



Auburn School District

Marketing and Business Administration

		Total Framework Hours up to: 180
CIP Code: 520703	<input type="checkbox"/> Exploratory <input checked="" type="checkbox"/> Preparatory	Date Last Modified: January 2014
Career Cluster: Marketing		Cluster Pathway: Marketing Management

Unit Outline

	<u>Hours</u>
Unit 1: Emotional Intelligence	15
Unit 2: Economics	20
Unit 3: Business Law	15
Unit 4: Strategic Management	20
Unit 5: Marketing Information Management	30
Unit 6: Entrepreneurship	40
Unit 7: Financial Analysis	20
Unit 8: Professional Development	<u>20</u>
Total Hours	<u>180</u>

UNIT 1 Emotional Intelligence

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

Skills

- Create new and worthwhile ideas (both incremental and radical concepts)
- Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creativity
- Use communications for a range of purposes to align with industry standards
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts

Standards and Competencies

Standard/Unit:

1. Emotional Intelligence

Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others

Competencies

Total Learning Hours for Unit: 15

Develop personal traits to foster career advancement
 Apply ethics to demonstrate trustworthiness
 Manage stressful situations to minimize negative workplace interactions.
 Exhibit techniques to manage reactions to people and situations
 Foster self-understanding to recognize the impact of personal feelings on others.

Washington State Standards

Educational Technology	1.3.3: Analyze, synthesize and ethically use information to develop a solution, make informed decisions and report results.
Math-Common Core Standards	Numbers and Quantities: 3. Reason quantitatively and use units to solve problems.
Reading-Common Core Standards	Research to Build and Present Knowledge: 7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. 8. Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.
Speaking and Listening-Common Core Standards	Comprehension and Collaboration: 1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively. 3. Evaluate a speaker's point of view, reasoning and use of evidence and rhetoric.
Writing-Common Core Standards	Research to Build and Present Knowledge: 6. Use technology, including the internet, to produce and publish writing and to interact and collaborate with others. 7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

UNIT 2 Economics

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

Skills

1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)

1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative

Standards and Competencies

Standard/Unit:

1. Economics

Understands the economic principles and concepts fundamental to global business operations

Competencies

Total Learning Hours for Unit: 20

- Identify and discuss various types of economic systems
- Analyze the phases of the business cycle
- Explain the interdependence of nations and the nature of international trade
- Discuss and suggest global marketing strategies

Washington State Standards

Educational Technology	1.3.3: Analyze, synthesize and ethically use information to develop a solution, make informed decisions and report results. 1.1.1: Generate ideas and create original works for personal and group expression using a variety of digital tools.
Math-Common Core Standards	Numbers and Quantities: 3. Reason quantitatively and use units to solve problems.
Reading-Common Core Standards	Research to Build and Present Knowledge: 7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. Read to learn new information:
Speaking and Listening-Common Core Standards	Comprehension and Collaboration: 1, Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
Writing-Common Core Standards	Product and Distribution of Writing: 4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. Research to Build and Present Knowledge: 9. Draw evidence from literary or informational texts to support analysis, reflection and research.

UNIT 3 Business Law

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

Skills

1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)

1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative

Standards and Competencies

Standard/Unit:

3. Business Law

Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions

Competencies

Total Learning Hours for Unit: 15

Describe legal issues affecting businesses

Describe unfair business practices

Describe the nature of legally binding contracts

Explain the nature of workplace regulations (including OSHA, ADA)

Washington State Standards

Educational Technology

1.3.3: Analyze, synthesize and ethically use information to develop a solution, make informed decisions and report results.

Math-Common Core Standards

Numbers and Quantities:
3. Reason quantitatively and use units to solve problems.

Reading-Common Core Standards

Research to Build and Present Knowledge:
7. Integrate and evaluate multiple sources of information presented in different media or formats as well as in words in order to address a question or solve a problem.

Speaking and Listening-Common Core Standards

Comprehension and Collaboration:
1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

Writing-Common Core Standards

Research to Build and Present Knowledge:
7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

UNIT 4 Strategic Management

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.	
Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following: Activity DECA Competitive Events Program Skills 1.A.2 Create new and worthwhile ideas (both incremental and radical concepts) 1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative	
Standards and Competencies	
Standard/Unit: 4. Strategic Management Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department	
Competencies	Total Learning Hours for Unit: 20
Describe factors that influence management Explain management theories and their applications Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope.	
Washington State Standards	
Educational Technology	1.3.4: Use multiple processes and diverse perspectives to explore alternative solutions
Math-Common Core Standards	Numbers and Quantities: Reason quantitatively and use units to solve problems.
Reading-Common Core Standards	Research to Build and Present Knowledge: 8. Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.
Speaking and Listening-Common Core Standards	Comprehension and Collaboration: 1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
Writing-Common Core Standards	Research to Build and Present Knowledge: 7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

UNIT 5 Marketing Information Management

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

Skills

1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)

1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative

Standards and Competencies

Standard/Unit:

5. Marketing Information Management

Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making

Competencies

Total Learning Hours for Unit: 30

Discuss the impact of the Internet on business organizations

Use an integrated business software application package

Demonstrate advanced graph and chart applications

Describe the nature of business records

Explain the role of ethics in information management

Explain legal issues associated with information management

Washington State Standards

Educational Technology	1.3.3: Analyze, synthesize and ethically use information to develop a solution, make informed decisions and report results. 1.2.1: communicate and collaborate to learn with others 2.2.1: Develop skills to use technology effectively 2.2.2: Use a variety of hardware to support learning
Math-Common Core Standards	Numbers and Quantities: 3. Reason quantitatively and use units to solve problems.
Reading-Common Core Standards	Research to Build and Present Knowledge: 8. Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.
Speaking and Listening-Common Core Standards	Comprehension and Collaboration: 1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
Writing-Common Core Standards	Research to Build and Present Knowledge: 7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

UNIT 6 Entrepreneurship

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

Skills

1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)

1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative

Standards and Competencies

Standard/Unit:

6. Entrepreneurship

Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture

Competencies

Total Learning Hours for Unit: 40

Apply knowledge of business ownership to establish and continue business operations.

