

WK	1	2	3	4	5	6	7	8	9
MP 1	<b>Unit 1: Economic Resource and Systems</b>					<b>Unit 2: Entrepreneurship and Small Business</b>			
	<b>Goal 1: What is Economics?</b>	<b>Goal 2: Factors of Production</b>	<b>Goal 3: Types of Economic Systems</b>	<b>Goal 4: Measuring Economic Activity</b>	<b>Goal 5: The Business Cycle</b>	<b>Goal 1: Preparing for your own Business</b>		<b>Goal 2: Types of Business Ownership</b>	<b>Goal 3: Business Classifications</b>
WK	10	11	12	13	14	15	16	17	18
MP 2	<b>Unit 3: Marketing in Today's World</b>					<b>Unit 4: International Business</b>			
	<b>Goal 1: Basics of Marketing</b>		<b>Goal 2: Marketing Research</b>		<b>Goal 3: Channels of Distribution</b>			<b>Goal 1: Business in a Global Society</b>	

<b>Time Frame</b>	<b>25 days</b>						
<b>Topic</b>							
Economic Resources and Systems							
<b>Essential Questions</b>							
<p>What is the meaning of scarcity?          What are the four factors of production?          What are the differences between market and command economies?          Why do most countries prefer a mixed economy?          How and why is economic activity measured?          How inflation and deflation work and what is its effect on the economic system?          What are the four phases of the business cycle?</p>							
<b>Enduring Understandings</b>							
<p>Students will understand the problem of scarcity of economic resources and how its effects all countries.          Students will understand how society chooses its resources to produce goods and services.          Students will be able to identify the different types of economic systems used in society.          Students will understand the importance of the business cycle and its impact on the economy.</p>							
9-12.6.5.12B.2 9-12.6.6.12E.5 9-12.6.6.12E.6							
<b>Key Concepts and Skills</b>							
<p>Explore scarcity          Understand and analyze the four factors of production          Utilize the 3 basic economic questions          Understand the types of economies          Understand Gross Domestic Product          Understand and utilize economic indicators          Understand the business cycle</p>							
<b>Learning Activities</b>							
<p>Business Week Case Studies          Wall Street Journal Classroom Edition          Student Activity Guide Analysis Activities          Think Pair Share Assignment</p>							
<b>Assessments</b>							
Section Quizzes, Unit Test Resource Analysis Project							
<b>21<sup>st</sup> Century Skills</b>							
x	Creativity	x	Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		
<b>Interdisciplinary Connections</b>							
<p>Social Studies: Research an American who had an impact on the US economy during the Industrial Revolution. Write a two-page paper and share findings with the class.          Math: Students select five products Research products Prepare a graph.          Language Arts: Students will create the next economic era after the Cyber Era Include inventions, how people will work, schooling, and the impact on the economy. Create a poster</p>							
<b>Technology Integration</b>							
Internet Search on websites on the current national debt. Make a comparison to when you were born, ten years ago, and currently. Record your findings.							

Imagine you would like to operate a virtual business. Research your competition.

<b>Time Frame</b>	<b>20 days</b>						
<b>Topic</b>							
Entrepreneurship and Small Business							
<b>Essential Questions</b>							
What are the types of business ownership? What are the advantages and disadvantages of an entrepreneurship? What are the advantages and disadvantages of a small business? How do you start a business? What are alternative ways to do business?							
<b>Enduring Understandings</b>							
Students will understand how entrepreneurships and small businesses bring energy and innovation to the economy. Students will understand the characteristics of a successful entrepreneur. Students will understand the importance of a virtual or dot.com business in the global marketplace.							
<b>Alignment to NJCCCS</b>							
9-12.9.2.12A.1 9-12.6.3.12H.2 9-12 6.3 12H.3.4 9-12.6.512B.5							
<b>Key Concepts and Skills</b>							
Understand the types of business ownerships Understand small business Understand Entrepreneurship Analyze Business Plans Understand Business Classifications							
<b>Learning Activities</b>							
Business Week Case Studies Wall Street Journal Classroom Edition Student Activity Guide Analysis Activities							
<b>Assessments</b>							
Section Quizzes Unit Test Business Plan Project							
<b>21<sup>st</sup> Century Skills</b>							
x	Creativity	x	Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		
<b>Interdisciplinary Connections</b>							
Social Studies: Conduct an interview with a local entrepreneur. Math: Apply for a Small Business Loan at a local bank Language Arts: Create an advertisement for a new business.							
<b>Technology Integration</b>							
Internet Search of US Department of Commerce and Trade website. Investigate local businesses. Track new openings in community.							

