

Hot Topics and Business Trends Curriculum Maps

[Unit 1: The Economic Environment](#)

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<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 1: The Economic Environment</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: Different countries economic systems affect how an item is produced, how it is distributed, and the demand for the item. Market structure, supply, demand, scarcity, price, productive resources, opportunity costs, and trade-offs must be considered to assess what will affect the success of a business.</p> <p>Rationale: We depend on many people we never meet to produce our goods and services. Like a huge team, these people work at specific tasks and do together what no person alone can accomplish. In the United States and most other modern industrialized nations their activities are coordinated by a system of markets and voluntary exchange, not governments or economic planners.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson:</p> <ul style="list-style-type: none"> • Explains economics is a social science that studies how people, acting individually and in groups, decide to use scarce resources to satisfy their wants. • Describes how the forces of supply and demand determine a market and compares a market economy with a command economy. • Describes how government affects a market economy as a regulator, as a provider of public good and social programs, and as a redistributor of income.
<p>Essential Questions (Instructional Objective)</p>	<ol style="list-style-type: none"> 1. What are market and command economies? 2. What is supply and demand? 3. What is equilibrium pricing and quantity? 4. What is a monopoly and how does one form? 5. What are fixed and variable costs, marginal benefit and marginal costs, and opportunity costs? 6. How does the Government influence the market economy?
<p>Content (Subject Matter)</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Define economics and why it is important • Describe market and command economies • Define the concept of supply and demand • Define scarcity and opportunity costs and explain how they impact individual and business decision making • Explain the effects of market structure on price and the government's effect on what is produced • Show how different types of cost affect the prices entrepreneurs charge • Explain trade-offs, marginal costs, and marginal benefits, and how they affect daily decisions • List the different roles the government plays in a market economy

**Skills/ Benchmarks
(CCSS Standards)**

- 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.
- 9.4.12.D.2 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities.
- 9.4.12.D.(3).1 Demonstrate knowledge of economic concepts fundamental to global business operations.
- 9.4.12.D.5 Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations.
- 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.
- 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.
- 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work.
- 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations.
- 9.4.12.D.50 Apply ethical reasoning to a variety of situations in order to make ethical decisions.
- 6.1.12.C.9.a Explain how government can adjust taxes, interest rates, and spending and use other policies to restore the country's economic health.
- 6.1.12.C.9.b Explain how economic indicators (i.e., gross domestic product, the consumer index, the national debt, and the trade deficit) are used to evaluate the health of the economy.
- 6.1.12.C.9.c Explain the interdependence of various parts of a market economy (i.e., private enterprise, government programs, and the Federal Reserve System).
- 6.1.12.C.9.d Compare and contrast the causes and outcomes of the stock market crash in 1929 and other periods of economic instability.
- 6.1.12.A.10.b Assess the effectiveness of governmental policies enacted during the New Deal period (i.e., the FDIC, NLRB, and Social Security) in protecting the welfare of individuals.
- 6.1.12.A.10.c Evaluate the short- and long-term impact of the expanded role of government on economic policy, capitalism, and society.
- 6.1.12.C.16.a Evaluate the economic, political, and social impact of new and emerging technologies on individuals and nations.
- 6.1.12.C.14.a Use economic indicators to evaluate the effectiveness of state and national fiscal (i.e., government spending and taxation) and monetary (i.e., interest rates) policies.
- 6.1.12.C.14.b Judge to what extent government should intervene at the local, state, and national levels on issues related to the economy
- 6.1.12.C.16.b Predict the impact of technology on the global workforce and on entrepreneurship.

