

# Unit: Business Studies

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

## Unit Overview

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

## Transfer

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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

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## Understandings

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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

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- 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**

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### **Students will know...**

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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...**

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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**

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

## Learning Goal 1

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

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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

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

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

## Target 2

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Identify and/or apply ethical decision making concepts

- Identify and/or apply ethical decision making concepts

## Target 3

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Develop and/or apply effective and professional communication skills

- Develop and/or apply effective and professional communication skills

## Target 4

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Make connections between multiple units

- Make connections between multiple units

## **Target 5**

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Make connections between multiple business classes

- Make connections between multiple business classes

## **Target 6**

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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**

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Make cross curricular connections

- Make cross curricular connections

## **Summative Assessment**

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- • 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**

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- • 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**

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- • 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

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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

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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.
MA.K-12.1	Make sense of problems and persevere in solving them.
MA.K-12.5	Use appropriate tools strategically.