

Davison Community Schools
ADVISORY CURRICULUM COUNCIL
Phase II, May 2013

Introduction to Business Careers

Course Essential Questions (from Phase I report):

- What is the importance of small business?
- What are the functions of business and the types of ownership?
- How does economic resources and systems have an affect on business?
- How does marketing, accounting, management, and information technology affect business?
- What are some careers in marketing, accounting, management, and information technology?
- How can we apply Microsoft Office Skills and knowledge to perform business?
- What are the essential career preparation and job-acquistion skills required for employment or to gain employment?

Phase II Curriculum

Unit: Introduction to Business.

Essential Questions:

- What is business?
- What determines the type of business ownership and it's category?
- What are the 4 functions of business?
- How does business affect the economy?
- How does the economy affect business?

Essential Understanding:

- There are many different types of businesses including the functions, ownership types, and category types.
- The economy affects business in many different ways.
- There are many different elements in the economy that drives business.

Curriculum Standards

- IA1 (IT, BMA, Marketing) Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in Practice.
- IA2 (IT, BMA, Marketing) Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the work place.
- VA (BMA and Digital Media) Describe the nature and types of business organizations to build and understanding of the scope of organizations.
- ID (Marketing) Understand the economic principles and concepts fundamental to business operations.
- VC3 (Marketing) Determine needed resources for a new marketing project or business venture.
- XIC (BMA) Apply economic concepts fundamental to global business operations
- VA (BMA) Describe the nature and types of business organizations to build an understanding the scope of organizations.

Knowledge/Content

Students will know about....

- The differences between wants and needs
- Resources limiting the number of wants people and businesses can satisfy.
- Profit and competition motivating business
- Businesses use different activities to develop products and services.
- The 4 factors of production.
- The Economic systems and how the resources impact business.
- The Economy affecting the four stages of the business cycle.
- The three different types of Business Ownership.
- The six different types of businesses.
- The 5 functions of business.

Skills/Processes

Students will be able to.....

- Explain how businesses are driven by wants, needs, resources and the economy.
- Explain how business develops product and services and uses profit and competition to motivate them to be successful.
- Explain the different types of business ownership, business types and the five functions of business and how those are important in the economy.

Phase III Textbook/Materials

- Glencoe Introduction to Business: Written by Betty J Brown and John E Clow 2008
- Go Venture Micro Business Simulation
- Keytrain.com
- Edmodo and Weebly

Phase IV Summative Assessment Evidence

Agreed Upon Interim Summative Assessments: (*identifies Performance Task)

Phase V Learning Plan

Phase II Curriculum

Unit: Using Microsoft Office in Business

Essential Questions:

- How can you create a business document in Microsoft Word?
- How can you create a spreadsheet in Microsoft Excel that is used in Business?
- How can you use Power Point to create a Professional Business Presentation?

Essential Understanding:

- Microsoft Word can be used to create professional business documents.
- Microsoft Excel can be used to create spreadsheets that are used in business.
- Microsoft Power Point can be used to make presentations that are used as visual aids in Professional Business presentations.

Curriculum Standards

- IA (BMA, Marketing, Accounting, Digital Media) Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.
- IB (BMA, Marketing, Accounting, Digital Media) Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career.
- IIA (Digital Media, Marketing) Develop and interpret tables, charts, and figures to support written and oral communication.
- IID (Digital Media, Marketing,) Exhibit public relation skills to increase internal and external customer/ client satisfaction.
- IVA2 (Digital Media, Marketing, BMA,) Create Memos and Notes
- IVB (Digital Media, Marketing, BMA) Employ technological tools to expedite workflow.
- IVC1 (Digital Media) Identify legal and ethical issues related to the use of information and communication technologies. (properly selecting and citing sources)

Knowledge/Content

Students will know about....

- How to use Microsoft Word to create a business document.
- How to use Microsoft Excel to create a spreadsheet that would be used in business.
- How to use Microsoft PowerPoint to create a professional business presentation.

Skills/Processes

Students will be able to.....

- Create business documents, spreadsheets, and professional business presentations using Microsoft Office.

Phase III Textbook/Materials

Phase IV Summative Assessment Evidence

Agreed Upon Interim Summative Assessments: (*identifies Performance Task)

Phase V Learning Plan

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Unit: Intro to Business Careers and Your Career Plans

Essential Questions:

- What are the essential career preparation and job-acquisition skills required for employment?
- What are potential local and global trends that might impact career plans and life goals?
- Why is it important to research a career and develop a career plan?
- What are ways to gain work experience?
- What are qualifications that employers look for in teen workers?
- What is the process to getting a part-time job?
- What role does accounting, marketing, management and information technology have in business?
- What are some careers in accounting, marketing, management, and information technology?

