

Middle School World of Business

Students will have the opportunity to develop a business and market a product. This will include setting up displays, developing advertisements and sales presentations, and incorporating the use of today's technology. In addition, students research on the Internet different types of businesses, including private and public companies, as well as different types of careers.

	Business Education Benchmarks
	The student will:
	Standard 1: Function as an economically literate citizen through the development of personal consumer economic skills, knowledge of social and government responsibility, and an understanding of business operation in domestic and international arenas.
1a.	Define economic wants and explain how they are satisfied.
1b.	Identify factors that can influence the prices of goods and services.
1c.	Describe the characteristics of a market system including competition and prices set in markets by supply and demand.
	Standard 2: Demonstrate interpersonal, teamwork, and leadership skills necessary to function in multicultural business settings.
2a.	Describe the advantages of working together as a team.
2b.	Discuss the importance of being able to work together with people who are different from oneself.
2c.	Demonstrate the ability to work with others.
	Standard 3: Develop career awareness and employability skills to make viable career choices and become employable in a variety of business careers.
3a.	Listen to career speakers who use current technology.
3b.	Identify various types of occupations in the community.
3c.	Describe several occupations within the business occupational cluster.
3d.	Identify how one's own strengths match skills needed for business career cluster.
	Standard 4: Select and use technology to acquire, organize, analyze, and communicate information for personal and business applications.
4a.	Use word processing software to compose, organize, and edit information.
4b.	Use the Internet to obtain information

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4c.	Use multimedia software to design, create, and produce a variety of presentations.
	Standard 5: Communicate effectively as a writer, listener, and speaker in social and business settings.
5a.	Demonstrate correct spelling, grammar, word usage, and legible writing.
5b.	Write, edit, and revise an original, creative work incorporating correct spelling, grammar, and punctuation.
5c.	Compose a standard business letter.
5d.	Research and present a speech relating to career choices.
5e.	Participate in group discussion and role-playing.
5f.	Follow oral directions.
5g.	Demonstrate the ability to listen for meaning.
5h.	Record complete and accurate messages and notes.
	Standard 6: Use accounting procedures to make decisions about planning, organizing, and allocating resources.
6a.	Calculate sales tax.
6b.	Make change in a sales transaction.
6c.	Compare budget figures to actual costs.
6d.	Determine manufacturing costs.
	Standard 7: Understand the laws affecting business and individuals.
7a.	Identify school rules and the rationale for these rules.
7b.	Analyze laws governing, starting, and maintaining a business.
	Standard 8: Understand the skills and knowledge that is needed to become a successful entrepreneur.
8a.	Identify characteristics of an entrepreneur (business owner).
8b.	Identify reasons for keeping financial records.
8c.	Explain the cost of theft to business.
8d.	Recognize opportunities that would lead to a successful business.

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8e.	Explain the impact of competition on profits.
8f.	Describe major components of a business plan.
8g.	Explain the basic operations of a small business.
8h.	Design a business plan for a specific business.
	Standard 9: Understand the interrelationships of different functional areas of business (management, marketing, finance, accounting, law, and technology) and the impact of one component on another.
9a.	Identify management positions within their school building.
9b.	Identify personal traits of successful business owners and managers.
	Standard 10: Understand the role of marketing and sales and the impact on individuals and business in a global society.
10a.	Perform market research.
10b.	Identify the steps of the selling process.
10c.	List factors that influence consumers to buy.