

Business Strategy (LAUNCH)

Curriculum/Content Area: Business (LAUNCH - Global Business and Business Analytics Strands)	Course Length: 2 Terms
Course Title: Business Strategy	Date last reviewed: August 2016
Prerequisites: None	Board approval date: November 2016

Desired Results

Course description and purpose:

Students will engage in profession based experiences in a dynamic business like setting. Students will apply business strategy to projects that require collaborative teams to solve problems and communicate results to business and industry partners. Business Strategy students will gain skills in innovation, entrepreneurship & sales, project management, teamwork and data analysis that will prepare them for 21st century workplaces.

<p>Enduring Understandings (EUs)</p> <ol style="list-style-type: none"> 1. Responsible professionals employ ethics, integrity and high standard for themselves, their organizations, and their community. 2. Access to relevant industry data and information is critical to preparing for future careers, developing professionally, making informed decisions, and overcoming challenges. 3. Effective leaders implement leadership skills and employ teamwork to accomplish team goals and use team members/talents effectively. 4. Successful leaders use resources to creatively find solutions to problems. 5. Business leaders communicate appropriately (in both writing and oral speech for a given purpose and audience. 6. Business decisions are made using 	<p>Essential Questions (EQs):</p> <ol style="list-style-type: none"> 1. How can I work creatively and productively as part of a team? 2. How can I effectively manage an event/service/product opportunity from inception to implementation? 3. What is effective management? 4. How can I utilize various resources to complete an authentic project? 5. How can my team make use of our collective talents to successfully achieve team goals? 6. How can various communication formats be used to express messages to an intended audience? 7. How can I collect various types of data in order to make an effective business decision?
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information from all facets of the company, including qualitative and quantitative data.	
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Assessment Evidence

<p><i>Performance assessments include, but are not limited, to the following:</i></p> <ol style="list-style-type: none"> 1. 2 Major Project 2. 2 Minor Projects 3. 360 Skills/Dispositions Assessment 	<p><i>Other assessments may include:</i> Formative and summative assessments aligned to course standards</p>
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Unit Title: Innovation
<p>Major Topics:</p> <ol style="list-style-type: none"> A. Research B. Growth Mindset
<p>Standards</p> <p><u>Wisconsin Standards for Marketing, Management & Entrepreneurship</u></p> <ul style="list-style-type: none"> ➤ MC5.b: Generate product ideas to contribute to ongoing business success <p><u>Wisconsin Common Career Technical Standards</u></p> <ul style="list-style-type: none"> ➤ 4C1.a: Develop original solutions, products, and services to meet a given need ➤ GCA2.b: Develop innovative solutions and initiatives as part of a diverse team <p><u>21st Century Skills</u></p> <ul style="list-style-type: none"> ➤ 1.B.3 Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas ➤ 2.C.4 Interpret information and draw conclusions based on the best analysis ➤ 3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
<p>Learning Targets Addressed:</p> <p>I can...</p> <ul style="list-style-type: none"> ● Generate product ideas and determine feasibility ● Apply multiple ways to solve a problem ● Demonstrate ability to learn from and work collaboratively with individuals representing diverse cultures, beliefs and lifestyles. ● Develop a mutually acceptable response to a question or problem using effective communication ● Evaluate and apply teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict

resolution

Digital Tools and Supplementary Resources:

Research

- Research paper: http://www.deca.org/wp-content/uploads/2014/08/HS_BOR_Guidelines1.pdf

Growth Mindset

- [What having a growth mindset actually means \(HBR\)](#)
- [How Companies Can Profit From a Growth Mindset \(HBR\)](#)
- [Innovative Thinking: Fixed v. Growth Mindset](#)

Unit Title: Entrepreneurship & Sales

Major Topics:

- A. Networking/Personal Network/Personal Brand
- B. Entrepreneurship
- C. Marketing

Standards

Wisconsin Standards for Marketing, Management & Entrepreneurship

- MF7.d: Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales
- MF9.a: Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures
- MF9.b: Develop concept for new business venture to evaluate its success potential
- MF9.c: Determine needed resources for a new business venture to contribute to its start-up viability

Learning Targets Addressed:

I can...