	<ul style="list-style-type: none">• 6.1.12.C.16.c Assess the impact of international trade, global business organizations, and overseas competition on the United States economy and workforce.
Materials and Resources	Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps
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<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 2: Free Enterprise in the United States</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: The pillars of free enterprise – private property, specialization, voluntary exchange, the price system, market competition, and entrepreneurship are essential to the operation and success of the U.S. economic system.</p> <p>Rationale: The rights to own and exchange property and to make a profit give individuals and businesses incentives to use their resources wisely. Prices provide consumers and producers with the information they need to make economic decisions. Market competition, like private property, provides incentives to use resources wisely and produce goods and services people want and will pay for.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson explains:</p> <ul style="list-style-type: none"> • Entrepreneurship is the willingness and ability to see opportunities and to develop them into new products for the market • Entrepreneurship involves risk taking, innovation, and good management practices • Entrepreneurship flourishes when the other pillars are in place, and it is important for the growth of an economy over time
<p>Essential Questions (Instructional Objective)</p>	<ul style="list-style-type: none"> • What are the pillars of free enterprise • Why are private property, the price system, market competition, and entrepreneurship considered the pillars of free enterprise? • What role does profit play in the U.S. free enterprise system? • What systems for organizing an economy are in use outside of the United States? • How does voluntary exchange between households and businesses create a circular flow of money, products, and resources? • What is the definition of money? • What are the three functions of money? • Why do people prefer money to barter?
<p>Content (Subject Matter)</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Explain why private property, specialization, voluntary exchange, the price system, market competition, and entrepreneurship are considered the pillars of free enterprise • Compare how command, traditional, and market economies allocate resources to produce and distribute goods and services • Explain the three kinds of models economists use • Describe how voluntary exchange between households and businesses create a circular flow of money, products, and resources • Explain how money facilitates exchange, and list the three basic functions money performs

	<ul style="list-style-type: none"> • Identify the goals of the U.S. economic system
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.2 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.(3).1 Demonstrate knowledge of economic concepts fundamental to global business operations. • 9.4.12.D.5 Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations. • 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications. • 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions. • 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work. • 6.1.12.C.9.a Explain how government can adjust taxes, interest rates, and spending and use other policies to restore the country’s economic health. • 6.1.12.C.9.b Explain how economic indicators (i.e., gross domestic product, the consumer index, the national debt, and the trade deficit) are used to evaluate the health of the economy. • 6.1.12.C.9.c Explain the interdependence of various parts of a market economy (i.e., private enterprise, government programs, and the Federal Reserve System). • 6.1.12.C.9.d Compare and contrast the causes and outcomes of the stock market crash in 1929 and other periods of economic instability. • 6.1.12.A.10.b Assess the effectiveness of governmental policies enacted during the New Deal period (i.e., the FDIC, NLRB, and Social Security) in protecting the welfare of individuals. • 6.1.12.A.10.c Evaluate the short- and long-term impact of the expanded role of government on economic policy, capitalism, and society. • 6.1.12.C.16.a Evaluate the economic, political, and social impact of new and emerging technologies on individuals and nations. • 6.1.12.C.14.a Use economic indicators to evaluate the effectiveness of state and national fiscal (i.e., government spending and taxation) and monetary (i.e., interest rates) policies. • 6.1.12.C.14.b Judge to what extent government should intervene at the local, state, and national levels on issues related to the economy
Materials and Resources	<p>Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps</p>

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<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 3: Entrepreneurship and the Business of Free Enterprise</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: Enterprising individuals who put their creative talent to work in both large and small companies drive innovation in the U.S. economy. Successful entrepreneurs possess several characteristics that distinguish them from those that fail. Some of those characteristics include independence, self-confidence, determination, perseverance, goal-oriented, need to achieve, creativity, and ability to act quickly.</p> <p>Rationale: Students will assess whether they have these skills/qualities in order to succeed in owning their own business. Students will explore whether they might want to own their own business someday.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson:</p> <ul style="list-style-type: none"> • Describes entrepreneurs and the types of entrepreneurial businesses, the importance of entrepreneurship in our economy and a historical view of entrepreneurs past and present. • Describes characteristics of successful entrepreneurs along with analyzing suitability for entrepreneurship and advantages and disadvantages of entrepreneurship. • Describes ways to investigate opportunities and how to set financial and nonfinancial goals.
<p>Essential Questions (Instructional Objective)</p>	<ol style="list-style-type: none"> 1. What is an entrepreneur? 2. What are the types of entrepreneurial businesses? 3. What is the history of entrepreneurs in the United States? 4. How does free enterprise encourage entrepreneurship? 5. How do you know if entrepreneurship is right for you? 6. How do you identify business opportunities and set goals? 7. What is the role of small business in the U.S. economy? 8. What are the challenges and rewards of entrepreneurship?
<p>Content (Subject Matter)</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Define entrepreneurship • Discuss entrepreneurship in history • Identify the impact of entrepreneurs and small business today, the characteristics of successful entrepreneurs, and your own personal goals • Assess whether you have what it takes to succeed in your own business • List different businesses you could start • Identify your own personal goals • Describe the role of small business in the U.S. economy • List the challenges and rewards of entrepreneurship

