



School District of Marshfield Course Syllabus

Course Name: Career Quest – Business Component

Length of Course: Year (1/3 Business, 1/3 Health, 1/3 Technology)

Credit: 1 Credit

Program Goal:

Empower learners to be college and career ready through standards-based experiences in the classroom and career-based learning experiences with business and industry partners. Design and implement educational experiences for creating a skilled, knowledgeable, and productive workforce. Learners will engage in competencies that enable them to stay up-to-date with evolving skills as they pursue careers directly out of high school, as technical school degree earners, or as university graduates. Our goal is to develop critical thinkers and collaborative problem solvers, providing connections to the issues and challenges facing our local, regional, and global economies.

Course Description:

The Business and Technology Course Standards Outline provides a comprehensive framework to equip students with essential skills in financial literacy and technology proficiency. Emphasizing cooperative behavior, media literacy, mathematical functions, digital communication, and ethical considerations. Through hands-on learning experiences and practical applications, students develop crucial digital literacy, communication, and financial management competencies, empowering them to succeed in today's digital and interconnected society.

Wisconsin Standards for Business & Information Technology (BIT)

Business Calculations (BCA)

BCA1: Students will analyze and use appropriate operations to solve business and personal mathematical problems.

Analyze personal financial documents. BCA1.b	1.b.6.m: Recognize financial document terms and proper calculation of those terms. 1.b.9.m: Estimate profit and loss in a budget.
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BCA3: Students will analyze and explain statistical data in charts, tables and graphs.

Create and analyze spreadsheets. BCA3.a	3.a.4.m: Calculate common mathematical functions (mean, median, mode, average, sum, etc.).
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Illustrate and evaluate graphical data. BCA3.b	3.b.3.m: Prepare and produce charts and graphs.
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Business Communications (BC)

BC3: Students will use current technology to enhance the effectiveness of communication.

Use digital messaging technologies to send and receive basic messages. BC3.a	3.a.3.m: Submit work via email, digital drop box, etc.
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Demonstrate appropriate etiquette when using a two-way communication device. BC3.b	3.b.5.m: Use mobile technology by sending digital pictures, videos and text messages, etc.
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Demonstrate the ability to use and operate electronic message technologies, voice input and voice recognition tools. BC3.e	3.e.2.m: Create a digital voice resource for a class project.
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BC5: Students will plan and write documents that are appropriate for the situation, purpose and audience.

Develop and use a writing process appropriate to the situation. BC5.b	5.b.12.m: Develop a letter of application/cover letter. 5.b.14.m: Write a thank you letter/email for a specific event.
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Business Law and Ethics (BLE)

BLE2: Students will interpret laws associated with business organizations, agency law and employment law.

Summarize the characteristics of owning and operating a business. BLE2.a	2.a.9.m: Discuss the forms of business and identify local community examples.
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BLE5: Students will communicate how ethical issues impact the business environment.

Predict environmental factors that may encourage unethical behavior. BLE5.d	5.d.7.m: Examine how businesses use social media and other emerging technologies.
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Economics (EC)	
EC1: Students will evaluate how resources are allocated in society.	
Use effective decision making processes to compare the costs and benefits of alternatives. EC1.b	1.b.3.m: Examine how a cost is something people give up when they receive something in exchange.
EC2: Students will analyze how an economy functions.	
Analyze the role of government, especially the U.S., in economic systems. EC2.e	2.e.6.m: Define federal budget deficit and budget surplus.
Entrepreneurship (EN)	
EN1: Students will recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.	
Explore the characteristics of an entrepreneur. EN1.a	1.a.2.m: Identify one's own personal traits that are typical characteristics of an entrepreneur. 1.a.3.m: Compare the costs and benefits of choosing to become an entrepreneur.
Analyze the role of the entrepreneur in America's businesses today. EN1.b	1.b.7.m: Identify entrepreneurs and their contributions to the local economy.
EN2: Students will analyze the concepts and processes associated with successful entrepreneurial performance.	
Formulate a plan to in delve into an entrepreneurial venture now or in the future. EN2.b	2.b.4.m: Describe opportunities/problems that led to the development of successful entrepreneurial endeavors. 2.b.8.m: Compose and reflect on a plan to achieve an entrepreneur's goal.
Marketing (MK)	
MK1: Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes.	
Implement appropriate strategies to communicate information about products and services to achieve a desired outcome. MK1.d	1.d.5.m: Identify the various media available for advertising. 1.d.6.m: Identify various forms of sales promotions (i.e., sweepstakes, coupons, etc.).
Personal Finance (PF)	
PF2: Students will manage money effectively by developing financial goals and budgets.	
Evaluate financial institutions in order to meet individual needs. PF2.a	2.a.4.m: Research and define financial institution terminology.
PF3: Students will evaluate savings and investment options and implement a diversified investing strategy that is compatible with personal goals.	

