

# GLOBAL MANAGEMENT III

August 2014

## **I. COURSE DESCRIPTION**

Prerequisite: Global Management II

The curriculum for Global Management III is a task-based curriculum that combines both academic and applied learning in the study of entrepreneurship and business ownership. Students will develop an in-depth knowledge on managing a business, topics relevant to business law, managing risks through insurance, applying the components of a business plan, and furthering studies in an economic business environment incorporating current global trends. The coursework will include the following units:

### **Global Management**

Explain the strategies that businesses use to compete in the global economy. Recognize the differences between imports and exports and the importance of balance of trade. Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

### **Fundamentals of Insurance**

Students will learn the steps necessary to protect themselves from different types of risk including human, natural, and economic by selecting the appropriate insurance option.

### **Business Law**

Students will develop a better understanding of the law in the United States as it pertains to the business world. Topics covered include understanding administrative agencies and government regulations that affect a business, contracts, torts, transfers of property ownership, and international and employment law.

### **Virtual Business**

The Virtual Enterprises International Program is a task-based curriculum that combines both academic and applied learning. Included is a curriculum that presents economic concepts aligned to the day-to-day activities

of a Virtual Business. The program empowers students to perform activities and handle responsibilities involved in starting and managing their own business.

### **Personal Business Learning Portfolio (PBLP)**

Students are required to build a Personal Business Learning Portfolio (PBLP), including a collection of papers/artifacts/reflections used as a capstone of accomplishments, skills, and strengths. Additionally, a business plan, conventional formatted business correspondences, and student career planning documents are required.

### **Personal Development**

- ✓ Interests and skills assessments.
- ✓ Personality and learning style assessments.
- ✓ Portfolio (personal profile of activities, volunteer internships, job shadow, awards, presentations, etc. to showcase student work and involvement).
- ✓ Study guidelines.

### **Career Development**

- ✓ Plan for career goals (short term and long term).
- ✓ Career exploration and assessment.
- ✓ Reflections.
- ✓ Resume and cover letter.
- ✓ Certificates.
- ✓ Letter (s) of recommendation.

### **Business Management coursework documents**

- ✓ Business Plan.
- ✓ Marketing Plan.
- ✓ Organizational Chart.
- ✓ Business Cards.
- ✓ Business memo, letter, invoice, MLA report, table, etc.
- ✓ Other ad hoc projects.

## II. Outline of course

### PCTI Curriculum Unit 1

|  |  |   |           |
|--|--|---|-----------|
| <b>Content Area:</b>   | <b>Global Management III</b>   | <b>Grade</b>  | <b>12</b> |
| <b>Unit Plan Title:</b>  | <b>Global Management</b>   |   |           |
| <b>CCS Standards Addressed</b>   |  |   |           |
| <ul style="list-style-type: none"><li>9.1.12.A.4</li><li>9.1.12.B.1</li><li>9.1.12.B.2</li><li>9.1.12.B.3</li><li>9.1.12.C.2</li><li>9.1.12.C.3</li><li>9.1.12.C.4</li><li>9.1.12.C.5</li><li>9.1.12.E.1</li><li>9.1.12.E.2</li><li>9.1.12.E.3</li><li>9.1.12.E.4</li><li>9.1.12.E.5</li><li>9.1.12.F.1</li></ul>  | <ul style="list-style-type: none"><li>9.1.12.F.2</li><li>9.1.12.F.3</li><li>9.2.12.B1</li><li>9.2.12.B2</li><li>9.2.12.B3</li><li>9.2.12.D.10</li><li>9.2.12.D.11</li><li>9.2.12.D.12</li><li>9.2.12.D.13</li><li>9.2.12.F.1</li><li>9.2.12.F.2</li><li>9.2.12.F.3</li><li>9.2.12.F.4</li><li>9.2.12.F.5</li></ul> | <ul style="list-style-type: none"><li>9.2.12.F.6</li><li>9.2.12.F.7</li><li>9.2.12.F.8</li><li>9.2.12.F.9</li><li>9.3.12.C.15</li><li>9.3.12.17</li><li>11-12.RST.2</li><li>11-12.RST.3</li><li>11-12.RST.8</li><li>11-12.WHST.2</li><li>11-12.WHST.5</li><li>11-12.WHST.8</li><li>11-12.WHST.9</li></ul> |           |
| <b>Essential Questions</b>   |  |   |           |
| <ul style="list-style-type: none"><li>How are business decisions influenced by a country's history, geography, culture, and political environment?</li><li>How is a local business different from an international business?</li><li>How does e-commerce facilitate selling of merchandise in other countries?</li><li>What are the basic rules of international business trading?</li><li>What is the importance of understanding culture when competing globally?</li><li>How does culture influence global business activities?</li><li>What is the role of societal influences on culture?</li><li>What are the major types of values that vary from culture to culture?</li><li>How do you determine a strategy to develop your business globally?</li><li>What are the steps in the decision-making process?</li><li>What is the basis for economic decision making between different countries?</li><li>What are the pros and cons of competing globally?</li><li>What are the factors that affect economic development?</li><li>What are the steps a country can take to improve its balance of trade?</li><li>How do politics and government affect how business is conducted globally? Explain the political environment and systems around the world.</li><li>What are the trade barriers that discourage global business?</li><li>How do tax incentives encourage global business?</li></ul> |  |   |           |
| <b>Anchor Text</b>   |  |   |           |
| <ul style="list-style-type: none"><li>International Business 3e by Dlabay &amp; Scott (Thomson South-Western, Unit 1, chapters 1-4).</li></ul>   |  |   |           |