- Demonstrate the steps of the sale and determine/address client needs
- Generate entrepreneurial ideas, recognize opportunities and determine the feasibility of the venture
- Utilize venture planning tools (market research, local organizations, chamber of commerce, etc) to assist in business planning
- Identify business needs and develop proposals to obtain support for the venture

Digital Tools and Supplementary Resources:

Networking/Personal Network/Personal Brand

- LinkedIn
- Resume
- Cover Letter
- [Give and Take by Adam Grant](#)
- Interviewing

→ Creating a personal network

Entrepreneurship

- [Global Entrepreneurship Week - Challenge](#) (November)
- Lean Business Model Canvas
- [Running Lean by Ash Maurya](#)
- Business plan, small business competition, and/or pitch competition

Marketing

- Product
- Price
- Place
- Promotion
- Social Media
- Ethics

Unit Title: Project Management

Major Topics:

- A. Methods for Managing Projects

Standards

Wisconsin Standards for Marketing, Management & Entrepreneurship

- MGT6.b: Explore project management skills to start, run and end projects
- MGT7.a: Use planning tools to guide organization's/department's activities

Wisconsin Common Career Technical Standards

- EHS1.b: Engage in systems thinking and inquiry processes that identify problems while analyzing the impacts of decisions made now and in the future
- LE1.a: Implement leadership skills to accomplish team goals and objectives

21st Century Skills

- 2.B.1 Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
- 3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member
- 7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts

Learning Targets Addressed:

I can...

- Create a schedule and track progress and results
- Prioritize tasks, define objectives, and produce deliverables

- Engage in a decision-making process that includes selecting and using data, suggesting possible alternatives, predicting consequences and defending the decision.
- Exhibit skills such as empowerment, risk-taking, communication, focusing on results, decision-making, problem solving and investment in individuals when leading a group in solving a problem.
- Demonstrate dispositions such as innovation, intuition, adaptation, life-long learning and coach-ability to develop leadership potential over time

Digital Tools and Supplementary Resources:

Methods for Managing Projects

- [Teaching Students Project Management \(Purdue\)](#)
- Project Management Software
- [HP: Mission Project Management](#)

Unit Title: Teamwork

Major Topics:

- Leadership
- Communication
- International Business

Standards

Wisconsin Standards for Marketing, Management & Entrepreneurship

- MGT7.b: Control an organization's/department's activities to encourage growth and development

Wisconsin Common Career Technical Standards

- 4C1.b: Work creatively with others to develop solutions, products, and services
- 4C3.b: Work collaboratively with others
- GCA2.a: Work effectively with diverse individuals in a variety of setting and contexts
- LE1.b: Employ teamwork skills to achieve collective goals and use team members/talents effectively

21st Century Skills

- 2.B.1 Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
- 3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member
- 7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts

Learning Targets Addressed:

I can...

- Monitor growth and address next-steps to ensure project success
- Incorporate the skills and experiences of others to develop a new solution to a problem.

- Demonstrate the use of various tools to communicate effectively with an individual or a group.
- Demonstrate mutual respect and open dialogue with individuals representing diverse cultures, beliefs and lifestyles.
- Demonstrate teamwork skills through working cooperatively with group members, group leader and others, both in the school and in the community, to achieve group objective.

Digital Tools and Supplementary Resources:

Leadership

- [Strengths Based Leadership](#) (book study)
- TedTalk

Communication

- Email Etiquette
- Business Writing
- Presentation
- Meeting Etiquette
- Microsoft Office Skills

International Business

- Global Economy
- Cultural Awareness

Unit Title: Data Analysis

Major Topics:

- Accounting/Finance
- Analyzing Your Business
- Research

Standards

Wisconsin Standards for Marketing, Management & Entrepreneurship

- MC1.a: Employ marketing information to develop a marketing plan
- MC1.c: Analyze market data to determine and meet customer needs
- MC2.b: Describe the nature and scope of marketing-research and evaluate its appropriateness for the research problem/issue
- MGT2.a: Use information literacy skills to increase workplace efficiency and effectiveness
- MGT2.e: Acquire information to guide business decision-making

Wisconsin Common Career Technical Standards

- IMT1.a: Choose appropriate sources of data and information for a given purpose
- IMT1.b: Determine the relevance, validity and timeliness of data and information
- IMT1.c: Select relevant information necessary for making decisions and solving problems

21st Century Skills

- 1.B.3: Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas
- 3.B.3: Assume shared responsibility for collaborative work, and value the individual contributions made by each team member
- 8.A.3: Utilize time and manage workload efficiently

Learning Targets Addressed:

I can...

- Collect and interpret marketing information to solve a problem
- Analyze the data from a market analysis (market size, area, potential, etc) and use to meet customer needs
- Explain market research and decide if/how it will help solve the given problem
- Assess information needs, evaluate sources of information and apply solutions from research
- Define information needs and decide how to gather data needed
- Compare and contrast the benefits and drawbacks of various information sources.
- Contrast the appropriateness of data and information from different sources for different purposes.

Digital Tools and Supplementary Resources:

Accounting/Finance

- Financial statements
- How to make decisions based on financial data
- Basic accounting principles
- Corporate reporting

Analyzing Your Business

- SWOT analysis
- Ratio analysis

Research

- R&D
- Market Research
- Analytics