**Skills/ Benchmarks
(CCSS Standards)**

- 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.
- 9.4.12.D.5 Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations.
- 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents.
- 9.4.12.D.11 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.
- 9.4.12.D.13 Apply active listening skills to obtain and clarify information.
- 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.
- 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.
- 9.4.12.D.23 Operate Internet applications to perform tasks.
- 9.4.12.D.24 Operate writing and publishing applications to prepare business communications.
- 9.4.12.D.25 Operate presentation applications to prepare and deliver presentations.
- 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work.
- 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations.
- 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or start a new project or venture.
- 9.4.12.D.51 Interpret and explain written organizational policies and procedures that help workers perform their tasks according to employer rules and expectations.
- 9.4.12.D.52 Describe management’s responsibility to know and abide by laws and regulations that affect business operations.
- 9.4.12.D.53 Identify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable.
- 9.4.12.D.63 Examine employment opportunities in entrepreneurship as an option for career planning.
- 9.4.12.D.67 Access, process, maintain, and evaluate information that assists in business decision-making.
- 9.4.12.D.75 Examine and select risk management strategies and techniques in order to minimize potential business loss.

**Materials and
Resources**

Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps, Entrepreneurship Ideas in Action Chapter 1 pp.2-23, slide

	presentation, Activity Master 2 Opportunities and Trends for Entrepreneurs http://www.nps.gov/history/nr/twhp/wwwlps/lessons/walker/walker.htm and http://www.entrepreneurshipweekusa.com
Notes	

<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 4: Forms of Ownership</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: Most business firms are organized as sole proprietorships, partnerships, or corporations. Sole proprietorships and partnerships outnumber corporations by almost four to one. They have been a major source of new ideas and jobs in the economy, but corporations produce more goods and services.</p> <p>Rationale: There are advantages and disadvantages to the various forms of business ownership. Entrepreneurs need to understand the why one may be chosen over another.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson:</p> <ul style="list-style-type: none"> • Describes the advantages and disadvantages of starting your own business • Describes four forms of business organization: sole proprietorship, partnership, corporation, S corporation, and LLC; and the advantages and disadvantages of each • Explains how publicly held corporations present unique management problems and what would happen if stockholders could vote on most day to day company decisions • Discusses how corporations are like and unlike local governments
<p>Essential Questions (Instructional Objective)</p>	<ul style="list-style-type: none"> • What are the advantages and disadvantages of sole proprietorship, partnership, and corporations? • How are large corporations organized? • What form of ownership should Internet start-ups choose? • How are corporations like and unlike local governments? • What is a not-for-profit? • Give some examples of each form of business
<p>Content (Subject Matter)</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Explain the advantages and disadvantages to starting your own business • List the various forms of business arrangements (sole proprietorship, partnership, corporation, S-corporation, LLC) • Compare and Contrast the advantages and disadvantages of sole proprietorships, partnerships, and corporations • Identify other types of business organizations, such as not-for-profits • Describe how large corporations are organized
<p>Skills/ Benchmarks (CCSS Standards)</p>	<ul style="list-style-type: none"> • 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work.

