640/index.htm</a> - Webquest on ethics</p> <p><a href="http://www.questgarden.com/90/82/0/091111135027/index.htm">http://www.questgarden.com/90/82/0/091111135027/index.htm</a> - Webquest on creating your own code of ethics</p> <p><a href="http://teachwithmovies.org/">http://teachwithmovies.org/</a> - Movies for education/ ethics</p> <p><a href="http://www.entre-ed.org/teach/activits.htm">http://www.entre-ed.org/teach/activits.htm</a></p> <p><a href="http://www.glencoe.com/qe/qe15.php?qi=103">http://www.glencoe.com/qe/qe15.php?qi=103</a></p> <p><a href="http://www.questgarden.com/27/69/1/060614133833/">http://www.questgarden.com/27/69/1/060614133833/</a></p> <p><b>Resources @ MCCE:</b></p> <p><b>BE 13.1399 W333 - Teaching the Ethical Foundations of Economics</b> Jonathan B. Wight and John S. Morton NEW YORK, NY, NATIONAL COUNCIL ON ECONOMIC EDUCATION, 2007. BOOK — Book contains 10 lessons that reintroduce an ethical dimension to economics in the tradition of Adam Smith. Through these materials students will have the opportunity to learn about the important role ethics and character play in a market economy and how, in turn, markets influence ethical behavior. The lessons involve students through simulations, group decision making, problem solving, classroom demonstrations and role playing. Grades 9 - 12.</p> <p><b>BE DVD ROM 40 - Business Ethics on the Job</b> Human Relations Media MOUNT KISCO, NY, HUMAN RELATIONS MEDIA, 2004. DVD ROM — This program defines what business ethics are and identifies why they are necessary for success in the workplace. Vignettes show the importance of honesty, loyalty, integrity, confidentiality, and respect for others. Includes teacher's resource book. High School, Post-secondary and Adult. 21 minutes.</p> <p><b>BE DVD ROM 40.1 - Work Ethics Skills</b></p>	

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The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2002.

DVD ROM — Good work ethic skills translate into personal satisfaction and career advancement. Focusing on the needs of the company and the customer are a few of the work ethic attitudes presented in this program. 6 minutes.

### **BE DVD ROM 41 - Business Law and Ethics--If It Is Legal, Is It Ethical?**

Palomar College

SAN MARCOS, CA, PALOMAR COLLEGE, 2005.

DVD ROM — Enron, MCI, and Tyco have become household words, not because of their products or services, but rather because of their unethical conduct setting new records in the annals of business. A panel of experts help the viewer to understand the ethics of business. High School. 22 minutes.

### **BE DVD ROM 42 - Ethics at Work: Doing the Right Thing on the Job**

Linx Educational

JACKSONVILLE BEACH, FL, LINX EDUCATIONAL, 2004.

DVD ROM — Is it okay to give your friends free food at the restaurant where you work? Do you make appointments during work time? Or bring home supplies from the office? Are these practices just as wrong as stealing from the proverbial cash drawer? That's what this video explores, by looking at the ins and outs of ethical behavior in today's work environment. From extended lunches to computer hacking to sexual harassment, we discuss the fine lines of business ethics with employers, employees, and workplace professionals. Grades 8 to Adult. 20:19 minutes.

### **BE GAME 4 - The Ethics Challenge**

Lockheed Martin

WESTLAKE VILLAGE, CA, LOCKHEED MARTIN CORPORATION, 1998.

GAME — Lockheed Martin's Ethics Challenge is a set of training materials based on cartoonist Scott Adams' famous DILBERT characters. The heart of the program consists of fifty Case Files that set up a wide variety of issues and dilemmas, covering virtually every aspect of business. Includes video, game board & playing pieces, leader's guide, 6 guide books.

### **BE GAME 5 - Perspectives**

Lockheed Martin

WESTLAKE VILLAGE, CA, LOCKHEED MARTIN CORPORATION, 2002.

GAME — Doing the right thing calls for a great deal of common sense, but sometimes what is right is not obvious. Perspectives, Lockheed Martin Ethics Challenge 2002 game focuses on many of the ethical challenges that employees may encounter. The theme for Lockheed Martin Ethics Challenge 2002 is perspectives and their role in decision-making. Includes video, leaders guide, and twelve workbooks. (Same author as Gray

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Matters game)

### **BE GAME 7 - Ethics on the Job**

Franklin Learning Systems, Inc

WESTPORT, CT, FRANKLIN LEARNING SYSTEMS, INC, 1998.

GAME — Players have fun while they learn standards for ethical behavior on the job - in their relationships with the company, supervisors, co-workers, customers, suppliers, and subordinates. Players learn proper conduct with respect to: stealing time; dating; breaking rules; accepting gifts; being under the influence of drugs or alcohol; taking items home; sexual harassment; confidential information and outside employment. 2-5 players (more with team play)

### **BE VIDEO 180 - Professional Development: Business Ethics and Social Responsibility**

Diamond Educational Productions/MarkED

COLUMBUS, OH, DIAMOND EDUCATIONAL PRODUCTIONS, 2004.

VIDEO — Through group discussions, industry professionals, educators, and recent college graduates look at the social responsibilities of businesses and processes of ethical decision-making. Codes of ethics and theories are discussed. Great for class discussions. Discussion centers around the recent events with Martha Stewart, Tyco, WorldCom, Enron and others. FORMAT: Panels and focus groups discuss trust issues involved between consumers and businesses since the recent barrage of illegal and in ethical activities of business CEOs.

### **BE VIDEO 46 - Responsibility: Owning Your Actions**

Jaguar Educational

CHARLESTON, WV, JAGUAR EDUCATIONAL, 2004.

VIDEO — This video examines accountability, diligence, self-restraint, perseverance, and other important characteristics of a responsible person. Topics include: What is Responsibility?; Where Does It Come From?; and Building a Reputation. Students discuss their own roles and responsibilities, including responsibility to oneself and to others. 17 minutes.

### **BE VIDEO 9 - Not for Sale: Ethics in the American Workplace**

Live Wire Media

ETHICS RESOURCE CENTER, INC., LIVE WIRE MEDIA, 1997.

VIDEO — Teach your students about ethics in the workplace. This video shows a 10-episode story about the experiences of four young people who become new employees of a fictional department store named Krieger's. The episodes are related serially, i.e. what happens in later episodes depends upon what happened in previous ones. 105 minutes.

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