

**BUSINESS & TECHNOLOGY  
BUSINESS MANAGEMENT**

**DESCRIPTIVE OVERVIEW**

This course examines entrepreneurship and the components of starting and operating a business. It also focuses on the role of the entrepreneur in our economy and our community. Students will be exposed to the major aspects of business management and entrepreneurship. It is designed to provide a solid foundation for students contemplating studying business in college. Topics include but are not limited to entrepreneurship, business communication, business ownership, business plans, financial reports (Income Statement, Profit-Loss Statement, Balance Sheet), economic concepts, marketing, human resource management, information technology and ethics.

**GOALS**

Our program's goals are centered on two living documents: The National Standards for Business Education (NBEA) and the Massachusetts Frameworks for Technology. The NBEA is based on a comprehensive curriculum model that integrates eleven content areas: accounting, business law, career development, communication, computation, economics & personal finance, entrepreneurship, information technology, international business, management, and marketing. Learners are not only introduced to concepts and realistic simulations, but also are expected to use higher-order thinking as they are guided towards the development of skills needed to be effective consumers, citizens, workers, and business leaders. In all of our courses, students are expected to participate actively, think critically, and work independently and cooperatively as part of a team. Our overarching goal has been to build a better student and to prepare students for success in business and life.

**OBJECTIVES**

1. ***Identify, analyze and solve problems*** – demonstrated by
  - Analyzing information and making decisions based on data
  - Drawing conclusions based on information
  - Explaining how business and technology topics affect them at an individual, community or societal level.
2. ***Communicate Effectively*** by
  - Completing oral presentations and reflective writing assignments
  - Participating in small group and classroom discussions pertaining to business topics
3. ***Work independently and cooperatively*** by
  - Managing aspects of a team project to ensure efficiency and adherence of deadlines
  - Demonstrating project management skills through the completion of a group or individual project.

**INSTRUCTIONAL MODEL**

Method of instruction includes cooperative group, project-based learning, media presentations, lectures, guest speakers, field trips and student-led discussions. This course includes various instructional strategies and utilizes an experiential learning methodology in which students are expected to learn through active participation and reflection. Teachers are encouraged to engage learners in student-centered activities that focus on content meaningful to the student. The teacher incorporates questioning techniques which elicit and guide critical and independent thinking. Students are questioned in a manner that elicits a response that demonstrates he/she understands content-specific concepts, various points of view, and advantages/disadvantages within the decision-making process. Students are encouraged to share one's opinion and support their position based on their line of reasoning.

**ASSESSMENT**

All assignments are graded according to specific, clearly stated expectations and rubrics detailing the evaluation process. Teachers assess student progress through a variety of strategies intended to determine students' knowledge, competencies, and growth. These strategies include but are not limited to classroom participation, individual and small group projects, presentations, reflective writing assignments, quizzes and tests. All students are evaluated based on a Class Participation Rubric that assesses their participation, engagement, behavior, and effort. Performance-based projects require students to apply what they have learned in new contexts and draw upon existing resources when attempting to solve problems. Students are expected to complete reflective writing assignments in addition to an individual business plan assignment as a culminating course assessment.

**RESOURCES**

- Business Management student binder that includes reference materials, handouts, activities, assignments, etc.

**BUSINESS & TECHNOLOGY  
FINANCIAL LITERACY**

**DESCRIPTIVE OVERVIEW**

This course examines the elements of living on your own in the “real world.” Students will be introduced to a variety of personal finance topics including career exploration, budgeting, banking and investing, credit, and housing. This course examines the many elements of living independently and being a responsible consumer. In addition to independent and collaborative assignments, students will be required to participate in regular class discussions. Class participation is an important element of this course and will be reflected in students’ grade.

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**INSTRUCTIONAL MODEL**

Method of instruction includes cooperative group, blended learning, online simulations, project-based learning, media presentations, lectures, guest speakers, field trips and student-led discussions. This course includes various instructional strategies and utilizes an experiential learning methodology in which students are expected to learn through active participation and reflection. Teachers are encouraged to engage learners in student-centered activities that focus on content meaningful to the student. The teacher incorporates questioning techniques which elicit and guide critical and independent thinking. Students are questioned in a manner that elicits a response that demonstrates he/she understands content-specific concepts, various points of view, and advantages/disadvantages within the decision-making process. Students are encouraged to share one’s opinion and support their position based on their line of reasoning.

