

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Understand Entrepreneurial Opportunities

Course Code: 034330 CIP Code: 11.0103

COURSE INTRODUCTION:

Business Technology

Course Rationale: This area of instruction provides content for employment in one of the largest major occupational groups--administrative support. Demand in this career area will continue to expand as businesses utilize advanced office technology to increase their production efficiency and improve the quality of their products and services. This area of instruction benefits students by enhancing the software application skills and communication competencies needed by administrative support professionals and those students continuing their education.

Course Description: This course is designed to help students develop the qualities, knowledge, and skills necessary for working in a business. Students enhance computer application skills as they develop competencies needed by administrative support professionals. The content includes the use of technology to develop communication skills, the performance of office procedures tasks, the production of quality work using advanced features of business software applications, and the production of high quality employment portfolios and job-seeking documents. In addition, this course provides training or skills many employers find deficient: dealing with other people, using the telephone, organizing work, and handling other crucial tasks.

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UNIT DESCRIPTION: Students will learn how to start a business, including characteristics of a free enterprise economic system, types and risks of business ownership, marketing strategies, and the influence of eCommerce.		SUGGESTED UNIT TIMELINE: 1 MONTH CLASS PERIOD (min.): 50				
ESSENTIAL QUESTIONS: 1. How can one be successful in owning a business or working in the business world?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/ CLEs	PS	CCSS	NBEA	DOK
1. Describe characteristics of a free enterprise economic system (e.g., ownership of property, profit motive, risk taking, competition, supply and demand)				RST.11-12.7 RST.11-12.9 WHST.11-12.4 WHST.11-12.5 WHST.11-12.6 WHST.11-12.7 WHST.11-12.8 WHST.11-12.9 WHST.11-12.10	ECON.II.1.2 ECON.II.2.3	2
2. Compare and contrast the various forms of business ownership (e.g., sole proprietorship, partnership, corporation, cooperative)				WHST.11-12.4 RST.11-12.3	BL.IV.A.2.1 BL.IV.A.2.2 BL.IV.B.1.1 BL.IV.C.1.2	3
3. Analyze the risks and rewards of business ownership				WHST.11-12.4 RST.11-12.3	ENTRE.I.A.3.2	4
4. Identify steps necessary to start a business (i.e., need evaluation, site selection,				RST.11-12.7 RST.11-12.9	ENTRE.IX.2.3 ENTRE.IX.3.1	4

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1, 4, 6	1. Students will develop each component of a business plan that outlines strategies for starting their own new business.
2, 3	2. Students will use the website to complete activities that discusses the various forms of business ownership. (see below)
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>http://fsweb.bainbridge.edu/techprep/WEactivitylist.htm</p> <p>Resources@MCCE - MCE DVD ROM 60, Introduction to Marketing: DE Visuals, SUNRISE, FL, DE VISUALS, 2008. Very broad overview of marketing. Touches on many different concepts ranging from target marketing to marketing planning. Includes a brief overview of all aspects of the marketing mix, with examples of marketing in many different settings. Also introduces economic concepts such as supply and demand and utility. 19 minutes.</p> <p>Resources@MCCE - AG KIT 7, EntrepreneurShip Investigation (ESI): Board of Regents of the University of Nebraska, LINCOLN, NE, BOARD OF REGENTS OF THE UNIVERSITY OF NEBRASKA, 2008. EntrepreneurShip Investigation (ESI) is an interactive and comprehensive curriculum project designed for students aged 10 to 19. ESI uses a variety of tools to help participants develop their entrepreneurial skills and find their business niche. After completing the curriculum, students will have been presented with the skills and tools to start their own business, and will have completed a business and marketing plan.</p> <p>Resources@MCCE - BE DVD ROM 35, E-Commerce in Business: Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2003. 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.</p> <p>Resources@MCCE - MCE DVD ROM 10, Internet Shopping in the 21st Century: Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. This program links two innovators who really know e-commerce: Amazon.com's Jeff Bezos, standard-bearer for all companies operating solely online, and David Dyer, president and CEO of Lands' End, who expanded his brand into cyberspace as well as into the clothing department of Sears to make his business a leader in the apparel arena. Together they address the challenges of e-tailing in the post-New Economy world while MBA students and faculty ask questions about internet privacy, the commercial digital divide, and consumer demands for very rapid delivery. 57 minutes.</p> <p>Resources@MCCE - MCE CD ROM 20, Economic Utilities: CEV Multimedia, LUBBOCK, TX, CEV MULTIMEDIA, 2005. Microsoft® PowerPoint® — Economic utility refers to the level of satisfaction a customer receives from using a company's product or service. This Microsoft® PowerPoint® presentation discusses how economic utility is measured, and how it factors into the various marketing efforts performed by companies. Various</p>	

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product categories are examined along with the marketing strategies used to help increase economic utility. 90 slides. Requirements: Adobe® Acrobat® Reader®, Win 2000/XP/Vista, MAC OSX