

Pequannock Township School District

Curriculum Syllabus

Business Practice Firm I & II / Grade level and Subject: 10th through 12th

Course Description:

Using an international business model, students will collaborate to work as team members in a simulated business firm. The students have the opportunity to perform various business functions (i.e., purchasing, accounting, marketing, human resources) as the firm transacts business with students in other simulated companies that are both domestically and internationally based. Emphasis is placed on active communication, using current business software, and the utilization of the Internet for business transactions. Throughout the course, students are involved in decision-making, critical thinking, problem solving and team activities.

Course Standards:

The following is a list of NJSLS that describe what students are expected to know and be able to do as a result of successfully completing this course. The following NJSLS are the basis of the assessment of student achievement. The learner will demonstrate mastery of:

1. NJCCCS/CCSS
2. 9.4.12.D.(3).3
3. *Demonstrate knowledge of day-to-day business functions that ensure continued business operations.*
4. CCSS.ELA-Literacy.RST.11-12.2
5. *Determine the central ideas or conclusions of a text; summarize complex concepts, processes, or information presented in a text by paraphrasing them in simpler but still accurate terms.*
6. CCSS.ELA-Literacy.RST.11-12.4
7. *Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11–12 texts and topics.*
8. 9.1.12.C.5
9. *Assume a leadership position by guiding the thinking of peers in a direction that leads to successful completion of a challenging task or project.*
10. 9.2.12.A.1
11. *Analyze the relationship between various careers and personal earning goals*
12. 9.1.12.A.1
13. *Apply critical thinking and problem-solving strategies during structured learning experiences.*

14. 9.1.12.B.1
15. *Present resources and data in a format that effectively communicates the meaning of the data and its implications for solving problems, using multiple perspectives.*
16. 9.1.12.A.3
17. *Assess how a variety of problem-solving strategies are being used to address solutions to global problems by participating in online discussions with peers from other countries.*
18. 9.2.12.F.9
19. *Assess the impact of the global economy on entrepreneurial opportunities.*
20. 9.4.12.D.9
21. *Evaluate and use information resources to accomplish specific occupational tasks*
22. 9.4.12.D.5
23. *Examine and apply business and economic principles and concepts in making informed business decisions that support continued business operations.*
24. 9.4.12.D.6
25. *Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.*
26. 9.4.12.D.23
27. *Operate Internet applications to perform tasks.*
28. 9.4.12.D.20
29. *Conduct technical research to gather information necessary for decision-making.*
30. 6.1.12.D.14.a
31. *Determine the relationship between United States domestic and foreign policies.*
32. 6.1.12.A.16.c
33. *Assess from various perspectives the effectiveness with which the United States government addresses economic issues that affect individuals, business, and/or other countries.*
34. 6.1.12.C.6.b
35. *Predict the impact of technology on the global workforce and on entrepreneurship.*
- 36.
37. CCSS.ELA-Literacy.WHST.11-12.1d
38. *Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing.*
39. CCSS.ELA-Literacy.WHST.11-12.2d
40. *Use precise language, domain-specific vocabulary and techniques such as metaphor, simile, and analogy to manage the complexity of the topic; convey a knowledgeable stance in a style that responds to the discipline and context as well as to the expertise of likely readers.*
41. 9.4.12.D.10
42. *Use correct grammar, punctuation, and terminology to write and edit documents.*

- 43. 9.4.12.D.32
- 44. *Describe the nature and types of business organizations to build an understanding of the scope of organizations.*
- 45. 9.4.12.D.34
- 46. *Identify new ideas, opportunities, and methods to create or start a new project or venture.*
- 47. 9.4.12.D.(2).5
- 48. *Plan an organization or department with the goal of maximizing its contribution to business success.*
- 49. 9.4.12.D.(2).4
- 50. *Demonstrate knowledge of the principles of conducting successful day-to-day business activities in order to sustain business functions.*
- 51. 9.4.12.D.57