Essential Understanding:

- Choosing a career is one of the most important decisions in everyone's life.
- Researching potential careers is critical to make sure the career is a wise choice.
- The key to finding a job is to know what employers look for in an employee (skills and qualifications)
- Job acquisition skills include developing a resume, completing an application, and interviewing with employers
- There are many different careers within a business that all have different roles in operating a business.

Curriculum Standards

- IXA (BMA, Digital Media, Accounting, and Marketing) Know and understand the importance of employability skills.
- IXB (BMA, Digital Media, Accounting, and Marketing) Explore, plan, and affectively manage careers.
- IXC (BMA, Digital Media, Accounting, and Marketing) Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.
- IXD (BMA, Digital Media, Accounting, and Marketing) Explore, obtain, and develop strategies for ensuring a successful business career.

Knowledge/Content

Students will know about....

- The importance of career planning
- How work is changing (impact of local and global trends)
- Resources to learn about careers
- Qualifications employers seek in teen workers
- How to gain career experiences while still in high school (volunteering, job shadowing, co-op, school activities, etc)
- How to develop a resume how to accurately complete a job application
- The different roles in all areas of business.
- The different careers in all areas of business.

Skills/Processes

Students will be able to.....

- Assess personal strengths and weaknesses
- Define short, medium, and long-term school, personal, and career goals
- Diagram the sequence of CTE courses at Davison High School
- Create a typed resume
- Complete a job application
- Create a cover letter.
- Participate in mock job interview and demonstrate affective techniques
- Update career goals in their individual career plans on careercruising.com
- Explain the different roles in business and explain a career in each role.

Phase III Textbook/Materials

Phase IV Summative Assessment Evidence

Common Summative Unit Assessments:

Agreed Upon Interim Summative Assessments: (*identifies Performance Task)

Phase V Learning Plan

Unit: Financial Management

Essential Questions:

- Why is it important to learn how to manage your finances?
- What are short- and long-term financial goals?
- Why is budgeting essential for consumers, businesses, and governments?
- What are the different types of checking accounts and how do they work?
- What is credit?
- Who uses credit?
- What are sources of credit?
- How can consumers develop a good credit history?
- How do installment loans and mortgages work?
- How can consumers prevent credit card and identify theft?

Essential Understanding:

- Financial planning involves looking at your financial position and setting goals.
- Meeting financial goals requires you to know your income and expenses. A budget can enable you to track your spending and make choices about your money.
- Checking accounts provide a way for consumers to manage their spending, make payments, and keep track of funds.
- Credit allows borrowers to purchase items that they otherwise could not afford.
- There are many different types of credit plans: charge accounts, credit cards, installment loans, and mortgage loans
- Developing a good/excellent credit history is important; creditors look at applicant's capacity, character, and capital.
- Protecting your finances and credit.

Curriculum Standards

- IB2 (BMA, Accounting, Marketing, Digital Media) Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.
- IB5 (BMA, Accounting, Marketing, Digital Media) Analyze Mathematical problem statements for missing and/or irrelevant data.
- IB8 (BMA, Accounting, Marketing, Digital Media) Solve mathematical problems using numbers and operations.
- VD2 (BMA) Demonstrate accounting procedures used to track money flow and determine financial status.
- XD (BMA) Establish, maintain, control, and plan the use of financial resources to protect solvency.

Knowledge/Content

Students will know about....

- Steps involved in the financial planning process
- The different types of checking and savings accounts and the advantages and disadvantages of both.
- How saving and investing influences economic growth
- Factors that affect the interest paid for credit
- Factors to consider when deciding to use credit
- Differences between credit cards, installment loan, and mortgages
- State and federal regulations of credit, and laws that protect consumers

Skills/Processes

Students will be able to.....

- Develop short- and long-term financial goals using SMART criteria
- Prepare a personal budget
- Follow proper procedures for managing a checking account, including reconciling a bank statement
- Compute simple and compound interest on investments
- Identify advantages and disadvantages of using credit
- Evaluate the best type of payment to use for different types of purchases
- Compute the cost of using credit
- Identify strategies to finance college after high school.

Phase III Textbook/Materials

Phase IV Summative Assessment Evidence

Common Summative Unit Assessments:

Agreed Upon Interim Summative Assessments: (*identifies Performance Task)

Phase V Learning Plan