## Informational Texts

- Mexican Multi Nationals Target China's Most Adventurous Consumers (Knowledge.wharton).
- Zone in on Global Trade; (Global Connection HSBC).  
<http://www.entrepreneur.com/article/232652>
- Diversity Defines Our Global Economy. Do You Speak the Language?  
<http://knowledge.wharton.upenn.edu/article/leveraging-global-trends-growth/>
- How Companies Can Leverage Global Trends to Drive Growth.  
<http://www.inc.com/ss/9-tips-doing-business-globally?slide=0>
- 9 Tips For Doing Business Globally.  
<http://www.mckinsey.com/insights/organization/managing>
- Managing at global scale: McKinsey Global Survey results  
Meeting global and local needs
- A Siemens case study.  
Read more: <http://businesscasestudies.co.uk/siemens/meeting-global-and-local-needs/introduction.html#ixzz318Nd4BCa>  
Follow us: [@Thetimes100 on Twitter](#) | [thetimes100casestudies on Facebook](#)
- 10 Rules for managing Global Innovation by Keeley Wilson and Yves L. Doz.  
<http://hbr.org/2012/10/10-rules-for-managing-global-innovation/ar/1>
- Amazon's Wholesale Slaughter: Jeff Bezos' \$8 Trillion B2B.  
Bet *This story appears in the May 26, 2014 issue of Forbes.*  
<http://www.forbes.com/sites/clareoconnor/2014/05/07/amazons-wholesale-slaughter-jeff-bezos-8-trillion-b2b-bet/>
- Companies Struggle to Recruit Internationally.  
<http://www.workforce.com/articles/companies-struggle-to-recruit-internationally>
- Starbucks Shuffles Global Management Team.  
<http://online.wsj.com/news/articles/SB10001424127887324766604578458862109746202>  
[at global scale mckinsey global survey results](#)
- Six Principles of Effective Global Talent Management.  
<http://sloanreview.mit.edu/article/six-principles-of-effective-global-talent-management>

## Life and Career Skills

- Explore basic International Business concepts.
- Explain basic economic concepts along with global economic ideas.
- Present a description of cultural influences on business activities.
- Discuss the influences of political systems and governments on business.

## Suggested Writing Assessments

- Visit the McDonald's web site ([www.mcdonalds.com](http://www.mcdonalds.com)) to find information about the company's international operations. Prepare a report of your findings.
- Find an Internet site that buys or sells online and write a report on how the site handles international customers. Include the differences between customer demographics in the United States and abroad.
- Visit the U.S. Government Export Portal at [www.export.gov](http://www.export.gov) and obtain information about exporting goods. Explain in a well written report why government sometimes creates trade barriers to discourage imports from other countries and provide examples of trade barriers that are not created by governmental actions.
- Locate a web site based in another country. Write a report on the differences of format, language, and other cultural factors.

## Resources

### Resources:

- Fun and Games Int'l., "A Keyboarding Simulation", by South-Western Publishing Co. for International Studies.

### Magazines/publications:

- The Wall Street Journal Student Edition.
- Business Week.
- Business Insider.
- Entrepreneur Magazine.
- Harvard Business Review.

### Other resources:

- Newsela, a web site featuring real life news stories, in multiple Lexile levels.
- Blackboard.
- PCTI media center databases Ebsco, Gale's Virtual reference, SIRs Researcher.
- Google+ classroom.
- Naviance Career and Personal Assessment tools.