	<ul style="list-style-type: none"> • 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations. • 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or start a new project or venture. • 9.4.12.D.51 Interpret and explain written organizational policies and procedures that help workers perform their tasks according to employer rules and expectations. • 9.4.12.D.52 Describe management’s responsibility to know and abide by laws and regulations that affect business operations. • 9.4.12.D.53 Identify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable. • 9.4.12.D.63 Examine employment opportunities in entrepreneurship as an option for career planning. • 9.4.12.D.67 Access, process, maintain, and evaluate information that assists in business decision-making. • 9.4.12.D.75 Examine and select risk management strategies and techniques in order to minimize potential business loss.
Materials and Resources	Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps, Entrepreneurship Ideas in Action Chapter 4 pp 78-103, slide presentation
Notes	

<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 5: Production and Productivity</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: Production of goods and services is important because it determines people's incomes and their consumption of goods and services.</p> <p>Rationale: Unless people produce goods and services, there are few, if any, to consume or sell to others. With our income we can buy goods and services. Production is important because it determines income and income determines consumption.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson:</p> <ul style="list-style-type: none"> • Defines gross domestic product (GDP) and explain how it is measured • Explains how real GDP is calculated and what it means • Explains how changes in real GDP affect living standards • Defines the meaning of real per capita GDP • Defines the meaning of productivity and describe its main determinants • Identifies ways in which business managers have improved productivity • Explains why production costs change as output changes • Defines the law of diminishing marginal returns and how this law affects production costs • Identifies the point at which managers decide what to produce • Explains the benefits of economies of scale
<p>Essential Questions (Instructional Objective)</p>	<ul style="list-style-type: none"> • What is gross domestic product, and how is it measured? • How do changes in gross domestic product affect living standards? • Why do living standards depend on productivity? • What are the main determinants of productivity over the years? • How have business managers improved productivity? • Why do production costs change as output changes? • What can business managers do to improve productivity? • What can business managers do to improve employee productivity? • What best practices are seen in trendy companies?
<p>Content (Subject Matter)</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Explain the relationship between productivity and standard of living • Describe the principal determinants of productivity – quality of labor, management, technology • Explain what business managers can do to improve productivity and employee productivity • Research, identify and discuss the best practices seen in trendy companies • Define fixed and variable costs • Define and provide examples of economies of scale and the law of diminishing returns

Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.5 Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations. • 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications. • 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions. • 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work. • 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations. • 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or start a new project or venture. • 9.4.12.D.35 Analyze the contribution of accounting systems to the fiscal stability of businesses. • 9.4.12.D.37 Identify methods that businesses use to recruit, train, and develop human resources. • 9.4.12.D.50 Apply ethical reasoning to a variety of situations in order to make ethical decisions. • 9.4.12.D.51 Interpret and explain written organizational policies and procedures that help workers perform their tasks according to employer rules and expectations. • 9.4.12.D.52 Describe management’s responsibility to know and abide by laws and regulations that affect business operations. • 9.4.12.D.53 Identify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable. • 9.4.12.D.63 Examine employment opportunities in entrepreneurship as an option for career planning. • 9.4.12.D.67 Access, process, maintain, and evaluate information that assists in business decision-making. • 9.4.12.D.75 Examine and select risk management strategies and techniques in order to minimize potential business loss.
Materials and Resources	Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps, Entrepreneurship Ideas in Action Chapter 4 pp 78-103, slide presentation
Notes	

<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 6: The Labor Force and Economic Indicators</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: The U.S. labor force has changed over the years. Beginning in the late 19th century, the percentage of all workers in agriculture began to drop while the percentage of workers in goods-producing and service-producing industries rose. The percentage of workers in service-producing industries has continued to rise in recent years, while the percentage in manufacturing and other goods-producing industries has fallen.</p> <p>United States economic activity is monitored carefully by government officials, members of the business community, and economists. Statistical measurements—called economic indicators—are used to assess the economy's health.</p> <p>Rationale: Economic indicators which track business activity are used by the government to stabilize the economy. The government sets fiscal policy and businesses use these indicators to decide when and how to invest their capital.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson:</p> <ul style="list-style-type: none"> • Identifies and describe the major indicators economists use to measure the health of the economy • Defines unemployment and describe the types of unemployment • Explains the tools of fiscal and monetary policy • Describes the advantages and disadvantages of fiscal and monetary policies • Describes how the growth of labor productivity has enabled businesses and workers to earn more over time while also providing consumers with better and lower-priced products • Explains the relationship between product demand and the demand for labor • Describes the major changes in the U.S. labor force over the past 100 years • Identifies what accounts for differences in wages and salaries • Identifies non-market forces that have affected the labor force • Describes how unions arose in the United States and how their growth was influenced by labor legislation • Identifies some of the aspects of current labor-management relations
<p>Essential Questions (Instructional Objective)</p>	<ol style="list-style-type: none"> 1. How can the growth of labor productivity enable businesses and workers to earn more over time while also providing consumers with better and lower-priced products? 2. How do changes in demand and supply explain the growth of wages and/or loss of jobs? 3. What major changes in the U.S. labor force have occurred over the years?