<b>Time Frame</b>	<b>25 days</b>						
<b>Topic</b>							
Marketing in Today's World							
<b>Essential Questions</b>							
What are the functions of marketing and how are they utilized? What is the marketing mix and how is it utilized? How and why does market research affect marketing practices? How is Target Marketing used to reach consumers? What are the channels of distribution and how are they utilized?							
<b>Enduring Understandings</b>							
Students will understand that marketing is a process. Students will understand how marketing gets products to consumers. Students will be able to identify the functions of marketing. Students will understand the importance of market segmentation and the role of Target Marketing. Students will understand that an effective marketing strategy includes a distribution plan.+							
<b>Alignment to NJCCCS</b>							
9-12.9.2.12A.1 9-12.6.5.12B.1 9-12.6.5.12B.4							
<b>Key Concepts and Skills</b>							
Understand the functions of marketing Understand the concept of Marketing Mix Analyze Market Research Understand the Channels of Distribution							
<b>Learning Activities</b>							
Business Week Case Studies Wall Street Journal Classroom Edition Student Activity Guide Analysis Activities Cooperative Group Marketing Project							
<b>Assessments</b>							
Section Quizzes Unit Test Product Promotion Project							
<b>21<sup>st</sup> Century Skills</b>							
x	Creativity	x	Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		
<b>Interdisciplinary Connections</b>							
Social Studies: Conduct a survey to determine buying practices Prepare a chart with results. Math: Calculate product pricing. Language Arts: Interview al sole proprietor. Write a profile paper.							
<b>Technology Integration</b>							
Internet Search of US Department of Commerce and Trade Create a survey of business owners and entrepreneurs. Collate technology skills/needs. Prepare a spreadsheet.							

<b>Time Frame</b>	<b>10 days</b>						
<b>Topic</b>							
Business in a Global Society							
<b>Essential Questions</b>							
<p>Why do nations need to trade with each other?          What are some of the major trade alliances in the world today?          How do cultural differences affect business internationally?          Why must the government and business find ways of dealing with diversity in the global workplace?</p>							
<b>Enduring Understandings</b>							
<p>Students will be able to identify results of international trade.          Students will understand the obstacles to global trading.</p>							
<b>Alignment to NJCCCS</b>							
9-12.9.12.A2 9-12.9.1.12.E.1 9-12.6.1.12.C.1.a 9-12.6.1.12.A.15.f 9-12.6.1.12.D.16.a							
<b>Key Concepts and Skills</b>							
<p>Explore trading and global markets          Understand and analyze exchange rates          Understand a trade war          Understand imports and exports          Analyze the value of a country's currency          Compare domestic trade and world trade          Understand how free trade provides consumers with more choices</p>							
<b>Learning Activities</b>							
<p>Business Week Case Studies          Wall Street Journal Classroom Edition          Student Activity Guide Analysis Activities</p>							
<b>Assessments</b>							
<p>Section Quizzes          Unit Test          Trade Analysis Project</p>							
<b>21<sup>st</sup> Century Skills</b>							
x	Creativity	x	Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		
<b>Interdisciplinary Connections</b>							
<p>Social Studies: Encourage students to choose a different country to research          Rubrics: chart/tables, notes, poster          Math: Students create a rubric/graph in small group settings.          Language Arts: Students prepare a career interview in a corporate workplace.</p>							
<b>Technology Integration</b>							
<p>Internet Search on Trade Alliances          Creating an Advertisement through use of Microsoft Office Suite and Photoshop Programs</p>							

<b>Time Frame</b>	<b>10 days</b>						
<b>Topic</b>							
Culture and Diversity in Business							
<b>Essential Questions</b>							
<p>How do cultural differences affect doing business internationally?          What are the characteristics of a corporate culture?          How do population changes affect business?          Why must the government and business find ways of dealing with diversity in the global workplace?</p>							
<b>Enduring Understandings</b>							
<p>Students will be able to understand the importance of knowing a company's corporate culture and diversity issues.          Students will be able to identify the differences in cultural customs as well as differences in language, laws and currencies to do business in another country successfully.</p>							
<b>Alignment to NJCCCS</b>							
6.3.12.A.1 6.3.12.A.2 6.3.12.B.1 6.3.12.C.1 6.3.12.D.1							
<b>Key Concepts and Skills</b>							
<p>Understand ways people are diverse.          Understand ways companies can avoid cultural problems.          Understand some characteristics of a formal corporate culture.          Compare how changes in population affect business.          Explore laws against discrimination.          Analyze the goal of diversity training programs</p>							
<b>Learning Activities</b>							
<p>Business Week Case Studies          Wall Street Journal Classroom Edition          Student Activity Guide Analysis Activities          Think Pair Share Assignment</p>							
<b>Assessments</b>							
<p>Section Quizzes          Unit Test          Multicultural Group Project</p>							
<b>21<sup>st</sup> Century Skills</b>							
x	Creativity	x	Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		
<b>Interdisciplinary Connections</b>							
<p>Social Studies: Research a major US corporation doing business in another country. Present your findings orally to your class.          Math: Students create a pie chart showing population diversity from US census.          Language Arts: Students prepare a 21st Century poster projecting future corporate cultures.</p>							
<b>Technology Integration</b>							
<p>Internet Search on websites containing formal and informal corporate cultures.          Create an international business plan for a given a selected company.          Create an international promotional campaign through use of Microsoft Office Suite and Photoshop Programs</p>							