### Suggested Time Frame:

10 weeks

## PCTI Curriculum Unit 2

|   |                                  |  |           |
|---|----------------------------------|--|-----------|
| <b>Content Area:</b>  | <b>Global Management III</b>     | <b>Grade</b>   | <b>12</b> |
| <b>Unit Plan Title:</b>   | <b>Fundamentals of Insurance</b> |  |           |
| <b>CCS Standards Addressed</b>  |                                  |  |           |
| <ul style="list-style-type: none"> <li>• 9.1.12.A.2</li> <li>• 9.2.12.G1</li> <li>• 9.2.12.G2</li> <li>• 9.2.12.G3</li> <li>• 9.2.12.G4</li> <li>• 9.2.12.G5</li> <li>• 9.2.12.G6</li> <li>• 9.2.12.G7</li> <li>• 9.2.12.G8</li> <li>• 9.2.12.G9</li> <li>• 9.2.12.G10</li> <li>• 9.2.12.C4</li> </ul>  |                                  | <ul style="list-style-type: none"> <li>• 9.3.12.C.11</li> <li>• 9.3.12.C.12</li> <li>• 9.3.12.C.18</li> <li>• 11-12.RST.2</li> <li>• 11-12.RST.5</li> <li>• 11-12.RST.7</li> <li>• 11-12.WHST.1</li> <li>• 11-12.WHST.4</li> <li>• 11-12.WHST.6</li> <li>• 11-12.WHST.8</li> <li>• 11-12.WHST.9</li> </ul> |           |
| <b>Essential Questions</b>  |                                  |  |           |
| <ul style="list-style-type: none"> <li>• How do you define basic insurance and how does insurance work?</li> <li>• Why do individuals need insurance?</li> <li>• How does having insurance manage risk for individuals and companies?</li> <li>• What are the different types of insurance policies?</li> <li>• What are the features of auto, renters and health insurance?</li> <li>• What are the factors affecting auto insurance rates?</li> <li>• What are the different types of automobile insurance policies?</li> <li>• What is the difference between COBRA and HIPAA?</li> <li>• What is the importance of insurance and where can you go to get coverage?</li> <li>• How does a businesses purchase life insurance for employees?</li> <li>• How does a business handle insurance to mitigate employment risk?</li> <li>• What are the rights and responsibilities of a wise consumer?</li> </ul>  |                                  |  |           |
| <b>Anchor Text</b>  |                                  |  |           |
| <ul style="list-style-type: none"> <li>• Fundamentals of Insurance 2e by Tena B. Crews (South-Western Cengage Learning).</li> </ul>   |                                  |  |           |
| <b>Informational Texts</b>  |                                  |  |           |
| <ul style="list-style-type: none"> <li>• For Young Trader’s: A Market where Air Jordan’s are Bluechips. (NYTimes Learning Network).</li> <li>• The Price We Pay for Health - economic education link.<br/><a href="http://www.econedlink.org/lessons/docs_lessons/535_handout.pdf">http://www.econedlink.org/lessons/docs_lessons/535_handout.pdf</a></li> <li>• The Six Mistakes Executives Make in Risk Management - Harvard Business Review.<br/><a href="http://hbr.org/2009/10/the-six-mistakes-executives-make-in-risk-management/ar/1">http://hbr.org/2009/10/the-six-mistakes-executives-make-in-risk-management/ar/1</a></li> <li>• Do You Need Wedding Insurance? - US News.<br/><a href="http://money.usnews.com/money/personal-finance/articles/2014/03/31/do-you-need-wedding-insurance?int=a9b409">http://money.usnews.com/money/personal-finance/articles/2014/03/31/do-you-need-wedding-insurance?int=a9b409</a></li> <li>• Student Car Insurance: Discounts and Coverage.<br/><a href="http://insurance.freeadvice.com/information/auto/article/212">http://insurance.freeadvice.com/information/auto/article/212</a></li> <li>• Break a Leg- Insurance Risk (Council for Economic Education).<br/><a href="http://www.econedlink.org/lessons/index.php?lid=312&amp;type=student">http://www.econedlink.org/lessons/index.php?lid=312&amp;type=student</a></li> <li>• How Much Life Insurance do You Need? Kiplinger.<br/><a href="http://www.kiplinger.com/article/insurance/T034-C000-S002-how-much-life-insurance-do-you-">http://www.kiplinger.com/article/insurance/T034-C000-S002-how-much-life-insurance-do-you-</a></li> </ul> |                                  |  |           |

[need.html](#)