Apply strategies and evaluate financial information when creating wealth/building assets. PF3.a	3.a.6.m: Explain the concept of “time value” of money. 3.a.7.m: Apply the principle of “pay yourself first.” 3.a.9.m: Cite examples of how saving money can improve financial well-being. 3.a.10.m: Identify ways to be a financially responsible young adult. 3.a.11.m: Identify sources of financial information.
Demonstrate ability to use decision-making processes in making financial decisions related to planning, saving and investing. PF3.c	3.c.2.m: Breakdown budgeted financial costs to actual costs.
PF5: Students will explain the features and roles of insurance when making choices available to consumers for protection against risk and financial loss.	
Identify common types of risks and basic risk management. PF5.a	5.a.4.m: Explain how to reduce financial risk to self, family and community.
Digital and Graphic Communication (DGC)	
DGC1: Students will create print-quality publications w/ advanced layout, design and graphics production software and hardware.	
Use desktop publishing software to produce a variety of publications (i.e., flyers, newsletters, brochures, instructional manuals). DGC1.a	2.a.7.m: Publish web pages and websites on local and remote systems.
DGC2: Students will design and publish effective web pages and websites.	
Design and create dynamic websites. DGC2.a	2.a.7.m: Publish web pages and websites on local and remote systems.
IT Foundations (IT)	
IT1: Students will use an appropriate digital tool to meet personal and business needs.	
Select and use appropriate features of a spreadsheet program to organize and effectively communicate information. IT1.c	1.c.5.m: Analyze numerical and graphic data in a spreadsheet.
Select and use appropriate features of presentation tools to communicate effectively. IT1.d	1.d.3.m: Create linear and non-linear presentations using hyperlinks.
Discuss and demonstrate use of emerging technologies as appropriate to a given task. IT1.e	1.e.3.m: Compare and contrast acceptable and unacceptable uses of emerging technology. 1.e.4.m: Apply an emerging technology tool appropriately to a given situation.
Select and use the most appropriate tool to solve digital problems. IT1.f	1.f.5.m: Identify personal technology needs and budget.

Wisconsin Common Career Technical Standards (WCCTS)	
Career Development (CD)	
CD1: Students will consider, analyze and apply an awareness of self, identity and culture to identify skills and talents.	
Interact effectively with others in similar and diverse teams. CD1.c	1.c.7.m: Display cooperative behavior and identify personal strengths and assets in groups.
Information, Media and Technology (IMT)	
IMT2: Students will apply information literacy skills to access and evaluate media to design and produce media products.	
Analyze media messages to determine biases and objectivity. IMT2.a	2.a.5.m: Explain how media content is portrayed differently by groups with varying purposes and perspectives. 2.a.6.m: Explain how information is manipulated in media depending on the intended audience.

Key Vocabulary:			
Market Price	Corporation	Application Program	Investments
Supply & Demand	Stock Market	Word Wrap	Appreciate
Equilibrium	Economics	Orientation	Depreciate
Scarcity	Share of Stock	Default	Equity
Entrepreneur	Commission	Margins	Liquidity
Competition	Salary (Wage)	Operating System OS	Mutual Fund
Marketing	Needs vs. Wants	Text Wrap	Goods & Services
Snipping Tool App			

Topics/Content Outline- Units and Themes:

Semester 1 – Rotation 1:

- Personal Finance
- Economics
- Information, Media and Technology Skills

Semester 2 – Rotation 1:

- Marketing
- Entrepreneurship
- Digital Communications

Semester 2 – Rotation 1:

- Career Development
- Business Law & Ethics
- IT Foundations