

## **Module 7 SYLLABUS** **(1<sup>ST</sup> 9 weeks)**

### **Activity 1: Business 101**

- Session 1 - Rags to Riches
- Session 2 - Make a Break
- Session 3 - Building a Business

### **Activity 2: Getting to Know Your Market**

- Session 4 - The 4 P's of Marketing/Meet NoNamez!
- Session 5 - Feasibility Check/Defining Your Target Audience
- Session 6 - Conducting Market Research
- Session 7 - Designing a Survey/Building a Business – The Survey
- Session 8 - Analyzing and Interpreting Research
- Session 9 - Quiz 1/Building a Business – Conducting Market Research

### **Activity 3: The Price is Right**



- Session 10 - Find the Mistake/Spinning Records' Costs and Revenues/Spinning Records' Second Contract
- Session 11 - Fixed and Variable Costs
- Session 12 - When Do We Break Even
- Session 13 - How Perfect a Marketplace?/A Supply and Demand Drama
- Session 14 - Oil Prices/Your Supply and Demand Story

### **Activity 4: Building a Business**

- Session 15 - Compiling Your Data
- Session 16 - Analyzing Your Data
- Session 17 - Let's Get Started/Building a Business – Financial Plans
- Session 18 - Financial Plan Feedback
- Session 19 - Quiz 2/ Building a Business – Determining the Sales Prices

### **Activity 5: Researching Your Market**

- Session 20 - The 4<sup>th</sup> P: Promotion
- Session 21 - Ethical or Unethical
- Session 22 - The Effect of Technology on Industry
- Session 23 - Town Meeting: The Napster Debate
- Session 24 - Presentation of Promotional Piece

### **Activity 6: Building Your Business**

- Session 25 - Business Growth and Limitations
- Session 26 - Business Plan and Presentation/Planning Presentations
- Session 27 - Prepare for Presentations
- Session 28 - Building a Business Presentations
- Session 29 - Building a Business Presentations

### **Session 30 - Module 7 Test**

## **Module 14 SYLLABUS** **(2<sup>nd</sup> 9 weeks)**

### **Activity 1: What is Globalization?**

- Session 1 - An Interconnected World
- Session 2 - The Travels of Your Coffee Dollars
- Session 3 - Multiple Perspectives on Globalization/Introduction to the Ongoing Project

### **Activity 2: Cultural Changes in a Global Economy**

- Session 4 - The Culture Game
- Session 5 - The Culture Game/Global Forum
- Session 6 - Cultural Challenges in International Business/Cultural Exchange Research
- Session 7 - Global Forum Findings/Cultural Exchange Report
- Session 8 - Cultural Exchange Report/Quiz

### **Activity 3: Trade in the Global Economy**

- Session 9 - Why do People Trade?/Comparative Advantage and International Trade
- Session 10 - Made in.../Balance of Trade
- Session 11 - Introduction to Global E2 Simulation
- Session 12 - Negotiation Planning: Imports and Exports
- Session 13 - Let's Make a Deal: Imports and Exports/Reality Check
- Session 14 - Reality Check

### **Activity 4: Money, Money, Money**

- Session 15 - Currencies and Exchange Rates/The Foreign Exchange Student
- Session 16 - Currency Value and International Trade/Big Mac Costs and Marisol's Decision
- Session 17 - Negotiation Planning: Currency/What do you Propose?
- Session 18 - Let's Make a Deal: Currency/Quiz 2

### **Activity 5: Trade Policy: Can Trade be Free and Fair?**

- Session 19 - Trade Barriers Simulation/Trade Barriers Simulation Analysis
- Session 20 - Trade Barriers Simulation Analysis/Name That Trade Barrier
- Session 21 - We the People
- Session 22 - Committee Hearing: Stakeholders' Testimony
- Session 23 - Subcommittees Deliberate
- Session 24 - Country Trade Policy Research/Negotiation Planning: Trade Policy
- Session 25 - Negotiation Planning: Trade Policy
- Session 26 - Let's Make a Deal: Trade Policy

### **Activity 6: A Global Community?**

- Session 27 - Case Study Analysis/International Regulations Research
- Session 28 - Propose a Wage Agreement/Country Briefing Handbook
- Session 29 - Let's Make a Deal: International Wage Regulations/So, What is Globalization?