- Seven Ways to minimize small business risk-2009 small business guide from Bankrate.  
<http://www.bankrate.com/finance/money-guides/7-ways-to-minimize-small-business-risks-1.aspx>
- Myths About Disability Insurance.  
[http://www.forbes.com/sites/ashleaebeling/2013/09/24/5-myths-about-disability-insurance/#./?&\\_suid=139956212077002957467646829916](http://www.forbes.com/sites/ashleaebeling/2013/09/24/5-myths-about-disability-insurance/#./?&_suid=139956212077002957467646829916)
- Types of Insurance a Small Business Owner Should Have.  
[http://www.forbes.com/sites/thesba/2012/01/19/13-types-of-insurance-a-small-business-owner-should-have/#./?&\\_suid=1399562240000040571862893478283](http://www.forbes.com/sites/thesba/2012/01/19/13-types-of-insurance-a-small-business-owner-should-have/#./?&_suid=1399562240000040571862893478283)

### Life and Career Skills

- What protection does an insurance policy provide individuals?
- How do insurance policies effectively manage risk?
- What factors do businesses consider to determine their insurance needs?

### Suggested Writing Assessments

- Find a website that provides statistics on seat belt usage in a state or country. Write a report comparing loss of life and injury statistics between drivers and passengers who do or do not wear seat belts.
- Create an advertising campaign to promote a low-risk lifestyle for individuals your age and write a message that you would send. What platform of social media would you place the ads in and why?
- Use the internet to find the health insurance laws of one of the states. Write a brief report describing benefits that must be covered, the people who must be allowed coverage, length of time of restricted coverage for pre-existing medical conditions, and whether the state maintains a high -risk insurance pool. Compare recent changes in the law to health insurance by the federal government.
- Write brief character sketches of three different people who buy health insurance, cannot afford health insurance, and who buys too much health insurance. The information used should be realistic and accurate.
- Search the classified section of the newspaper or find a headhunter/recruiting firm on the internet and identify ten employment ads that mention benefits offered. List these benefits, calculate most mentioned benefits, and enter the data in a spreadsheet or a table in a document. In groups, add findings and provide an analysis of the information collected.
- Students will form teams of Fund Managers and develop their portfolio selecting a variety of stocks from different industries to offset risk. Student investment portfolio will include a brief description of product or services the company offers as well as fundamental data to be analyzed.

### Resources

#### Resource magazines/publications:

- The Wall Street Journal Student Edition.
- Business Week.
- Value line.
- Business Insider.
- Entrepreneur Magazine.
- Harvard Business Review.
- Kiplingers.

#### Other resources:

- Newsela, a web site featuring real life news stories, in multiple Lexile levels.
- Blackboard.
- PCTI media center databases Ebsco, Gale's Virtual reference, SIRs Researcher.
- Google+ classroom.
- The Stock Market Game.

### Suggested Time Frame:

10 weeks

## PCTI Curriculum Unit 3

|   |                              |  |           |
|---|------------------------------|--|-----------|
| <b>Content Area:</b>  | <b>Global Management III</b> | <b>Grade</b>   | <b>12</b> |
| <b>Unit Plan Title:</b>   | <b>Business Law</b>          |  |           |
| <b>CCS Standards Addressed</b>  |                              |  |           |
| <ul style="list-style-type: none"> <li>• 9.1.12.B.3</li> <li>• 9.1.12.D.2</li> <li>• 9.1.12.F.3</li> <li>• 9.2.12.A.12</li> <li>• 9.2.12.C.7</li> <li>• 9.2.12.E.3</li> <li>• 9.2.12.E.4</li> <li>• 9.2.12.E.5</li> <li>• 9.2.12.E.6</li> <li>• 9.2.12.E.7</li> <li>• 9.3.12.C.15</li> </ul>  |                              | <ul style="list-style-type: none"> <li>• 9.3.12.C.12</li> <li>• 9.3.12.C.13</li> <li>• 9.3.12.C.14</li> <li>• 9.3.12.C.15</li> <li>• 9.3.12.C.16</li> <li>• 11-12.RST.2</li> <li>• 11-12.RST.5</li> <li>• 11-12.RST.7</li> <li>• 11-12.WHST.3</li> <li>• 11-12.WHST.5</li> <li>• 11-12.WHST.9</li> </ul> |           |
| <b>Essential Questions</b>  |                              |  |           |
| <ul style="list-style-type: none"> <li>• What is the origin of the United States legal system and constitutional rights?</li> <li>• What are the different types of court systems at the federal and state levels?</li> <li>• What is the relationship between law and ethics?</li> <li>• What is Personal Injury Laws?</li> <li>• What are civil procedures?</li> <li>• How have the courts dealt with impact of law in technology and the internet?</li> <li>• Why do governments impose regulations on business?</li> <li>• What are the fundamentals of contracts?</li> <li>• How do courts enforce contracts?</li> <li>• What are the different forms of business organizations?</li> <li>• How does the law define employment contracts and liabilities of a business?</li> <li>• What is the relationship between contract law, law of sales, and consumer law?</li> <li>• What is the difference between legal profiling and illegal discrimination?</li> <li>• How does the law apply to issues of ownership, leasing and transfer of real property?</li> <li>• What are the different classes of property?</li> <li>• What are the different types of leases?</li> <li>• What are the rights and duties of tenants and landlords?</li> <li>• Why is Agency Law important to the conduct of business in national and international markets?</li> <li>• Why is Employment Law important to the conduct of business in national and international markets?</li> <li>• What impact do Agency Law and Employment Law have on the conduct of business in the national and international marketplaces?</li> <li>• What are the steps to creating and operating an agency?</li> <li>• How are unions established?</li> <li>• What are some of the differences between union and nonunion workplaces?</li> <li>• What is the impact of lawsuits and/or court decisions on recent employment laws?</li> </ul> |                              |  |           |
| <b>Anchor Text</b>  |                              |  |           |
| <ul style="list-style-type: none"> <li>• Law for Business and Personal Use 19e by Adamson &amp; Morrison (South-Western Cengage Learning).</li> </ul>   |                              |  |           |

