

Business & Society (LAUNCH)

Curriculum/Content Area: Business (LAUNCH 2.0)	Course Length: 1 Semester
Course Title: LAUNCH 2.0 Business & Society	Date last reviewed: N/A
Prerequisites: Successful completion of any LAUNCH Strand as a junior	Board approval date: August 2020

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. LAUNCH 2.0 students will gain skills in ethics, stakeholder management, project management and global/cultural awareness that will prepare them for 21st-century workplaces.

Enduring Understandings (EUs)	Essential Questions (EQs):
<ol style="list-style-type: none">1. Responsible professionals employ ethics, integrity and high standards 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	<ol style="list-style-type: none">1. How do I use my resources to develop a position on issues facing society?2. How can I work creatively and productively as part of a team?3. How can I effectively manage an event/service/product opportunity from inception to implementation?4. How can my team make use of our collective talents to successfully achieve team goals?5. How can various communication formats be used to express messages to an intended audience?

speech) for a given purpose and audience.	
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Assessment Evidence

<i>Performance assessments include, but are not limited, to the following:</i> <ol style="list-style-type: none"> 1. 2 Major Projects 2. 360 Skills/Dispositions Assessment 	<i>Other assessments may include:</i> Formative and summative assessments aligned to course standards
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Unit Title: Business Law & Ethics
Major Topics: <ol style="list-style-type: none"> A. Ethical issues in the business environment B. Personal integrity and ethics
Priority Standards BIT.BLE6: Students will analyze the role of personal integrity and ethical behavior in the workplace Supporting Standards BIT.BLE5: Students will communicate how ethical issues impact the business environment
Learning Targets Addressed: I can... <ul style="list-style-type: none"> - Compare various codes of ethics and their relevance to the corporate structure (BIT.BLE5) - Evaluate the ethical and legal implications of a business not abiding by a code of ethical behavior (BIT.BLE5) - Compare and contrast the ethical systems of different cultures (BIT.BLE5) - Analyze global organizations that promote and guide ethical behavior (BIT.BLE5)
Digital Tools and Supplementary Resources:

Unit Title: Business & Its Stakeholders
Major Topics: <ol style="list-style-type: none"> A. How business decisions affect society
Priority Standard WCCTS CD1: Students will consider, analyze, and apply an awareness of self, identify and culture to identify skills and talents

Learning Targets Addressed:**I can...**

- Critique different ideas and values while leveraging social and cultural differences to increase innovation, new ideas and quality of work (WCCTS CD1)
- Assess how respect and appreciation for individual and cultural and cultural differences impacts group processes. (WCCTS CD1)

Digital Tools and Supplementary Resources:**Unit Title: Project Management****Major Topics:**

- A. Methods for Managing Projects

Wisconsin Standards for Marketing, Management & Entrepreneurship**Priority Standard**

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

Supporting Standard

- MGT7.a: Use planning tools to guide an organization's/department's activities

Wisconsin Common Career Technical Standards**Priority 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

Supporting Standard

- LE1.a: Implement leadership skills to accomplish team goals and objectives

21st Century Skills**Supporting Standards**

- 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.

Digital Tools and Supplementary Resources:

Unit Title: Global & Cultural Awareness**Major Topics:**

- A. Leadership
- B. Communication
- C. International Business

Priority StandardsWisconsin Common Career Technical Standards

- GCA2.a: Work effectively with diverse individuals in a variety of settings and contexts
- LE1.b: Employ teamwork skills to achieve collective goals and use team members/talents effectively

Supporting StandardsWisconsin 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

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...**

- 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 leaders, and others, both in the school and in the community, to achieve group objectives.

Digital Tools and Supplementary Resources:

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