DE BUSINESS STRATEGY	
CURRICULUM/CONTENT AREA	**COURSE LENGTH**
Business	*1 semester/1 year AB*
GRADE LEVEL	**DATE LAST REVIEWED**
11-12	*2023*
PREREQUISITE(s) ***if applicable***	**BOARD APPROVAL DATE**
This course is only available through the LAUNCH Analytics or Global Business Strands.	*9/10/24*
PRIMARY RESOURCE ***if applicable***	

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, research, leadership, teamwork, project management, and communication that will prepare them for 21st-century workplaces.

This course may be taken with or without dual credit with UW-Oshkosh (CAPP).
WEIGHTED GRADE
Opportunity to earn industry recognized credentials

ENDURING UNDERSTANDINGS *Students will understand that...*	**ESSENTIAL QUESTIONS** *Students will keep considering...*
Creativity, innovation, and critical thinking are essential for success in a technologically advanced world.	Why is creativity and innovation important? How is creativity and innovation used in [name of career pathway]?
	How do teams efficiently and effectively solve problems in an increasingly complex world?
	What strategies and processes can I use to become a more effective creator, thinker and problem solver?
The ability to communicate and collaborate with people with diverse backgrounds and perspectives is key to participation in a global economic society.	Why is communication and collaboration important? How do positive work behaviors and personal qualities impact communication and collaboration?
	What is effective teamwork? What strategies can I use/teams use to work better together? How can perspectives and experiences of a diverse group develop innovative solutions to a given problem?
Career and technical education provides pathways to high-demand, high-wage career opportunities, and personal fulfillment.	Why is career and life readiness important? What jobs and careers are available to meet individual and societal needs locally, regionally, and nationally?
	How might technical knowledge and skills influence one's employability and advancement opportunities within various work settings?
	What are employability skills? How do I prepare myself for a career that is in demand now and in 5, 10, or 20 years from now?

PRIORITY CAREER & TECHNICAL STANDARDS

Students will be skilled at...

Creativity, Critical Thinking, Communication and Collaboration
4C2: Students will formulate and defend judgments and decisions by employing critical thinking skills.
a: I develop effective resolutions for a given problem, decision or opportunity using available information.
b: I develop and implement a resolution for a new situation using personal knowledge and experience.

Career Development
CD4: Students will identify and apply employability skills.
a: I identify and demonstrate positive work behaviors and personal qualities needed to be employable.
b: I demonstrate skills related to seeking and applying for employment to find and obtain a desired job.
c: I identify and exhibit traits for retaining employment.
d: I develop positive relationships with others.

Information, Media, Technology
IMT1: Students will access, interpret and evaluate information from a variety of sources in order to inform and support premises, arguments, decisions, ideas and initiatives.
a: I choose appropriate sources of data and information for a given purpose.
b: I determine the relevance, validity and timeliness of data and information.
c: I select relevant information necessary for making decisions and solving problems
d: I apply data and information to communicate ideas and create new opportunities.

PRIORITY CONTENT STANDARDS
Students will know...

Standard: BIT.BC1: Students will communicate in a clear, concise, accurate and courteous manner on personal and professional levels.

Standard: BIT.BC4: Students will locate, assess and use information from a variety of print and digital sources.

Standard: BIT.GB1: Students will analyze the impact of the global business environment on business, consumers and economies.

INNOVATION
4C1.a: Develop original solutions, products, and services to meet a given need

RESEARCH & DATA
IMT1.a: Choose appropriate sources of data and information for a given purpose
IMT1.c: Select relevant information necessary for making decisions and solving problems

LEADERSHIP
CD1.b: Demonstrate effective decision-making, problem solving and goal setting.
LE1.b.7.h: Capitalize on team members' individual talents and skills in a project.

TEAMWORK
LE1.b: Employ teamwork skills to achieve collective goals and use team members/talents effectively
CD1.c.11.h: Evaluate how the personal strengths and assets of others contribute to a cooperative group atmosphere.

PROJECT MANAGEMENT
MGT6.b: Explore project management skills to start, run and end projects

COMMUNICATION
BC1.c: Plan and present speeches/presentations individually and as a member of a group.
BC5.a.12.h: Proofread and edit business documents to ensure they are clear, correct, concise and consistent.

STAGE 2: Assessment Evidence
By what criteria will performances of understanding be assessed?
Through what authentic performance tasks will students demonstrate the desired unit results?

Success Criteria with Standards
The criteria for evaluating performance on standards is constant.

Standards-based Rubric: Throughout the course, students and teachers use the rubric for communication of success criteria, reflection, goal setting, and feedback.

Performance Tasks Options
Students may be given options to show their learning in varied ways.

Students will use work from their in class learning and business partner projects to demonstrate learning through a standards reflection and conferring with the teacher.

Potential INDUSTRY-RECOGNIZED CREDENTIALS (IRCs) Opportunties associated with the course

Microsoft Office Suite (Word, Powerpoint, Excel)
Adobe (Photoshop, InDesign, Premiere)

Potential WORK BASED LEARNING (WBL) opportunities associated with the course

LAUNCH projects with business and industry partners.

Potential DUAL CREDIT Opportunties associated with the course

UW Oshkosh CAPP Credit - Bus 198 Introduction to Business