

# Unit #12: Microeconomics and Business Principles

Content Area: **Template**  
Course(s):  
Time Period:  
Length: **5 weeks**  
Status: **Published**

## State Mandated Topics Addressed in this Unit

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N/A	N/A

## Microeconomics and Business Principles

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### Learning Objectives

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- Objective 1 - Describe the process of investment to build business
- Objective 2 - Engage in marketing principles to drive business forward
- Objective 3 - Explain roles in business and importance of team building
- Objective 4 - Practice each element of operations within a given business
- Objective 5 - Evaluate success and failure within a hands-on business
- Objective 6 - Operate a day in business operation
- Objective 7 - Utilize analytical skills and technology to research economic topics

### Essential Skills

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- Essential Skill 1 - Describe the process of investment to build business
- Essential Skill 2 - Engage in marketing principles to drive business forward
- Essential Skill 3 - Explain roles in business and importance of team building
- Essential Skill 4 - Practice each element of operations within a given business
- Essential Skill 5 - Evaluate success and failure within a hands-on business
- Essential Skill 6 - Operate a day in business operation
- Essential Skill 7 - Utilize analytical skills and technology to research economic topics

### Standards

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## **Instructional Tasks/Activities**

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- Actual business will be created and analyzed
- Artists will develop a real life business
- Artists will graph all applicable data of their business
- Artists will market the business
- Guided Reading / outline / Notes
- Roles will be given as covered throughout the course

## **Assessment Procedure**

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- Analysis of partners
- Classroom Total Participation Technique
- Classwork
- DBQ
- Essay
- Exit Ticket/Entrance Ticket/Do Now
- Journal / Student Reflection
- Kahoot
- Log of work and hours put in
- Other named in lesson
- Peer Review
- Performance
- Problem Correction
- Project
- Quiz
- Rubric
- Teacher Collected Data
- Test
- Worksheet

## **Recommended Technology Activities**

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- Appropriate Content Specific Online Resource
- Appropriate Content Specific Online Resource
- Copy/Paste Content Specific Link Here
- Copy/Paste Content Specific Link Here
- Copy/Paste Content Specific Link Here
- Gimkit

- GoGuardian
- Google Classroom
- Google Docs
- Google Slides
- Google Slides
- Kahoot
- MagicSchool AI
- Other- Specified in Lesson
- Quiziz
- Screencastify

## **Accommodations & Modifications & Differentiation**

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Accommodations and Modifications should be used to meet individual needs. Their IEP and 504 plans should be used in addition to the following suggestions.

## **Gifted and Talented**

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- Compare & Contrast
- Conferencing
- Debates
- Jigsaw
- Peer Partner Learning
- Problem Solving
- Structured Controversy
- Think, Pair, Share
- Tutorial Groups

## **Instruction/Materials**

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- alter format of materials (type/highlight, etc.)
- color code materials
- eliminate answers
- extended time
- extended time
- large print
- modified quiz
- modified test

- Modify Assignments as Needed
- Modify/Repeat/Model directions
- necessary assignments only
- Other (specify in plans)
- other- named in lesson
- provide assistance and cues for transitions
- provide daily assignment list
- read class materials orally
- reduce work load
- shorten assignments
- study guide/outline
- utilize multi-sensory modes to reinforce instruction

## **Environment**

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- alter physical room environment
- assign peer tutors/work buddies/note takers
- assign preferential seating
- individualized instruction/small group
- modify student schedule (Describe)
- other- please specify in plans
- provide desktop list/formula

## **Honors Modifications**

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## **Resources**

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- HMH Social Studies: Economics Textbook
- Teacher Created Assessments
- Teacher Created Notes and Resources