



Business Law - Unit 3 - Business Startup

Unit Focus

In this last unit students will learn business law topics they need to know for running and operating their own business. The unit gives students the perspective of being a small business owner and some legal issues they would want to be knowledgeable about to ensure they are in the spirit of the law. Topics include formation of the business and types of business structures, knowing different employment laws, and intellectual property. The PBA will have students simulate the process of starting up their business and addressing the legal issues they would face.

Stage 1: Desired Results - Key Understandings

Standard(s)	Transfer	
Connecticut Goals and Standards <i>Business Law : 9</i> <ul style="list-style-type: none"> Analyze the specific cases by stating facts, finding the legal questions, applying the laws, and resolving the issues. <i>BL.1.2.1.1</i> Describe some protections given in copyright and trademark matters. <i>BL.4.1.1.1</i> Strand 3: Analyze intellectual property. <i>BL.4.3</i> Describe the civil and criminal consequences for infringing on the intellectual property rights of another. <i>BL.4.3.1.1</i> Common Core <i>English Language Arts: 9-10</i> <ul style="list-style-type: none"> Develop claim(s) and counterclaims fairly, supplying evidence for each while pointing out the strengths and limitations of both in a manner that anticipates the audience's knowledge level and concerns. <i>CCSS.ELA-LITERACY.W.9-10.1.B</i> Madison Public Schools Profile of a Graduate <ul style="list-style-type: none"> Idea Generation: Studying a problem, need or model (mentor text, political piece, documents, art work, etc.) to consider limitations and imagine new solutions/transformations. (POG.2.1) Product Creation: Effectively use a medium to communicate important information. (POG.3.2) 	<i>Students will be able to independently use their learning to...</i> T1 Communicate effectively based on purpose, task, and audience using appropriate vocabulary. T2 Demonstrate professionalism through exhibiting attentiveness and adhering to employment law.	
	Meaning	
	Understanding(s)	Essential Question(s)
	<i>Students will understand that...</i> U1 Employers and employees must abide by state and federal laws and policies regarding employment. U2 Employees and employers have both rights and responsibilities to each other in order to create a quality working environment. U3 Business ownership takes on many different legal forms. U4 Intellectual property consists of trademarks, copyrights, and patents all of which give protection to the owner/business from others using their creations.	<i>Students will keep considering...</i> Q1 Why is it important to know your rights as an employee? Q2 How would I decide what structure of legal business ownership is best suited for an entrepreneur's business? Q3 How can I ensure that what I have authored or created is protected from the use of others?
	Acquisition of Knowledge and Skill	
	Knowledge	Skill(s)
	<i>Students will know...</i> K1 Employment contracts: at will, contractual K2 Employment labor laws: Title VII of Civil Rights (discrimination), Fair Labor Standards Act (overtime/minimum wage), Family Medical Leave Act,	<i>Students will be skilled at...</i> S1 Apply the proper employment law to a scenario to make sure the employer is upholding the letter and the spirit of the law.

Stage 1: Desired Results - Key Understandings

- Decision Making: Make responsible decisions, based on potential outcomes. (POG.4.2)

Americans with Disabilities Act, OSHA, Drug-Free workplace act, Equal Pay Act
K3 Intellectual Property types: patent, copyright, trademarks
K4 Types of business ownership (advantages and disadvantages): partnership, sole proprietorship, corporation, limited partnerships,
K5 Four categories of trademarks: generic, descriptive, suggestive, fanciful
K6 Vocabulary: SS4, LLC certificate of organization, and articles of partnership

S2 Analyze a trademark and categorize it into one of the four categories
S3 Complete the SS4 and certificate of organization of an LLC, and articles of partnership
S4 Distinguish when the fair use law may apply to a copyrighted property using the four criteria of the law.