Acquire a foundational understanding of risk management to demonstrate knowledge of its nature and scope

Washington State Standards

Educational Technology	1.3.3: Analyze, synthesize and ethically use information to develop a solution, make informed decisions and report results. 2.4.1: Formulate and synthesize new knowledge
Math-Common Core Standards	Numbers and Quantities: 3. Reason quantitatively and use units to solve problems.
Reading-Common Core Standards	Research to Build and Present Knowledge: 7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.
Speaking and Listening-Common Core Standards	Comprehension and Collaboration: 1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively. Presentation and Knowledge: 4. Present information, findings and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance and style are appropriate to purpose, audience, and task.
Writing-Common Core Standards	Research to Build and Present Knowledge: 7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. Research to Build and Present Knowledge: 8. Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.

UNIT 7 Financial Analysis

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

Skills

1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)

1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative

Standards and Competencies

Standard/Unit:

7. Financial Analysis

Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources

Competencies

Total Learning Hours for Unit: 20

Identify potential business threats and opportunities to protect a business's financial well-being.

Manage financial resources to ensure solvency.

Implement procedures for managing debt

Analyze cash-flow patterns

Utilize cost accounting methods to guide business decision-making

Washington State Standards

Educational Technology

1.3.3: Analyze, synthesize and ethically use information to develop a solution, make informed decisions and report results.

Math-Common Core Standards

Numbers and Quantities:
3. Reason quantitatively and use units to solve problems.

Reading-Common Core Standards

Research to Build and Present Knowledge:
7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.

Speaking and Listening-Common Core Standards

Comprehension and Collaboration:
1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

Writing-Common Core Standards

Research to Build and Present Knowledge:
7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.
9. Draw evidence from literary or informational texts to support analysis, reflection and research.

UNIT 8 Professional Development

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and activities.	
Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following: Activity DECA Competitive Events Program Skills 1.A.2 Create new and worthwhile ideas (both incremental and radical concepts) 1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative	
Standards and Competencies	
Standard/Unit: 8. Professional Development Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career	
Competencies	Total Learning Hours for Unit: 20
Acquire self-development skills to enhance relationships and improve efficiency in the work environment. Utilize critical-thinking skills to determine best options/outcomes. Adhere to a professional code of ethics to guide business decisions	
Washington State Standards	
Educational Technology	1.3.3: Analyze, synthesize and ethically use information to develop a solution, make informed decisions and report results.
Math-Common Core Standards	Numbers and Quantities: 3. Reason quantitatively and use units to solve problems.
Reading-Common Core Standards	Research to Build and Present Knowledge: 8. Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.
Speaking and Listening-Common Core Standards	Comprehension and Collaboration: 1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partner on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
Writing-Common Core Standards	Research to Build and Present Knowledge: 7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

The 21st Century Skills should be taught and assessed throughout the course. This table should be included at the end of this document.

21st Century Skills
Check those that students will demonstrate in this course:

<p>LEARNING & INNOVATION</p> <p>Creativity and Innovation</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Think Creatively <input checked="" type="checkbox"/> Work Creatively with Others <input checked="" type="checkbox"/> Implement Innovations <p>Critical Thinking and Problem Solving</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Reason Effectively <input checked="" type="checkbox"/> Use Systems Thinking <input checked="" type="checkbox"/> Make Judgments and Decisions <input checked="" type="checkbox"/> Solve Problems <p>Communication and Collaboration</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Communicate Clearly <input checked="" type="checkbox"/> Collaborate with Others 	<p>INFORMATION, MEDIA & TECHNOLOGY SKILLS</p> <p>Information Literacy</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Access and /evaluate Information <input checked="" type="checkbox"/> Use and Manage Information <p>Media Literacy</p> <ul style="list-style-type: none"> <input type="checkbox"/> Analyze Media <input type="checkbox"/> Create Media Products <p>Information, Communications and Technology (ICT Literacy)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Apply Technology Effectively 	<p>LIFE & CAREER SKILLS</p> <p>Flexibility and Adaptability</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Adapt to Change <input checked="" type="checkbox"/> Be Flexible <p>Initiative and Self-Direction</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Manage Goals and Time <input checked="" type="checkbox"/> Work Independently <input checked="" type="checkbox"/> Be Self-Directed Learners <p>Social and Cross-Cultural</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Interact Effectively with Others <input checked="" type="checkbox"/> Work Effectively in Diverse Teams <p>Productivity and Accountability</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Manage Projects <input checked="" type="checkbox"/> Produce Results <p>Leadership and Responsibility</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Guide and Lead Others <input checked="" type="checkbox"/> Be Responsible to Others
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