- 52. *Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.*
- 53. 9.2.12.A.3
- 54. *Analyze how the economic, social, and political conditions of a time period can affect starting a business and can affect a plan for establishing such an enterprise.*
- 55. 9.3.12.C.6
- 56. *Develop job readiness skills by participating in structured learning experiences and employment seeking opportunities.*
- 57. 9.3.12.C.10
- 58. *Differentiate entrepreneurship opportunities as options for career planning, and identify the knowledge, skills, abilities, and resources required for owning a business.*
- 59. 9.4.12.D.55
- 60. *Demonstrate skills related to seeking and applying for employment in a desired job.*
- 61. CCSS.ELA-Literacy.WHST.11-12.1d
- 62. *Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing.*
- 63. CCSS.ELA-Literacy.RST.11-12.7
- 64. *Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.*
- 65. 9.4.12.D.11
- 66. *Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.*
- 67. 9.4.12.D.(3).7
- 68. *Demonstrate knowledge of techniques, strategies, and systems used by management to foster self-understanding and enhance business relationships.*
- 69. 9.4.12.D.(6).1
- 70. *Demonstrate knowledge of positive, ongoing customer relationship practices.*
- 71. 9.1.12.E.1

72. *Create messages for different purposes and audiences with sensitivity to cultural, gender, and age diversity, using various media outlets.*
73. 9.1.12.F.2
74. *Establish and follow performance goals to guide progress in assigned areas of responsibility and accountability during classroom projects and extra-curricular activities.*
75. 9.2.12.A.4
76. *Summarize the financial risks and benefits of entrepreneurship as a career choice.*
77. 9.2.12.C.1
78. *Summarize the financial risks and benefits of entrepreneurship as a career choice.*
79. 9.4.12.D.(2).2
80. *Demonstrate knowledge of the principles of effective use of financial resources.*
81. 9.4.12.D.24
82. *Operate writing and publishing applications to prepare business communications.*
83. 9.4.12.D.46
84. *Employ teamwork skills to achieve collective goals and use team members' talents effectively.*
85. 9.4.12.D.67
86. *Access, process, maintain, and evaluate information that assists in business decision-making.*
87. 9.4.12.D.(3).4
88. *Plan an organization or department with the goal of optimizing overall business success.*
89. 9.4.12.D.(4).8
90. *Organize documents, forms, and manuals to maintain orderly flow of work.*
91. 9.2.12.A.8
92. *Analyze how personal and cultural values impact spending and other financial decisions.*
93. 9.2.12.B.5
94. *Analyze how changes in taxes, inflation and personal circumstances can affect a personal budget.*
95. 9.2.12.E.1
96. *Analyze and apply multiple sources of financial information when prioritizing financial decisions.*
97. 9.4.12.D.13
98. *Apply active listening skills to obtain and clarify information.*
99. 9.4.12.D.25
100. *Operate presentation applications to perform tasks.* O
101. 4.12.D.35 9.

102.	<i>analyze the contribution of accounting system to the fiscal stability of a business.</i>	A
103.	4.12.D.14	9.
104.	<i>develop and interpret tables, charts, and figures to support written and oral communications.</i>	D
105.	4.12.D.27	9.
106.	<i>employ spreadsheet applications to organize and manipulate data.</i>	E
107.	CSS.ELA-Literacy.WHST.11-12.2d	C
108.	<i>use precise language, domain-specific vocabulary and techniques such as metaphor, simile, and analogy to manage the complexity of the topic; convey a knowledgeable stance in a style that responds to the discipline and context as well as to the expertise of likely readers.</i>	U
109.	CSS.Math.Content.HSN-Q.A.1	C
110.	<i>use units as a way to understand problems and to guide the solution of multi-step problems; choose and interpret units consistently in formulas; choose and interpret the scale and the origin in graphs and data displays.</i>	U
111.	4.12.D.(4).2	9.
112.	<i>operate electronic spreadsheet software to create formulas and reports.</i>	O
113.	4.12.D.(4).3	9.
114.	<i>observe policies and regulations when performing calculations for a given situation.</i>	O
115.	4.12.D.(4).5	9.
116.	<i>calculate and enter data for a given situation on appropriate forms and reports.</i>	C
117.	2.12.A.3	9.
118.	<i>analyze how the economic, social, and political conditions of a time period can affect starting a business and can affect a plan for establishing such an enterprise.</i>	A

