

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Make Wise Consumer Choices

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:		SUGGESTED UNIT TIMELINE: 7 Class Periods				
Students will learn skills to help them make wise decisions as a consumer.		CLASS PERIOD (min.): 50 MINUTES				
ESSENTIAL QUESTIONS:						
<ol style="list-style-type: none"> 1. I am smart consumer because ... ? 2. How does the government impact what you buy and how you buy it? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/ CLEs	PS	CCSS	OTHER	DOK
1. Identify wise buying practices				RST.11-12.1 RST.11-12.2	EPF.PF.5.1.1	1
2. Describe the stages of the buying process				RST.11-12.3	EPF.PF.5.1.1	2
3. Use consumer resources to collect information for making buying decisions				RST.11-12.9	EPF.PF.5.2.3	3
4. Explain the government's role in consumer affairs (e.g., Federal Reserve, FDIC, State Attorney General's Office)				RST.11-12.9	EPF.E7.2.3	3
5. Identify the components of a guarantee, warranty, and consumer contract				RST.11-12.4 RST.11-12.5	EPF.PF.5.2.4	2
6. Identify rights and responsibilities of consumers (e.g., following manufacturer's directions, recourse for defective merchandise)				RST.11-12.1 RST.11-12.2 RST.11-12.9	EPF.PF.5.2.4	2
ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)						

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Individual presentation explaining the buying process of a new technology or product. (DOK Level 3)	
Group project demonstrating application of knowledge gained about effective consumer choices. (DOK Level 4)	
Written Test assessing understanding of terminology and general ideas from the unit. (DOK Level 2)	
*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)
3, 5, 6	1. Teacher lectures from the Suggested Text Resource, Chapter 15: Consumers in the Global Economy and have students take notes.
3, 5, 6	2. After students complete the Ad Analysis Questions , the teacher will facilitate a discussion on what they learned.
1, 2	3. Teacher will break students into groups of two, provide them with the Wise Buying Practices worksheet and do periodic checks of each group’s progress.
1, 2	4. Teacher will supervise student work on E-Commerce Buying Practice project.
4	5. Teacher will work through the Procedures section of the Federal Reserve project with the class and then break them into groups of 4 and provide them with the items listed on the lesson.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
3, 5, 6	1. Students take notes on consumers in the global economy.
3, 5, 6	2. Students complete Ad Analysis Questions and then participate in class discussion.
1, 2	3. In small groups, students complete the worksheet on wise buying practices.
1, 2	4. Students conduct research on e-commerce buying practices.
4	5. In small groups, students work on the Federal Reserve Project.

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UNIT RESOURCES: (include internet addresses for linking)

www.mcce.org – Resources @ MCCE:

BE DVD ROM 17.1 - The Invisible Hand: An Introduction To Economics

Learning Seed

CHICAGO, IL, LEARNING SEED, 2004.

DVD ROM — Economics is a study of how we use opportunities, spend time, make choices, respond to incentives, and share limited resources. Learn about cost, supply and demand, prices, profits and losses, and trade using everyday examples from making a bed to buying an ice cream cone to sharing housework. 22 minutes.

BE DVD ROM 39.5 - Know Your Consumer Rights (and Responsibilities)

Learning Seed

CHICAGO, IL, LEARNING SEED, 2010.

DVD ROM — Smart consumers are aware of their rights and understand the responsibilities associated with each. Explore the eight widely recognized consumer rights—from the right to safety, to education, to having your basic needs met. Learn how federal and state laws protect these rights and how different agencies create and enforce these and other regulations. 29 minutes.

BE DVD ROM 35 - E-Commerce in Business

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2003.

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.

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.

MCE DVD ROM 10 - Internet Shopping in the 21st Century

Films for the Humanities & Sciences

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

DVD ROM — 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.

R DVD ROM 50 - Modern Research Skills for Secondary Students: Internet: Beyond the Browser

Clearvue & SVE, Inc.

CHICAGO, IL, CLEARVUE & SVE, INC., 2001.

DVD ROM — Introduces students to the Internet and explains how to use it as a research tool. Discusses topics such as e-commerce, online learning, browsers, URLs, search engines, effective search strategies, Boolean operators, and much more. Grades 7 - 12. 20 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 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.

BE VIDEO 38 - International Trade

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2001.

VIDEO — This video series is an excellent resource for economics. It presents snapshots of the topics that include clear definitions, distinguishing differences, relevant backgrounds, and overall summaries. This fast-paced series will help answer some of the basic questions students have about economics in an easy-to-understand way.

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BE CD ROM 41 - Government's Role in Business

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

Microsoft® PowerPoint® — Government's functions and activities directly influence businesses. This Microsoft® PowerPoint® presentation identifies the roles, activities and impact the government, the legal system and organized labor have on the economy. Students have to opportunity to learn the legal system's role in business and explore pieces of legislation and agencies involved with business. 34 slides.

Requirements: PC/MAC OSX, Office 2000 or better, IE 5.5, Internet connection, Adobe® Acrobat® Reader®, Flash 5 Player

BE VIDEO 178 - Capitalism

Teachers Video Company, LLC

SCOTTSDALE, AZ, TEACHERS VIDEO COMPANY, LLC, 2001.

VIDEO — How does capitalism work? Is the system good for everybody? Who were the first great capitalists? Understand the roots of capitalism and how it exists in our world today. Students will distinguish between pre capitalism and mixed economies. Excellent background for today's young students.