### **Session 30 - Module 14 Test**

## **Module 1 SYLLABUS** **(3<sup>rd</sup> 9 weeks)**

### **Activity 1: Inventive Thinking**

- Session 1 - Necessity—The Mother of Invention?
- Session 2 - Discuss Invention Ideas
- Session 3 - To Invent or Not to Invent
- Session 4 - A Product's Story/Form Research Teams

### **Activity 2: The Evolution of Everyday Objects**

- Session 5 - Research and Develop a Poster and Report
- Session 6 - Research and Develop a Poster and Report
- Session 7 - Research and Develop a Poster and Report
- Session 8 - Present Posters and Wrap Up
- Session 9 - Present Posters and Wrap Up/Quiz 1

### **Activity 3: Making Product Decisions**

- Session 10 - Discuss Jobs and Departments in Companies
- Session 11 - Hold a Department Meeting
- Session 12 - Hold a Company Team Meeting
- Session 13 - Hold a Company Team Meeting
- Session 14 - Present Production Plans and Wrap Up

### **Activity 4: Putting a Product Together**

- Session 15 - Analyze Instructions/Plan a Process
- Session 16 - Plan a Process/Go With the Flow
- Session 17 - Test and Refine a Process
- Session 18 - Test and Refine a Process/Evaluate a Process
- Session 19 - Wrap Up/Quiz 2

### **Activity 5: Seeing Companies in Action**

- Session 20 - Prepare for a Scavenger Hunt/Go on a Scavenger Hunt
- Session 21 - Go on a Scavenger Hunt/Create a Powerpoint Presentation
- Session 22 - Create a PowerPoint Presentation
- Session 23 - Give Presentations and Wrap Up

### **Activity 6: Designing for the Future**

- Session 24 - Consider the Parts of a Bicycle/Research Bicycle Subassemblies
- Session 25 - Research Bicycle Subassemblies
- Session 26 - Design a Bicycle Subassembly Production Plan
- Session 27 - Display Subassembly Production Plans/Design a Bicycle for the Future
- Session 28 - Design a Bicycle for the Future
- Session 29 - Present and Evaluate Bicycle Designs

### **Session 30 - Module 1 Test**

## **Module 2 SYLLABUS** **(4<sup>th</sup> 9 weeks)**

### **Activity 1: What's the Message?**

- Session 1 - TV Commercial Messages/Media Log Guidelines
- Session 2 - Noteworthy Ideas

### **Activity 2: Places and Products**

- Session 3 - Media Exercises/Categories of Information
- Session 4 - Organize the Quick 'n Taste Information
- Session 5 - Team Meeting Role Play
- Session 6 - Decisions, Decisions
- Session 7 - How Did You Decide/The Power of Persuasion
- Session 8 - Practice Revising
- Session 9 - Suggest Revising
- Session 10 - Vote on Restaurants and Food/Quiz 1

### **Activity 3: Help Wanted**

- Session 11 - Media Exercise/Critique Cover Letter
- Session 12 - Cover Letter Essentials/Dream Job Cover Letter
- Session 13 - The Next Step: Editing
- Session 14 - Critique Job Interviews
- Session 15 - Dream Job Interviews

### **Activity 4: What's Your Code**

- Session 16 - Media Exercise/Develop Game Items
- Session 17 - Game Time!
- Session 18 - Develop Messages/International Relations
- Session 19 - International Relations/Review a Logo

### **Activity 5:**

- Session 20 - Media Exercise/Share Logo and Slogan Ideas
- Session 21 - Prepare Posters
- Session 22 - Present and Evaluate Posters

### **Activity 6: Ad Appeal**

- Session 23 - Develop Media Guidelines/Plan Ad Campaigns
- Session 24 - Develop Advertisements
- Session 25 - Develop Advertisements
- Session 26 - Develop PowerPoint Slides
- Session 27 - Practice Makes Perfect
- Session 28 - Give and Evaluate Presentations
- Session 29 - Give and Evaluate Presentations/Reflect on What You Learned

### **Session 30 - Module 2 Test**