	<ol style="list-style-type: none"> 4. How do workers' investments in their skills and knowledge relate to their ability to adapt to and benefit from a constantly changing economy? 5. How did unions arise in the United States, and how was their growth influenced by labor legislation? 6. How has labor-management relations changed over the years? 7. What are the various ways used to recruit employees? 8. What are the alternatives to adding staff? 9. How are wages and benefits determined? What are the benefits available? 10. How do you lead, motivate and evaluate your employees? Why are evaluations of employees so important? 11. How are promotion and termination policies developed? 12. What effect do low salaries have on employees? 13. What do you like and dislike about your manager? 14. What qualities do you want in a leader? 15. What indicators do economists use to measure the health of the economy? <ol style="list-style-type: none"> 1. Generally, what is the most important day of the week for new data? http://www.ny.frb.org/research/calendars/nationalecon_cal.html 2. Which indicator do you feel is the most important and provides the best insight into our economy at this time? 16. What are the characteristics of a peak, recession, trough, and expansion? 17. How does the government try to stabilize the economy? 18. What are the advantages and disadvantages of fiscal and monetary policies?
<p>Content (Subject Matter)</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Explain how growing labor productivity enables businesses and workers to earn more over time while providing consumers with better and lower-priced products • Apply the principles of supply and demand to wage determination • Describe how major changes in the U.S. labor force have occurred in the last 100 years • Describe how and why investment in human resource development impacts labor productivity • Describe the development of unions in the United States and the impact of legislation on the labor movement • Describe how labor-management relations have changed over the years • Describe the unemployment rate as an indicator of economic health • Describe the characteristics of a peak, recession, trough, and expansion • Describe the fiscal and monetary policy tools government leaders can use to stabilize the economy • Identify the strengths and weaknesses of both fiscal and monetary policies
<p>Skills/ Benchmarks (CCSS Standards)</p>	<ul style="list-style-type: none"> • 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.2 Demonstrate mathematics knowledge and skills required to

pursue the full range of postsecondary education and career opportunities.

- 9.4.12.D.(3).1 Demonstrate knowledge of economic concepts fundamental to global business operations.
- 9.4.12.D.5 Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations.
- 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents.
- 9.4.12.D.11 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.
- 9.4.12.D.13 Apply active listening skills to obtain and clarify information.
- 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.
- 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.
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- 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.
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- 9.4.12.D.51 Interpret and explain written organizational policies and procedures that help workers perform their tasks according to employer rules and expectations.
- 9.4.12.D.52 Describe management's responsibility to know and abide by laws and regulations that affect business operations.
- 9.4.12.D.53 Identify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable.
- 9.4.12.D.55 Demonstrate skills related to seeking and applying for employment in a desired job
- 9.4.12.D.58 Identify and exhibit traits for retaining employment.
- 9.4.12.D.63 Examine employment opportunities in entrepreneurship as an option for career planning.
- 9.4.12.D.67 Access, process, maintain, and evaluate information that assists in business decision-making.
- 9.4.12.D.75 Examine and select risk management strategies and techniques in order to minimize potential business loss.

