



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing & Management

COURSE: Entrepreneurship: Building a Business

UNIT 6: Ethical, Social, and Environmental Responsibility



INTRODUCTION

Annotation:

In this unit students will discuss ethical, social, and environmental responsibility as it pertains to being an entrepreneur and owning a business.

Grade(s):

X	9 th
X	10 th
X	11 th
X	12 th

Time:

7 days

Author:

Original Authors: Jeanne Jackson and Krystin Glover
Revision and Edit: Krystin Glover

Notes to the Teacher:

Materials needed: 3 sided display boards (one for every group), computers with internet access, word processing software, printer, paper, scissors, glue sticks, and 3 ring binders.

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards:

MKT-EN-6 Identify the ethical, social, and environmental responsibilities of businesses.

- a. Describe the social obligations of a business.
- b. Determine ethical behavior and ethical issues in business.
- c. Develop an awareness of safety procedures and health procedures used in business operations.
- d. Identify environment concerns and issues that relate to the operation of a business.

GPS Academic Standards:

ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

ELA12W3. The student uses research and technology to support writing.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will determine ethical behavior and ethical issues in business. Students will develop an understanding of safety and health procedures.

Essential Questions:

- Why are ethics important?
- Do business ethics carry over into everyday life? Should they?
- What impact do ethics have on the workplace?
- What does it mean to be ethical?
- Why is it important to follow safety and health procedures?

Knowledge from this Unit:

- Identify environmental concerns and issues.
- Identify safety and health procedures.

Skills from this Unit:

- Discuss social obligations of a business.
- Determine ethical behavior and issues.



ASSESSMENT(S)

Assessment Method Type:

- ☐ Pre-test
- ☐ Objective assessment - multiple-choice, true- false, etc.
 - ☐ Quizzes/Tests
 - ☐ Unit test
- ☐ Group project
- ☐ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - ☐ Self-check rubrics
 - ☐ Self-check during writing/planning process
 - ☐ Journal reflections on concepts, personal experiences and impact on one's life
 - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
 - ☐ Academic prompts
 - ☐ Practice quizzes/tests
- ☒ Subjective assessment/Informal observations
 - ☐ Essay tests
 - ☐ Observe students working with partners
 - ☐ Observe students role playing
- ☒ Peer-assessment
 - ☐ Peer editing & commentary of products/projects/presentations using rubrics
 - ☐ Peer editing and/or critiquing
- ☐ Dialogue and Discussion
 - ☐ Student/teacher conferences
 - ☐ Partner and small group discussions
 - ☐ Whole group discussions
 - ☐ Interaction with/feedback from community members/speakers and business partners
- ☒ Constructed Responses
 - ☐ Chart good reading/writing/listening/speaking habits
 - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

Assessment(s) Title:

- 10 pt code of conduct Project Rubric
- Ethical & Social Responsibility Project Rubric
- Safety and Health Procedures 101

Assessment(s) Description/Directions:

1. Define ethics. Here are a couple of definitions: the study of standards which businesses should observe in their dealings, over and above compliance with the law. Or, to know what is right or wrong in the workplace and doing what's right. Put your definition of business ethics on the board. Ethical behavior is making good business decisions based on an established "code of ethics". Stress to your students that entrepreneurs should establish a written code of ethics that can serve as a framework for decisions to be made by the entrepreneur as well as the employees. In addition, explain to students that treating customers ethically is critical. Short-term profit as the cost of losing a customer is long term death for a business. As an entrepreneur, you are the role model for your employees. Also, the community expects you to operate your business in an ethical manner. Show the students the PowerPoint titled Social Responsibility and Ethics Notes.

2. Using the teacher instructions for the 10 pt Code of Ethics project go over expectations with the students and allow time for students to complete the project
3. Teacher will review the concepts of ethical and social responsibilities of businesses. Students will choose a company to research from a pre-selected list. In groups of 2 to 3, students will design a 3 sided display to highlight information about the chosen company. Please see student project instruction handout below. Distribute the handout, have students sign up for a company to research.
4. Provide instruction on the OSHA and the importance of outlining safety and health procedures for business.
5. Hand out the Safety and Health Procedures 101 Activity. Have students complete on their own in class. You can have students share ideas at the end.

Attachments for Assessment(s):

- 10 pt code of Ethics Rubric
- Ethical and Social Responsibility Rubric
- Safety and Health Procedures 101



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
 - MKT-EN-6 Identify the ethical, social, and environmental responsibilities of businesses.
 - a. Describe the social obligations of a business.
 - b. Determine ethical behavior and ethical issues in business.
 - c. Develop an awareness of safety procedures and health procedures used in business operations.
 - d. Identify environment concerns and issues that relate to the operation of a business.
 - ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.
 - ELA12W3. The student uses research and technology to support writing.
2. Review Essential Questions.
 - Why are ethics important?
 - Do business ethics carry over into everyday life? Should they?
 - What impact do ethics have on the workplace?
 - What does it mean to be ethical?
 - Why is it important to follow safety and health procedures?
3. Identify and review the unit vocabulary.

4. Instruction

- Day 1: Introduction of ethics and PowerPoint: Social Responsibility and Ethics
- Day 2:3: 10 pt Code of Ethics Project
- Day 4-6: Review of concepts, Ethical & Social Responsibility Project
- Day 7: Instruction on Safety and Health Procedures and Activity

Attachments for Learning Experiences:

- 10 pt code of Ethics Rubric
- code of Ethics Teacher Instructions
- Ethical and Social Responsibility Rubric
- Sign up for research project
- Social Responsibility and Ethical Notes
- Social Responsibility display Project
- Safety and Health Procedures 101

Notes & Reflections:



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

- 10 pt code of Ethics Project
- Ethical & social Responsibility Project
- Safety and Health Procedures 101

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

See attached instructions sheet(s) for each activity.

Attachments for Culminating Performance Task:

- 10 pt code of Ethics Rubric
- Ethical and Social Responsibility Rubric
- Safety and Health Procedures 101



UNIT RESOURCES

Web Resources:

Attachment(s):

Materials & Equipment:

What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input checked="" type="checkbox"/>	Wiki	<input checked="" type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		