## Informational Texts

- Eminent domain often leaves broken communities behind- Washington Examiner.  
<http://washingtonexaminer.com/eminent-domain-often-leaves-broken-communities-behind/article/2546500>
- The Collapse of Corporate Giants Economic Council.  
<http://www.econedlink.org/lessons/index.php?lid=391&type=afterschool>
- How to Build an Ethical Business Culture (Entrepreneur.com).  
<http://www.entrepreneur.com/blog/224453>
- 10 Laws of Social Media Marketing- (Entrepreneur.com).  
<http://www.entrepreneur.com/article/218160>
- How to Divorce-Proof Your Company (Entrepreneur.com).  
<http://www.entrepreneur.com/article/220124>
- Check kiting (White collar crime).  
<http://ba.tepper.cmu.edu/ethics/AA/mgtmini.htm>
- How to Avoid Copyright Infringement.  
<http://www.wikihow.com/Avoid-Copyright-Infringement> Edited by Lewis Collard, Krystle, Sondra C, Martyn P and 30 others.
- Gay and Transgender People Face High Rates of Workplace Discrimination and Harassment - Center for American Progress.  
<http://www.americanprogress.org/issues/lgbt/news/2011/06/02/9872/gay-and-transgender-people-face-high-rates-of-workplace-discrimination-and-harassment/>
- 15 common renter's rights.  
<http://realestate.msn.com/article.aspx?cp-documentid=13108370>

## Career and Life Skills

- Determine the impact of the law as it relates to employment laws.
- Develop an understanding of property ownership and contractual obligations.
- Describe how ethics, government, and different forms of business ownership affect the entrepreneurial venture.

## Suggested Writing Assessments

- Locate consumer protection agencies and outline their jurisdictions.
- Research current case decisions and summarize your findings.
- Study legal cases and formulate a written report on a legal opinion for classroom debate.
- Summarize a news event of a legal nature in a business setting for classroom discussion.

## Resources

### Resource magazines/publications:

- The Wall Street Journal Student Edition.
- Business Week.
- Harvard Business Review.

### Other resources:

- Newsela, a web site featuring real life news stories, in multiple Lexile levels.
- Blackboard.
- PCTI media center databases Ebsco, Gale's Virtual reference, SIRs Researcher.
- Google+ classroom.
- Field Trip.
- Guest Speakers.

