



BOE Approved 8/18

Cliffside Park Public Schools

GRADE: 9-12

SUBJECT: Marketing

Unit 5: "Business and Social Responsibility"

Duration: January

Essential Questions

- *Name the primary functions of business.
- *What are the three major functions of management in business?
- *What percentage of U.S. businesses are small businesses?
- *Explain how the operation of a nonprofit organization differs from a profit-making enterprise.
- *Provide an example of both a private-sector and a public-sector organization.
- *In what areas are businesses thought to have some degree of social responsibility?

-Enduring Understandings

- Students will explain, understand and define the following : economy, resources, capital, land, labor, entrepreneurship, factors of production, infrastructure, scarcity, command economy, market economy, capitalism, socialist, communist, privatization, productivity, GDP, inflation, consumer price index, business cycle, prosperity, recession, depression, recovery

Relevant Standards:

NJSLS: 9.3.12 Career Awareness, Exploration & Preparation

NJSLS: 9.1A; 9.2A; 9.2B; 9.2C 9.2E; 9.2F Technology:

(i.e; NJSLS; NGSS)

Interdisciplinary Connections: ELA, Math, Social Studies, Science



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Tier 2 Vocabulary: Analyze, Contrast, Compare, Demonstrate, Apply, Resume, Experience

Tier 3 Vocabulary: Contracts, Public Relations, Goods, Services, Demographics, Psychographics, Allowances, incentives, Recession, Depression, Profit

Core Instructional Materials/Resources/Digital Tools

Websites- NJCAN, Almostrealproducts.com, Learndoeearn.com, Schmoop.com
Text-Investigating Your Career, Jordan and Crews, 2013

Sources

New Jersey Student Learning Standards (2016) - <http://www.state.nj.us/education/cccs/2016/math/standards.pdf>

New Jersey Student Learning Standards - Technology (2014) - <http://www.state.nj.us/education/cccs/2014/tech/8.pdf>

Career Ready Practices (2014) - <http://www.state.nj.us/education/cccs/2014/career/CareerReadyPractices.pdf>

Pearson enVision 2.0 (2016) - <https://www.pearsonrealize.com/index.html#/>

21st Century Themes and Skills:

(CRP/NJSLS Standards)

To apply the standards that apply copy and paste from the link.

12 Career Ready Practices follow the link below. NJSLS

<http://www.state.nj.us/education/cccs/2014/career/CareerReadyPractices.pdf> **CRP1.** Act as a responsible and contributing citizen and employee. **CRP2.** Apply appropriate academic and technical skills. **CRP3.** Attend to personal health and financial well-being. **CRP4.** Communicate clearly and effectively and with reason.



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| | <p>CRP5. Consider the environmental, social and economic impacts of decisions. CRP6. Demonstrate creativity and innovation. CRP7. Employ valid and reliable research strategies.</p> <p>CRP8. Utilize critical thinking to make sense of problems and persevere in solving them. CRP9. Model integrity, ethical leadership and effective management. CRP10. Plan education and career paths aligned to personal goals.</p> <p>CRP11. Use technology to enhance productivity. CRP12. Work productively in teams while using cultural global competence.</p> | |
| <p>8.1 Educational Technology</p> <p>8.2 Technology Education, Engineering, Design, and Computation</p> | <p>http://www.stste.nj.us/education/ccss/2014/tech/8.pdf</p> <p>NJSLS: Technology Literacy 8.1A, 8.1B</p> | |
| <p>Assessments and Performance Tasks:</p> | <p>Formative: Teacher created individual and group projects Home work Written and oral tests and quizzes</p> <p>Summative: Quarterly assessments with the standards embedded within</p> | |



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Alternative: Project based assessment pertaining to relevant classroom topics

Differentiation/Accommodations/Modifications

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| <p>Gifted and Talented</p> | <p>English Language Learners</p> | | <p>Students with Disabilities</p> <p>504 Plans</p> <p>Students at risk of academic failures</p> | |
| <p><i>(content, process, product and learning environment)</i></p> <p>Debate topics of interest / subject importance.</p> | <p>Highlight key vocabulary through close reading</p> <p>Use graphic organizers</p> <p>Modified Assignments</p> | | <p><i>(appropriate accommodations, instructional adaptations, and/or modifications as determined by the IEP or 504 team) Such as but not limited to the following:</i></p> | |



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| <p>Authentic listening and reading</p> <p>Use of Higher Level Questioning Techniques</p> <p>Differentiation of the presentation strategies and student expectations</p> <p>Small group work</p> <p>Students present on topic of interest and curriculum related</p> | <p>Native Language Translation (peer, online assistive technology, translation device, bilingual dictionary)</p> <p>Extended time to complete class work</p> <p>Differentiation of the presentation strategies and student expectations</p> <p>Small group work</p> <p>Paired Learning</p> <p>Alternative assignments</p> <p>Culturally related project based assignments</p> | <p>Debate topics of interest / subject importance.</p> <p>Authentic listening and reading</p> <p>Model skills / techniques to be mastered.</p> <p>Extended time to complete class work</p> <p>Differentiation of the presentation strategies and student expectations</p> <p>Small group work</p> | |
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