	<ul style="list-style-type: none"> • 6.1.12.C.9.a Explain how government can adjust taxes, interest rates, and spending and use other policies to restore the country’s economic health. • 6.1.12.C.9.b Explain how economic indicators (i.e., gross domestic product, the consumer index, the national debt, and the trade deficit) are used to evaluate the health of the economy. • 6.1.12.C.14.b Judge to what extent government should intervene at the local, state, and national levels on issues related to the economy • 6.1.12.C.16.c Assess the impact of international trade, global business organizations, and overseas competition on the United States economy and workforce.
Materials and Resources	Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps, Entrepreneurship Ideas in Action Chapter 10 pp.242-269, slide presentation
Notes	

Grade: 9-12 Subject: Hot Topics and Business Trends	Unit 7: Competition
Big Idea/Rationale	<p>Big Idea: Businesses compete with one another to produce things that others value and are willing to pay for.</p> <p>Rationale: Competition provides consumers with better products at lower prices, workers can get more jobs at higher pay, and company owners can get a higher return on their investment.</p>
Enduring Understanding (Mastery Objective)	<p>This lesson:</p> <ul style="list-style-type: none"> • Describes the nature and role of competition in a market economy • Defines the various types of competition; pure price, monopolistic, oligopoly, and pure monopoly • Describes the importance of gaining an understanding of your customer, competition, and target market • Identifies direct and indirect competition and suggests how to study them • Emphasizes strategies for maintaining customer loyalty • Defines marketing and describe the role of marketing in a free enterprise economy • Describes the four Ps of marketing; product, price, promotion, and place • Describes the advantages and disadvantages of various kinds of promotion, including television, radio, newspaper, telephone directory, direct-mail, magazine, outdoor, and transit advertising. Discusses getting publicity, offering sales promotions, and personal selling • Describes the importance of developing written short-term medium-term, and long-term goals to guide product, distribution, price, and promotion decisions
Essential Questions (Instructional Objective)	<ol style="list-style-type: none"> 1. What is market research and why is it valuable to a business? 2. How do you identify direct and indirect competition? 3. What are the different methods available to distribute a product? 4. How does a business establish product pricing? 5. What are the various methods used for advertising and how do you choose which one to use? 6. How do you publicize and promote a business? 7. How do you establish short and long-range goals for a business? 8. What is included in a marketing plan?
Content (Subject Matter)	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Explain how a business is like a sports team as it competes in a market • Identify the four characteristics of a market structure • Explain how firms in the four types of market structure make production and pricing decisions • Describe why businesses merge and the kinds of business mergers

	<ul style="list-style-type: none"> • Explain how marketing helps businesses compete • Identify the 4Ps of marketing and explain what they mean • Identify a target market by understanding customers • Determine direct and indirect competition • Analyze the strengths and weaknesses of competitors • Establish strategies for maintaining customer loyalty
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.D.(3).1 Demonstrate knowledge of economic concepts fundamental to global business operations. • 9.4.12.D.24 Operate writing and publishing applications to prepare business communications. • 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work. • 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or start a new project or venture. • 9.4.12.N.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.N.76 Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making. • 9.4.12.N.82 Evaluate and summarize the concepts and strategies used to determine marketing strategies and target them to specific audiences. • 9.4.12.N.(1).3 Analyze the concepts and strategies marketers use to determine and target marketing communications strategies to specific audiences. • 9.4.12.N.(1).4 Research the concepts, systems, and tools marketers use when making decisions to gather, access, synthesize, evaluate, and disseminate marketing information. • 9.4.12.N.(1).5 Research the concepts and actions marketers use to determine client needs and wants, and to develop personalized responses intended to influence purchasing decisions and enhance future business opportunities. • 9.4.12.N.84 Evaluate and summarize the concepts and processes used to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. • 6.1.12.C.16.a Evaluate the economic, political, and social impact of new and emerging technologies on individuals and nations. • 6.1.12.C.16.b Predict the impact of technology on the global workforce and on entrepreneurship. • 6.1.12.C.16.c Assess the impact of international trade, global business organizations, and overseas competition on the United States economy and workforce.
Materials and Resources	<p>Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and</p>

	Business Apps, Entrepreneurship Ideas in Action Chapter 6 pp. 128-153, Teacher created Entrepreneurship project, slide presentation
Notes	