## Suggested Time Frame:

10 weeks

## PCTI Curriculum Unit 4

|   |   |  |           |
|---|---|--|-----------|
| <b>Content Area:</b>  | <b>Global Management III</b>  | <b>Grade</b>   | <b>12</b> |
| <b>Unit Plan Title:</b>   | <b>Virtual Business</b>   |  |           |
| <b>CCS Standards Addressed</b>  |   |  |           |
| <ul style="list-style-type: none"> <li>• 9.1.12.A.2</li> <li>• 9.2.12.A.6</li> <li>• 9.1.12.B.1</li> <li>• 9.1.12.C.3</li> <li>• 9.1.12.D.1</li> <li>• 9.1.12.E.1</li> <li>• 9.1.12.E.2</li> <li>• 9.1.12.E.3</li> <li>• 9.1.12.E.4</li> <li>• 9.2.12.B.1</li> <li>• 9.2.12.B.2</li> </ul>  | <ul style="list-style-type: none"> <li>• 9.2.12.B.3</li> <li>• 9.2.12.E.1</li> <li>• 9.2.12.E.2</li> <li>• 9.2.12.E.3</li> <li>• 9.3.12.C.1</li> <li>• 9.3.12.C.16</li> <li>• 9.3.12.C.18</li> <li>• 9.3.12.C.19</li> <li>• 9.3.12.C.20</li> <li>• 9.3.12.C.21</li> </ul> | <ul style="list-style-type: none"> <li>• 9.3.12.C.22</li> <li>• 9.3.12.C.23</li> <li>• 9.3.12.C.24</li> <li>• 11-12.RST.2</li> <li>• 11-12.RST.3</li> <li>• 11-12.RST.7</li> <li>• 11-12.WHST.6</li> <li>• 11-12.WHST.7</li> <li>• 11-12.WHST.8</li> <li>• 11-12.WHST.9</li> </ul> |           |
| <b>Essential Questions</b>  |   |  |           |
| <ul style="list-style-type: none"> <li>• How do you recognize the characteristics of a successful entrepreneur? Explain why entrepreneurship is so important to the United States economy.</li> <li>• What are the characteristics of entrepreneurs?</li> <li>• What is the purpose of a "for profit business"?</li> <li>• How do entrepreneurs come up with ideas for new business ventures?</li> <li>• What are the business functions of a company?</li> <li>• How do you analyze customer groups and identify a specific target market?</li> <li>• What is marketing?</li> <li>• What are the two stages of marketing?</li> <li>• What are the four "p's" of marketing?</li> <li>• How difficult is it to predict the future direction of the stock market?</li> <li>• What are the challenges involved in trying to predict the future direction of the stock market?</li> <li>• What effect do cultural differences, export/import opportunities, and trends have on an entrepreneurial venture in the global marketplace?</li> <li>• What is globalization?</li> <li>• What are the effects of globalization on international trade?</li> </ul>  |   |  |           |
| <b>Anchor Text</b>  |   |  |           |
| <ul style="list-style-type: none"> <li>• Business Practice Firm (Mercer County Community College) and Virtual Entrepreneurship International (VE international). Both are online projects.</li> </ul>   |   |  |           |
| <b>Informational Texts</b>  |   |  |           |
| <ul style="list-style-type: none"> <li>• 5 Tips and Tools to Create a Company Culture When You Run a Virtual Business- entrepreneur.com).<br/><a href="http://www.entrepreneur.com/blog/224343">http://www.entrepreneur.com/blog/224343</a></li> <li>• 5 key characteristics Every Entrepreneur should have (Entrepreneur.com).<br/><a href="http://www.entrepreneur.com/article/232991">http://www.entrepreneur.com/article/232991</a></li> <li>• The art of Positioning your brand and why you can(entrepreneur.com<br/><a href="http://www.entrepreneur.com/article/227445?hootPostID=c6e0c85b7d1f680ea9f8d8745b34a6e0#">http://www.entrepreneur.com/article/227445?hootPostID=c6e0c85b7d1f680ea9f8d8745b34a6e0#</a>)</li> <li>• Got Junk- Franchising (Achieve 3000).<br/><a href="http://portal.achieve3000.com/kb/lesson/?lid=15217&amp;step=11&amp;c=57&amp;asn=">http://portal.achieve3000.com/kb/lesson/?lid=15217&amp;step=11&amp;c=57&amp;asn=</a></li> <li>• Business Franchising -(Council for Economic Education).<br/><a href="http://www.econedlink.org/lessons/index.php?lid=543&amp;type=educator">http://www.econedlink.org/lessons/index.php?lid=543&amp;type=educator</a></li> </ul> |   |  |           |

- How to Name your business- (Entrepreneur.com).  
<http://www.entrepreneur.com/article/21774>
- 8 Mistakes to avoid when naming your business. (Entrepreneur.com).  
<http://www.entrepreneur.com/article/76958>
- Richard Branson on Crafting your Mission Statement- (Entrepreneur.com).  
<http://www.entrepreneur.com/article/227507>
- Virtual Success- (Entrepreneur.com).  
<http://www.entrepreneur.com/article/195554>
- Be prepared: Disaster Recovery Plans Essential to success (CNN).  
<http://www.cnn.com/TECH/computing/9908/25/disaster.ent.idg/index.html?iref=allsearch>

### Life and Career Skills

- Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.
- Develop a business plan.
- Analyze consumer groups and develop a plan to identify, reach, and keep customers in a specific target market.
- Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial enterprises.
- Apply economic concepts when making decisions for an entrepreneurial venture.

