

DESE Model Curriculum

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

Course Code: 034300

COURSE INTRODUCTION:

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.

Course Description: 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.

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UNIT DESCRIPTION: Students will learn the organizational structure of a variety of businesses.		SUGGESTED UNIT TIMELINE: 4 Class Periods CLASS PERIOD (min.): 50 MINUTES				
ESSENTIAL QUESTIONS: <ol style="list-style-type: none"> Does the organizational structure of a business ensure its success? How do business operations affect your world? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES		CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			GLEs/ CLEs	PS	CCSS	National Business Education Association Standards
1. Explain organizational design of businesses (e.g., business ownership, types of businesses, etc.)				RST.11-12.5	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,				RST.11-12.5	Mgmt III.A.3.2	2
3. Identify ways technology impacts business.				RST.11-12.1 RST.11-12.2		2
4. Describe the importance of good customer service to a business				W.11-12.6	Mktg I.3.1	1
5. Explain the functions of human resource management				RST.11-12.5	Mgmt VI.A.3.1	1
6. Explain forms of financial exchange (cash, credit, debit, EFT, etc.)				RST.11-12.5	Mgmt X.B.3.1	1

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7. Describe sources of income (sales, interest, rent, dividends, etc.)				RST.11-12.1 RST.11-12.2	Mgmt X.B.3.1	1
8. Explain the concept of marketing strategies				RST.11-12.5	Mktg IV.A	2
9. Describe the functions of a manager in a business environment (e.g., organize, plan, direct)				RST.11-12.1 RST.11-12.2		2
10. Describe different management styles (e.g., coaching, directive)				RST.11-12.1 RST.11-12.2	Mgmt I.C.2.2	2
<p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>Write a report and/or give a presentation over the Investigating Business Operations Checklist (rubrics available) (DOK Level 4)</p> <p>Written objective tests (including multiple question types such as T/F, MC, Short answer) (DOK Level 2)</p> <p>*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 #.)</p>						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
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 the discuss customer service .					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					

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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.

UNIT RESOURCES: (include internet addresses for linking)

Use venn diagram to compare/contrast different forms of business ownership

Book entitled “Monday Morning Leadership”

Virtual Team Challenge (www.virtualteamchallenge.com)

www.mcce.org – Resources @ MCCE:

C&E VIDEO 141 - Basic Career Communication Skills: Marketing & Customer Service

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

VIDEO — Good listening and speaking skills for dealing with customers are highlighted in this video. The difference between hearing and listening and how to ask the right questions to get the information needed from the customer are presented. The importance of writing and filling out customer service reports and writing letters to clients is also stressed. 17:42 minutes.

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.

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MCE DVD ROM 4 - Tom Peters: Radically Reengineering Business

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — For Tom Peters, "change" is too tame of a word to describe his vision of what businesses should do to remain competitive in an age when uncertainty is the only certainty. In this dynamic seminar, the world-renowned consultant builds a strong case for implementing radically innovative management approaches in order to renew today's business environment. Case studies include four global businesses: ABB Asea Brown Boveri, which slashed staff to get closer to its customers; Oticon, which pioneered "spaghetti organization"; Imagination, which operates under the principle that nothing is impossible; and the Lane Group, which does business using open-book accounting. Peters also presents his "Tips to Building a Curious Corporation." 59 minutes

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.

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.

MCE 08.0799 F16 - Marketing Essentials

Lois Schneider Farese, Grady Kimbrell, Carl A Woloszyk

COLUMBUS, OH, GLENCOE, 2002.

BOOK — Here's a text that not only informs your students about the essentials of marketing, but also creates excitement with engrossing narrative, engaging graphics, and informative, real-life case studies.

MCE DVD ROM 60 - Introduction to Marketing

DE Visuals

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SUNRISE, FL, DE VISUALS, 2008.

DVD ROM — 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.

MCE DVD ROM 61 - Pillars of Marketing

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

DVD ROM — Presents seven pillars of marketing: distribution, financing, marketing-information management, pricing, product/service management, promotion and selling. Explains how to gather information for making business decisions, teaches the concepts of pricing, how to satisfy customer's perceptions of value. In addition, the DVD teaches how to maintain and manage a product/service based on the market. Information regarding the communication of information for an intended use is explained. Students will learn how to determine a client's wants and needs, as well as how to respond to these wants and needs. 7 sections and 16 web resources. 87 minutes.

MCE DVD ROM 49.1 - Creating Winning Social Media Strategies

Stanford Executive Briefings

MILL VALLEY, CA, KANTOLA PRODUCTIONS, 2009.

DVD ROM — Citing examples from Oracle, Southwest Airlines, Walmart, Comcast, and Starbucks, Charlene Li shows how companies can use social media tools to develop more intimate and beneficial relationships with customers.

MCE DVD ROM 34 - Introducing Entrepreneurs

Film Ideas

WHEELING, IL, FILM IDEAS, 2009.

DVD — Learn the stories behind the Frisbee, the Slinky, and blue jeans. Meet an entrepreneur who started a lemonade stand to raise money for playground equipment, then grew so successful she was able to make over an entire park. Middle to High School. Approximately 28 minutes.

MCE DVD ROM 44 - Corporate Social Responsibility: From Principles to Profit

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — This program looks at how product and service providers develop and implement better business practices to satisfy shareholders, customers, employees, and the community. Companies such as Shell, DHL, Nike, and GlaxoSmithKline--placed on the hot seat by Greenpeace, the World Wildlife Fund, Oxfam, and other watchdog groups--explain how they dealt with environmental impact management, ethical supply chain management, equitable treatment of employees, proactive addressing of consumer disgruntlement, and accurate assessment of

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shareholder sentiment. 51 minutes.

BE VIDEO 104 - Marketing and Customer Service

Princess Co, Ltd.

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

VIDEO — Good listening and speaking skills for dealing with customers are highlighted in this video. The difference between hearing and listening and how to ask the right questions to get the information needed from the customer are presented. The importance of writing and filling out customer service reports and writing letters to clients is also stressed. Grades middle school to Adult. 17:42 minutes.

BE DVD ROM 26 - The History of Computers

Cambridge Educational

LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2001.

DVD ROM — Initially designed as large-scale calculators, computers have quickly become indispensable tools in every field of endeavor. This program traces the course of technological innovations leading up to today's computers, from Charles Babbage and his analytical engine of the 1860s to the latest laptops. This program shows how ideas such as Boolean logic, the binary system, magnetic/iron core memory, and microprocessors have dramatically increased the capacity of computers while drastically reducing their size, a phenomenon known as Moore's Law. 26 minutes