<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 8: International Trade and the Globalized World</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: Our world is becoming more and more globalized. Globalization is the process of increasing interdependence among countries and their citizens. Instead of each of us trying to produce everything we consume, we concentrate our work on tasks we do best. We specialize. Then we use our earnings to buy the goods and services we want by trading with other countries.</p> <p>Rationale: As the global marketplace continues to expand, entrepreneurs can take advantage of even more opportunities worldwide.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson:</p> <ul style="list-style-type: none"> • Defines and describe globalization • Identifies the worldwide changes that have occurred as a result of globalization • Describes the trends and opportunities for expansion in the global marketplace, including importing and exporting • Discusses the advantages and disadvantages of entering the global marketplace and explains government regulation of international trade • Discusses the advantages, disadvantages and social and ethical responsibilities of exporting American jobs overseas • Describes how China has changed its economy to achieve greater prosperity • Identifies the arguments for and against trade barriers • Describes how to market to the diversity of cultures in the United States and suggests ways to succeed in different cultures in the global marketplace • Explains why international trade is considered a two-way street • Explains why productivity is important in international trade • Analyzes the causes of trade deficits
<p>Essential Questions (Instructional Objective)</p>	<ol style="list-style-type: none"> 1. Why have many European and Asian countries adopted a market system? 2. How do imports and exports depend on one another? 3. What are some global trends and opportunities available to an importer and/or exporter? 4. How can a business penetrate the market and expand globally? 5. What are the advantages and disadvantages to competing globally? 6. Why is productivity important in international trade? 7. What is the influence of government on international trade? (Quotas, tariffs, NAFTA, qualitative restrictions, etc.) 8. What are exchange rates, and why do they often rise and fall? 9. What is the importance of understanding culture when competing globally?
<p>Content</p>	<p>Students will be able to:</p>

(Subject Matter)	<ul style="list-style-type: none"> • Determine when a business is ready to expand, whether international business is right for a business, and why knowledge of different cultures is important for entrepreneurs • Discuss how to manage the growth of business • List the various reasons a business should import and export • Evaluate trade regulations that will affect businesses • Identify and respect different cultures
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.(3).1 Demonstrate knowledge of economic concepts fundamental to global business operations. • 9.4.12.D.(3).5 Develop strategic plans to manage business growth, profit, and goals. • 9.1.8.D.5 Justify the need for greater cross-cultural understanding due to globalization. • 9.4.12.D.24 Operate writing and publishing applications to prepare business communications. • 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work. • 9.4.12.D.50 Apply ethical reasoning to a variety of situations in order to make ethical decisions. • 9.4.12.D.67 Access, process, maintain, and evaluate information that assists in business decision-making. • 9.4.12.D.75 Examine and select risk management strategies and techniques in order to minimize potential business loss. • 9.1.8.B.2 Assess data gathered to solve a problem for which there are varying perspectives (e.g., cross-cultural, gender-specific, generational), and determine how the data can best be used to design multiple solutions. • 6.1.12.C.16.a Evaluate the economic, political, and social impact of new and emerging technologies on individuals and nations. • 6.1.12.C.16.b Predict the impact of technology on the global workforce and on entrepreneurship. • 6.1.12.C.16.c Assess the impact of international trade, global business organizations, and overseas competition on the United States economy and workforce.
Materials and Resources	Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps
Notes	