### Suggested Writing Assessments

- Write a brief description analyzing what you believe to be the traits and characteristics of a successful entrepreneur. Use the internet or library to support your findings.
- Write a mission statement for your business plan for the Personal Leadership Business Portfolio (PLBP).

### Resources

#### Websites:

- Portal [www.veinternational.org](http://www.veinternational.org) for virtual business resources.
- <http://www.sba.org> is the small business administration website.

#### Resource magazines/publications:

- The Wall Street Journal Student Edition.
- Business Week.
- Business Insider.
- Entrepreneur Magazine.
- Harvard Business Review.

#### Other resources:

- Blackboard.
- PCTI media center databases Ebsco, Gale's Virtual reference, SIRs Researcher.
- Google+ classroom.
- Navianz Career and Personal Assessment tools.

### Suggested Time Frame:

10 months

### **III. Methods of Student Evaluation (including assessment and evaluation)**

To determine whether the learning objectives have been met, a combination of formal and informal assessment methods is used.

Formal Assessment:

- Theory, tests, and quizzes.
- Calculations.
- Essays.
- Homework.
- Research paper.
- Oral presentations.
- Comprehensive portfolio.
- Projects.

Informal Assessment:

- Classroom participation.
- Teacher observations.
- Questioning.
- Do Now and Exit Slip tickets.
- Peer teaching.
- 5 Minute Quiz.
- Notebook/Journal reflections.

#### **IV. Instructional Strategies Based on Instructional Goals (Applying Universal Design for Learning)**

Below is a brief listing of teaching strategies that promote active engagement and participation of students in the classroom.

- Effective discussion.
- Concept sketches.
- Case studies.
- Debates.
- Role playing.
- Summarizing and note taking.
- Homework and practice.
- Cooperative learning.
- Generating and testing hypotheses.
- Questions, cues, and advance organizers.
- Graphic organizers.

A combination of various instructional strategies is used based on student styles and the subject content. Examples of strategies are listed below.

- A combination of collaborations with teammates to complete projects.
- Discussing text materials, newspaper articles, supplementary materials, PowerPoint presentations and videos.
- Reading materials from a variety of reliable sources.
- Interviewing industry experts.
- Watching and responding to videos and presentations.
- Brainstorming to solve critical issues in the project.
- Journal writing.
- Free writing in response to written, visual materials and oral presentations.
- Researching current economic, finance, and marketing events.
- Researching solutions to authentic problems.
- Providing peers with constructive feedback.

#### **IV. SCOPE AND SEQUENCE**

| <b>SKILLS TO BE LEARNED</b>   | <b>I = Introduce</b><br><b>D = Develop in Depth</b><br><b>R = Reinforce</b><br><b>M = Master</b> |
|---|--|
| <ul style="list-style-type: none"> <li>Explain how business decisions influence a country's history, geography, culture, and political environment.</li> </ul>                    | <b>I,D</b>   |
| <ul style="list-style-type: none"> <li>Explain the importance of understanding culture when competing globally.</li> </ul>  | <b>I,D</b>   |
| <ul style="list-style-type: none"> <li>Explain how you determine a strategy to develop your business globally.</li> </ul>   | <b>I,D</b>   |
| <ul style="list-style-type: none"> <li>Explain the pros and cons of competing globally.</li> </ul>  | <b>I,D</b>   |
| <ul style="list-style-type: none"> <li>Explain how Politics and Government affect the way business is conducted globally.</li> </ul>  | <b>I,D</b>   |
| <ul style="list-style-type: none"> <li>Define basic insurance and how does insurance work.</li> </ul>   | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Name the features of auto, renters and health insurance.</li> </ul>  | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain the importance of insurance and where can you go to get coverage.</li> </ul>   | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Define basic insurance and how does insurance work.</li> </ul>   | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Name the features of auto, renters and health insurance.</li> </ul>  | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain the origin of the United States legal system and constitutional rights.</li> </ul>   | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain why governments impose regulations on business.</li> </ul>   | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain how the law of jobs defines employment contracts and liabilities of a business.</li> </ul>   | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain how the law applies to issues of ownership, leasing and transfer of Real Property.</li> </ul>                                      | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain the impact agency law and employment law has on the conduct of business in the national and international marketplaces.</li> </ul> | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain the origin of the United States legal system and constitutional rights.</li> </ul>   | <b>I</b>   |
| <ul style="list-style-type: none"> <li>Explain how to recognize the characteristics of a successful entrepreneur.</li> </ul>  | <b>R,M</b>   |
| <ul style="list-style-type: none"> <li>Explain the purpose of a "for profit business".</li> </ul>   | <b>R,M</b>   |

