

Unit: Business Studies

Content Area: **Business**
Course(s): **Marketing**
Time Period: **Generic Time Period**
Length: **Throughout the year**
Status: **Published**

Unit Overview

Students will be able to apply business concepts and/or terminology to think outside the box and beyond the curriculum.

Transfer

Students will be able to apply business concepts and/or terminology to think outside the box and beyond the curriculum to make meaningful connections to their business class.

Meaning

Understandings

Students will understand ...

- General business concepts and/or vocab
- Ethical decision making concepts
- Effective and professional communication skills
- Connections between multiple units
- Connections between multiple business classes
- Connections between business concepts and/or vocab and the “real world”
- Cross curricular connections

Essential Questions

- What general business concepts and/or vocab apply to this unit?
- What ethical decision making concepts can you apply?
- How can you develop and/or apply effective and professional communication skills?
- What connections can be made between the units in this class?
- What connections can be made between our business classes at WHS?

- What connections can be made between business concepts and/or vocab and the “real world”?
- What cross curricular connections can be made?

Application of Knowledge and Skill

Students will know...

Students will know...

- General business concepts and/or vocab
- Ethical decision making concepts
- Effective and professional communication skills
- Connections between multiple units
- Connections between multiple business classes
- Connections between business concepts and/or vocab and the “real world”
- Cross curricular connections

Students will be skilled at...

Students will be skilled at...

- Identifying and/or applying general business concepts and/or vocab
- Identifying and/or applying ethical decision making concepts
- Developing and/or applying effective and professional communication skills
- Making connections between multiple units
- Making connections between multiple business classes
- Making connections between business concepts and/or vocab and the “real world”
- Making cross curricular connections

Academic Vocabulary

- Subject terms related to business, i.e., ethics, entrepreneurship, accounting, marketing, investing, business law, computer applications, computer science, financial literacy, etc.

Learning Goal 1

Apply business concepts and/or terminology to think outside the box and beyond the curriculum to make meaningful connections to their business class.

- Apply business concepts and/or terminology to think outside the box and beyond the curriculum to make meaningful connections to their business class.

| | |
|-------------------|---|
| CRP.K-12.CRP8 | Utilize critical thinking to make sense of problems and persevere in solving them. |
| CRP.K-12.CRP11 | Use technology to enhance productivity. |
| PFL.9.1.12.B.1 | Prioritize financial decisions by systematically considering alternatives and possible consequences. |
| PFL.9.1.12.E.2 | Analyze and apply multiple sources of financial information when prioritizing financial decisions. |
| PFL.9.1.12.E.3 | Determine how objective, accurate, and current financial information affects the prioritization of financial decisions. |
| PFL.9.1.12.E.5 | Evaluate business practices and their impact on individuals, families, and societies. |
| PFL.9.1.12.G.1 | Analyze risks and benefits in various financial situations. |
| CAEP.9.2.12.C.9 | Analyze the correlation between personal and financial behavior and employability. |
| TECH.8.1.12.A.CS2 | Select and use applications effectively and productively. |

Target 1

Identify and/or apply general business concepts and/or vocab

- Identify and/or apply general business concepts and/or vocab

Target 2

Identify and/or apply ethical decision making concepts

- Identify and/or apply ethical decision making concepts

Target 3

Develop and/or apply effective and professional communication skills

- Develop and/or apply effective and professional communication skills

Target 4

Make connections between multiple units

- Make connections between multiple units

Target 5

Make connections between multiple business classes

- Make connections between multiple business classes

Target 6

Make connections between business concepts and/or vocab and the “real world”

- Make connections between business concepts and/or vocab and the “real world”

Target 7

Make cross curricular connections

- Make cross curricular connections

Summative Assessment

- • Transitional and complimentary lessons between units and/or timely lessons to engage students in business o DECA Role Plays o Researching and/or discussing Current Events o Viewing Business Related Videos/TV Clips o Debates o Entrepreneurial Projects o Financial Analysis o Mock Trials o Guest Speakers

Formative Assessment and Performance Opportunities

- • Role Play completion
- Analysis completion
- Class discussion
- Presentation of ideas
- Productive discussion
- Project completion
- Teacher observation
- Use of technological resources for quick assesement i.e. Socrative.com
- Worksheet completion

Accommodations/Modifications

- • Personal Business Letter o Describe what skills the student has learned from a given activity and how they will apply it in the future as a professional

Unit Resources

Teacher can choose from the following resources:

- Book Companion Website
- Century 21 Accounting 9E
- Century 21 Accounting Simulation
- Chapter PowerPoints
- Computer
- Document Camera
- Guest Speakers
- Interactive Excel Spreadsheets
- Quickbooks
- Videos
- Whiteboards
- Workbook

Interdisciplinary Connections

| | |
|-----------------|---|
| MA.K-12.1 | Make sense of problems and persevere in solving them. |
| MA.K-12.5 | Use appropriate tools strategically. |
| LA.RST.11-12.3 | Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text. |
| LA.RST.11-12.4 | Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics. |
| LA.RST.11-12.7 | Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem. |
| LA.RST.11-12.9 | Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible. |
| LA.WHST.11-12.4 | Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. |
| LA.WHST.11-12.9 | Draw evidence from informational texts to support analysis, reflection, and research. |