

BUSINESS CONCEPTS

LENGTH OF TIME: every other day for one semester

GRADE LEVEL: 9-12

COURSE STANDARDS:

Academic Standards for Business, Computer and Information Technology – 15.3, 15.5, 15.7, 15.8, 15.9

Academic Standards for Career Education and Work – 13.4

Students will:

1. Analyzing Business Procedures and Creating a Business Plan
 - a. Analyze business documents for content and effectiveness (15.3.12.B).
 - b. Evaluate business materials (including web based resources) for value related to purpose, quality, and appropriateness (15.3.12.D).
 - c. Evaluate a speaker's reasoning and intent; ask questions to deepen understanding. (individual, team, employment, and business) (15.3.12.F).
 - d. Synthesize information gathered from multiple sources (e.g., digital, print, face to face) (15.3.12.I).
 - e. Analyze personal choices in preparation for entrepreneurship (15.5.12.A).
 - f. Create a business plan using appropriate data to support the business concept (15.5.12.D).
 - g. Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship) (15.5.12.E).
 - h. Analyze an innovation/business concept and develop a comprehensive business plan (15.5.12.L).
 - i. Analyze entrepreneurship as it relates to personal career goals and corporate opportunities (13.4.11.A).
 - j. Analyze entrepreneurship as it relates to personal character traits (13.4.11.B).
 - k. Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation (15.8.12.B).
2. Understanding Business Management and Etiquette
 - a. Evaluate characteristics of positive role models and their contribution to the development of a professional image (15.3.12.L).
 - b. Critique etiquette skills for building and maintaining a professional image (15.3.12.M).
 - c. Demonstrate appropriate work ethic in the workplace, community, and classroom (15.3.12.N).
 - d. Identify the diverse communication skills necessary within an organization (e.g., customer relations, sales, management) (15.3.12.O).
 - e. Analyze communication channels and their effectiveness within the corporate culture (15.3.12.Q).
 - f. Evaluate personal management and organizational abilities to succeed in entrepreneurship (15.5.12.B).

- g. Predict and chart trends that show how future economic growth/decline impacts business (15.8.12.A)
 - h. Analyze leadership skills necessary for leading at various management levels (15.8.12.G).
 - i. Analyze existing federal, state and local legislation (such as harassment, employee rights, privacy, discrimination, substance abuse) as related to recruitment, selection, retention of employees within a business or organization (15.8.12.N).
3. Develop Understanding of International Business
- a. Create a research project based upon defined parameters (15.3.12.C).
 - b. Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity (15.3.12.R).
 - c. Identify the diversity within a work group and the strategies for effective communication (15.3.12.X).
 - d. Analyze factors affecting global pricing including international currency fluctuations, tariffs, price controls, and anti-dumping laws (15.5.12.G).
 - e. Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations (15.5.12.H).
 - f. Analyze issues and cases associated with government regulations (15.5.12.K).
 - g. Evaluate logistical considerations of operating an international business (e.g., integration of information, transportation, inventory, warehousing, material handling, packaging, and security) (15.7.12.B).
 - h. Examine business protocol of several countries as related to social customs, business customs, and political environment (15.7.12.C).
 - i. Analyze how political environments affect international business (15.7.12.D).
 - j. Examine economic issues in a country that engages in international business activities (15.7.12.F).
 - k. Identify and examine effective global business communications strategies (15.7.12.I).
 - l. Identify worldviews and their impact on global business (15.7.12.L).
 - m. Identify business strategies related to international marketing (15.7.12.N).

RELATED PA ACADEMIC STANDARDS FOR READING, WRITING, SPEAKING AND LISTENING:

- 3.2 Reading Critically in All Content Areas
- 1.5 Quality of Writing
- 1.6 Speaking and Listening
- 1.8 Research

PERFORMANCE ASSESSMENTS:

Students will demonstrate achievement of the standards by:

- 1. Visually demonstrating knowledge of factors of production
- 2. Outlining the decision making process
- 3. Creating a business organization chart
- 4. Developing a restaurant business plan
- 5. Conducting franchise research and presenting to peers
- 6. Detailing management skills and expectations

7. Researching and creating code of ethics for a workplace
8. Creating and presenting details revolved around conducting business internationally
9. Debating labor unions

DESCRIPTION OF COURSE:

The goal of this course is to give students a well-rounded understanding of how businesses operate in the U.S. and overseas. The class will cover the following topics: how businesses are set up by researching the advantages and disadvantages of sole proprietorships, general partnerships, LLPs, LLCs, C Corporations and S Corporations. Additional topics include: job preparation skills, business ethics, labor unions and international business, business etiquette (including business luncheon and business meeting). Some long-range major projects are: CEO research; local/international company research. Guest speakers on specific topics visit the class.

TITLES OF UNITS:

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| 1. Economic Decisions | 5 classes |
| 2. Forms of Business Organizations and Structure | 6 classes |
| 3. Entrepreneurship and Small Business Management | 7 classes |
| 4. Franchise | 5 classes |
| 5. Management | 5 classes |
| 6. Ethics and Social Responsibility | 5 classes |
| 7. International and Global Business | 8 classes |
| 8. Labor Unions | 4 classes |

SAMPLE INSTRUCTIONAL STRATEGIES:

1. Notetaking
2. Research
3. Oral Presentations
4. Data entry and Recordkeeping
5. Self and Peer Feedback

MATERIALS:

1. Computers
2. Google Suite
3. Guest Speakers

METHODS OF ASSISTANCE AND ENRICHMENT:

1. Guest Speakers
2. SBA (Small Business Administration)
3. EverFi Simulations

PORTFOLIO DEVELOPMENT:

1. Restaurant Business Plan Project
2. International Business Trip

METHODS OF EVALUATION:

1. Use of Rubrics for all Assignments and Projects
2. Self, Peer, and Teacher Evaluations

INTEGRATED ACTIVITIES:

1. Concepts
 - a. Analyzing the different forms of business organization
 - b. Interpreting factors of production and its effect on supply and demand
 - c. Understanding business management and chain of command
 - d. Analyzing historical and current ethical situations in the workplace
 - e. Define labor unions and their purpose
2. Communication
 - a. Conversations with peers and guest speakers
 - b. Oral and written reports
 - c. Presentations
3. Thinking/Problem Solving
 - a. Ethical dilemmas and situations in the workplace
 - b. Internet research for business plans and careers
4. Application of Knowledge
 - a. Oral and written presentations
5. Interpersonal Skills
 - a. Group work
 - b. Presentation skills
 - c. Respectful environment
 - d. Communication with guest speakers