119.		9.
	<i>4.12.D.4</i>	
120.		S
	<i>olve mathematical problems and use the information to make business decisions that support continued business operations.</i>	
121.		9.
	<i>4.12.D.(5).4</i>	
122.		D
	<i>emonstrate knowledge of human resource management principles to enhance productivity and job satisfaction.</i>	
123.		9.
	<i>4.12.D.(5).5</i>	
124.		P
	<i>lan a human resources department within the goal of maximizing the department's contribution to business success.</i>	
125.		9.
	<i>4.12.D.(5).7</i>	
126.		D
	<i>emonstrate strategies for motivating and supervising others to achieve completion of projects and goals.</i>	
127.		9.
	<i>4.12.D.53</i>	
128.		I
	<i>dentify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable.</i>	
129.		9.
	<i>4.12.D.48</i>	
130.		C
	<i>onduct and participate in meetings to accomplish tasks.</i>	
131.		9.
	<i>4.12.D.69</i>	
132.		I
	<i>dentify tools and strategies to influence, plan, control, and organize an organization or department.</i>	
133.		9.
	<i>1.12.F.5</i>	
134.		F
	<i>ormulate an opinion regarding a current workplace or societal/ethical issue based on research.</i>	
135.		9.
	<i>4.12.D.19</i>	
136.		I
	<i>dentify, write, and monitor performance goals to guide progress in assigned area of responsibility and accountability.</i>	
137.		9.
	<i>4.12.D.37</i>	

138. *I*
identify methods that business use to recruit, train and develop human resources.
139. *C*
CSS.ELA-Literacy.WHST.11-12.1a
140. *I*
introduce precise, knowledgeable claim(s), establish the significance of the claim(s), distinguish the claim(s) from alternate or opposing claims, and create an organization that logically sequences the claim(s), counterclaims, reasons, and evidence.

Scope and Sequence

Unit 1: Introduction	Approximately 2 Weeks
Unit 2: Business Careers	Approximately 3 Weeks
Unit 3: Marketing and Sales	Approximately 3-4 Weeks
Unit 4: Business Plan	Approximately 3-4 Weeks
Unit 5: Purchasing	Approximately 3-4 Weeks
Unit 6: Banking	Approximately 2-3 Weeks
Unit 7: Accounting	Approximately 4-5 Weeks
Unit 8: Interpersonal Business Skills/HR	Approximately 4-5 Weeks

Assessments

Evaluation of student achievement in this course will be based on the following:

- a. Students will utilize the Internet to research the marketing strategies of successful businesses. Students will collaborate to write a summary of successful marketing strategies. Students will present their findings to the class and the class will engage in a large group discussion.*
- b. Students will be assigned the task to research, write, design and implement a Marketing Plan. Students will create a brand image, a company logo and a website.*
- c. Students will collaboratively work together to implement the Marketing plan they designed. Students will be required to work independently in specific tasks while working collaboratively towards one goal.*
- d. Students will work collaboratively to analyze their market research and create the print advertisements that would best suit their company's needs.*

Curriculum Resources

Anchor Programs/Teacher Materials

VE International Program License

www.veinternational.org

Home and School Connection^[1]^[2]

The following are suggestions and/or resources that will help parents support their children:

- Encourage students to discuss, on a daily basis, their “Day at work”
- Ability to partner with parents involved with local businesses to create virtual “partnerships” for collaboration and networking
- Students utilize LinkedIn and other connection-based utilities to branch out and increase networking opportunities
- Parents can sponsor various trips to local and national trade fairs

