

# Jay Curriculum: Unit Cover Page

**Unit title:** Exploration of Business Topics 1

**Grade Level:** 10-12

**Content Area(s):** Business/Computer

**Date Created:**

**Designed By:** Linda Davis

## **Year 1 Map & Template Development**

- Map/Matrix Completed
- Material & Resources Listed
- Draft Design Template Completed
- Initial Draft Template Document

## **Year 2 Piloting**

- Develop:
- Performance Tasks
- Other Assessments
- Scoring Rubrics
- Piloted

## **Year 3 Review & Complete Assessment**

- Performance Tasks Development
- Other Assessments Completed
- Scoring Rubrics Completed
- Reviewed/Revised Templates

## **Year 4**

- Full Implementation
- Benchmarks Established

## **Standard(s)/Performance Indicators:**

- A Career Prep
- A 4
- C 2
- E ELA
- E 3
- F 1
- H 7-8
- A SS – Economics
- A 1, 2
- D MCL
- D 3
- E 3
- L Science
- L 3
- C VPA
- C 4

**Unit:** Entrepreneurship

**Brief Summary of Unit/Topic**

**Summary:**

Students will learn the pros and cons of entrepreneurship and owning their own business. They will also learn how to determine whether to start their own business or buy an existing business and the risks and benefits involved in both. Students will also develop a complete business plan for a business that they would like to establish.

**Stage #1: Identify Desired Results**

**Essential Question/s:**

**General understanding/s (What is worth being familiar with?)**

**Students will know:**

The advantages and disadvantages of owning their own business and how to make informed decisions for a business. How to find a good location and obtain financial support.

**Students will be able to:**

Write a business plan. Explain the difference between entrepreneurship and small business management. Understand the importance of international trade and why they can get involved. Explain the pros and cons of buying a franchise compared to starting your own business or buying an existing business. Understand the impact a business will have on their personal finances.

**Enduring Understanding/s:**

How to develop a successful business plan.  
How to secure financial support.  
The difference between a partnership and a proprietorship.  
How to promote their products or services.

## Stage #2: Evidence

What evidence will students have to provide in order to demonstrate that they have developed the skills, knowledge and understanding to successfully complete this unit?

Performance Tasks/Products/other assessments Performance tasks should have a <u>scoring guide</u> .	<i>Performance Indicators</i> for this task.* Example: <b>ELA: C- 1,2,3</b> <b>Science: B- 3,5,7</b> <b>SS His: H- 2</b>	<u>Modalities</u> <b>K</b> =Kinesthetic <b>O</b> =oral <b>V</b> =visual <b>W</b> =written	Are <u>examples</u> available to students? ? <b>Y, N, or N/A</b>	Component of Local Assessment System?  <b>Y or N</b> (See <a href="#">aligned scoring guide</a> .)
Completion of Business Plan	CP A4, C2; ELA D3, E3, F1, H7, H8; Science L3; VPAVIS C4; SSECO A1, A2			
Research and report on international etiquette	MCL D3, E3			
QUIZZES, TESTS, PROMPTS				
Chapter tests				
OTHER				
Completion of in-class work and homework				
Oral presentations				
Team presentations				
Written reports				
STUDENT SELF ASSESSMENT				
Self-evaluation of member of a team				
Self-evaluation of oral presentation				

\*Abbreviate: English Language Arts= ELA, Career Preparation=CP, Modern and Classical Languages=MCL, Social Studies=SS, Visual and Performing Arts=VPA

### **Stage #3: Plan learning experiences & instruction**

**What teaching & learning experiences may equip students to develop & demonstrate the targeted understanding(s)? (activities/plans):**

1. Explain the difference between entrepreneurship and small business management
2. Discuss the growing importance of international business
3. Discuss the advantages and disadvantages of working for oneself
4. Discuss financial needs both personal and for the business
5. Explain methods of generating new enterprise ideas
6. Explain sales forecasting
7. Identify the characteristics of a good location
8. Compare the legal forms of business enterprise
9. Explain how marketing is part of owning your own business
10. Explain methods of pricing products and services
11. Identify sources of funds for starting a new enterprise
12. Describe how price, volume, cost of sales, and operating expenses affect net profit
13. Develop a complete business plan for starting a business

### **REFERENCES:**