<p>Grade: 9-12 Subject: Hot Topics and Business Trends</p>	<p>Unit 9: Meet Your Legal, Ethical, and Social Obligations</p>
<p>Big Idea/Rationale</p>	<p>Big Idea: An important element of business success includes pursuing business goals in a responsible and ethical manner — from the way colleagues are treated to the way we handle environmental resources. Businesses must be leaders and build a consciousness of ethical behavior by setting a good example.</p> <p>Rationale: Entrepreneurs need to become familiar with the government regulations that affect their business. Thinking about ethical issues in advance will help to handle conflicts when they arise.</p>
<p>Enduring Understanding (Mastery Objective)</p>	<p>This lesson:</p> <ul style="list-style-type: none"> • Describes the legal requirements of a business and how it affects society • Identifies ethical issues companies face • Explains social responsibilities companies face and how it effects their profits • Describes how government can use market incentives to protect the environment
<p>Essential Questions (Instructional Objective)</p>	<ul style="list-style-type: none"> • What is antitrust legislation? • What government agencies are used to protect competition? • What laws exist to protect businesses and consumers? • What are the regulations that protect employees? • How would you seek legal advice for your business? • What is the definition of business ethics? • What is the code of ethics? • How do you establish high standards and an ethical workplace? • What is a business’s social responsibility to customers, suppliers, creditors, investors, and community? • How can a business accommodate employees’ family needs? • What is a business’s environmental responsibility?
<p>Content (Subject Matter)</p>	<p>Student will be able to.....</p> <ul style="list-style-type: none"> • Define the meaning of ethics • Discuss how regulations that protect the public affect a company • Recognize the need to behave ethically in business • Recognize responsibilities to customers, suppliers, creditors, investors, and the community • List ways to respond to changes in the workplace • Choose environmentally safe ways of doing business • Identify the laws protecting employees’ rights • Explain the importance of getting legal help

Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.5 Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations. • 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions. • 9.4.12.D.23 Operate Internet applications to perform tasks. • 9.4.12.D.24 Operate writing and publishing applications to prepare business communications. • 9.4.12.D.28 Employ collaborative/groupware applications to facilitate group work. • 9.4.12.D.50 Apply ethical reasoning to a variety of situations in order to make ethical decisions. • 9.4.12.D.52 Describe management’s responsibility to know and abide by laws and regulations that affect business operations. • 9.4.12.D.67 Access, process, maintain, and evaluate information that assists in business decision-making. • 9.4.12.D.75 Examine and select risk management strategies and techniques in order to minimize potential business loss. • 9.4.12.L.(5).6 Use legal terminology accurately to effectively communicate within the legal services community. • 6.1.12.C.16.b Predict the impact of technology on the global workforce and on entrepreneurship. • 6.1.12.C.16.c Assess the impact of international trade, global business organizations, and overseas competition on the United States economy and workforce.
Materials and Resources	Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps, , Entrepreneurship Ideas in Action Chapter 14, slide presentation
Notes	

Grade: 9-12 Subject: Hot Topics and Business Trends	Unit 10: Current Event Analysis
Big Idea/Rationale	Using current events, determine the current problems in our society.
Enduring Understanding (Mastery Objective)	This lesson: <ul style="list-style-type: none"> • Encourages students to familiarize themselves with current events taking place globally and locally and encourage class discussion.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • Questions asked will pertain to the topic/case discussed. • What rights and responsibilities do businesses have? • What responsibilities does the government have? • What rights and responsibilities do consumers have? • What rights and responsibilities do workers have? • What are current issues in our society and how do they affect you as an individual and society as a whole?
Content (Subject Matter)	Students will be able to: <ul style="list-style-type: none"> • Use electronic media to research materials for case studies • Analyze and summarize complex business issues • Formulate an argument based on facts and principles
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.D.(3).1 Demonstrate knowledge of economic concepts fundamental to global business operations. • 9.4.12.D.5 Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations. • 9.4.12.D.13 Apply active listening skills to obtain and clarify information. • 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications. • 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions. • 9.4.12.D.23 Operate Internet applications to perform tasks. • 9.4.12.D.24 Operate writing and publishing applications to prepare business communications. • 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations. • 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or start a new project or venture.

	<ul style="list-style-type: none"> • 9.4.12.D.50 Apply ethical reasoning to a variety of situations in order to make ethical decisions. • 9.4.12.D.52 Describe management’s responsibility to know and abide by laws and regulations that affect business operations. • 9.4.12.D.53 Identify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable. • 9.4.12.D.67 Access, process, maintain, and evaluate information that assists in business decision-making. • 9.4.12.D.75 Examine and select risk management strategies and techniques in order to minimize potential business loss.
Materials and Resources	Computer, Internet, projector, National Council on Economic Education, Junior Achievement, teacher created materials, Edmodo, Various Economic and Business Apps
Notes	