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**RESOURCES**

- *Take Charge Today: Financial Education for a Better Future*

**BUSINESS & TECHNOLOGY  
LAW**

**DESCRIPTIVE OVERVIEW**

This course examines both the substance and process of our legal system and reflects many social and ethical issues. It stresses one's rights and benefits; but also one's legal duties, obligations and liabilities. It instills respect for the law and tolerance towards others in a litigious society. It focuses on contract, tort, and criminal law through the following topics: agency, consumer law, courts, employment, family law, housing law, juvenile law, and individual rights and liberty.

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**RESOURCES**

- *Law Student Workbook*

**BUSINESS & TECHNOLOGY  
MARKETING**

**DESCRIPTIVE OVERVIEW**

This course provides a comprehensive view of the marketing field from a domestic and international viewpoint. Topics covered include marketing analysis and segmentation, types of consumers, promotion, advertising, selling, careers in marketing, and multiple aspects of the marketing of goods and services in the U.S. and global economies. Different aspects of advertising will be researched and evaluated that will include television, radio, print media, and the Internet. The emerging role that information technology plays within marketing will also be covered. Students will also be exposed to the major aspects of capitalism, marketing research and analysis, and marketing plan development.

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**RESOURCES**

- Marketing student binder that includes reference materials, handouts, activities, assignments, etc.

**BUSINESS & TECHNOLOGY**  
**COMPUTER APPLICATIONS**

**DESCRIPTIVE OVERVIEW**

This course primarily examines four Microsoft software applications: Word, Excel, PowerPoint and Access. In addition to Microsoft Office, students are also introduced to Google Applications for Education and Web 2.0 tools. This course is structured around the DDC Learning manuals and aligned with the grade 12 exit expectations for Instructional Technology through the Massachusetts Frameworks. This hands-on course will allow students to incrementally learn new application features in a classroom environment. The course progressively builds on previously established computer application concepts. In addition to independent projects, students will be required to participate in daily class work assignments to demonstrate application proficiency. Class participation and cooperative learning in which students assist each other is a very important element of this course and is a part of each student's grade.

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**OBJECTIVES**

1. ***Identify, analyze and solve problems*** – demonstrated by
  - Assisting other students proactively with technical problems
  - Troubleshooting personal computer problems
  - Explaining computer application topics through the use of their respective vocabularies
  - Using software features appropriately within an application
  - Developing individual learning strategies to solve problems and learn new software
2. ***Communicate Effectively*** by
  - Delivering oral presentations using presentation software as a visual aid
  - Participating in small group and classroom discussions pertaining to technology topics
  - Using software features appropriately within an application
3. ***Work independently and cooperatively*** by
  - Working independently and cooperatively to understand technology topics within software

**INSTRUCTIONAL MODEL**

Method of instruction includes cooperative group, blended learning, project-based learning, media presentations, lectures, student-led discussions and student-centered activities. This course includes various instructional strategies and utilizes an experiential learning methodology that is performance-based.

**ASSESSMENT**

All assignments are graded according to specific, clearly stated expectations and rubrics detailing the evaluation process. Teachers assess student progress through a variety of strategies intended to determine students' knowledge, competencies, and growth. These strategies include but are not limited to classroom participation, daily assignments, individual and small group projects, presentations and quizzes. All students are evaluated based on a Class Participation Rubric that assesses their participation, classroom behavior and their ability to work independently through the completion of daily assignments.

**RESOURCES**

- *Computer Applications Student Workbook*

**BUSINESS & TECHNOLOGY  
INVESTMENTS**

**DESCRIPTIVE OVERVIEW**

This course is designed to develop skills, concepts and understandings necessary in handling financial resources. It is based on personal economic issues in developing a portfolio through use of the interactive Fantasy Stock Market game. Topics covered include: stock market strategies, the history of money, understanding money, manufacturing of currency, researching investment information, organization types, functions of the Federal Reserve, inflation, low risk and no risk investments; and the history and development of the New York Stock Exchange affected by the Industrial Revolution, DOW averages, and NASDAQ indexes.

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**RESOURCES**

- *Investments Student Workbook*