|  |            |
|--|------------|
| <ul style="list-style-type: none"><li>• Explain how you analyze customer groups and identify a specific target market.</li></ul>   | <b>R,M</b> |
| <ul style="list-style-type: none"><li>• Explain how difficult it is to predict the future direction of the stock market.</li></ul>   | <b>R,M</b> |
| <ul style="list-style-type: none"><li>• Explain the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.</li></ul> | <b>R,M</b> |
| <ul style="list-style-type: none"><li>• Explain how to recognize the characteristics of a successful entrepreneur.</li></ul>   | <b>R,M</b> |

## **V. Global Management III Student Proficiencies Handout**

The curriculum for Global Management III is a task-based curriculum that combines both academic and applied learning in the study of entrepreneurship and business ownership. Students will develop in depth knowledge on managing a business, topics relevant to business law, managing risks through insurance, applying the components of a business plan, and furthering studies in an economic business environment incorporating current global trends. The coursework will include the following units:

### **Global Management**

Explain the strategies that businesses use to compete in the global economy. Recognize the differences between imports and exports and the importance of balance of trade. Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

### **Fundamentals of Insurance**

Students will learn the steps necessary to protect themselves from different types of risk including human, natural, and economic by selecting the appropriate insurance option.

### **Business Law**

Students will develop a better understanding of the law in the United States as it pertains to the business world. Topics covered include understanding administrative agencies and government regulations that affect a business, contracts, torts, transfers of property ownership, and international and employment law.

### **Virtual Business**

The Virtual Enterprises International Program is a task-based curriculum that combines both academic and applied learning. Included is a curriculum that presents economic concepts aligned to the day-to-day activities of a Virtual Business. The program empowers students to perform activities and handle responsibilities involved in starting and managing their own business.

### **Personal Business Learning Portfolio (PBLP)**

Students are required to build a Personal Business Learning Portfolio (PBLP), including a collection of papers/artifacts/reflections used as a capstone of accomplishments, skills, and strengths. Additionally, a business plan, conventional formatted business correspondences, and student career planning documents are required.

### **Personal Development**

- ✓ Interests and skills assessments.
- ✓ Personality and learning style assessments.
- ✓ Portfolio (personal profile of activities, volunteer internships, job shadow, awards, presentations, etc. to showcase student work and involvement).
- ✓ Study guidelines.

### **Career Development**

- ✓ Plan for career goals (short term and long term).
- ✓ Career exploration and assessment.
- ✓ Reflections.
- ✓ Resume and cover letter.
- ✓ Certificates.
- ✓ Letters of recommendation.

### **Business Management coursework documents**

- ✓ Business Plan.
- ✓ Marketing Plan.

- ✓ Organizational Chart.
- ✓ Business Cards.
- ✓ Business memo, letter, invoice, MLA report, table, etc.
- ✓ Other ad hoc project.

# GLOBAL MANAGEMENT III

## Proficiencies

Upon successful completion of this course, the student will be able to:

1. Explain how business decisions influence a country's history, geography, culture, and political environment.
2. Explain the importance of understanding culture when competing globally.
3. Explain how you determine a strategy to develop your business globally.
4. Explain the pros and cons of competing globally.
5. Explain how Politics and Government affect the way business is conducted globally.
6. Define basic insurance and how does insurance work.
7. Name the features of auto, renters and health insurance.
8. Explain the importance of insurance and where you can go to get coverage.
9. Explain how to recognize the characteristics of a successful entrepreneur.
10. Explain the purpose of a "for profit business".
11. Explain how you analyze customer groups and identify a specific target market.
12. Explain how difficult it is to predict the future direction of the stock market.
13. Explain the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.
14. Explain the origin of the United States legal system and constitutional rights.
15. Explain why governments impose regulations on business.
16. Explain how the law of jobs defines employment contracts and liabilities of a business.
17. Explain how the law applies to issues of ownership, leasing and transfer of Real Property.
18. Explain the impact agency law and employment law have on the conduct of business in the national and international marketplaces.