

Overview of STEP Curriculum Module-Summer 2008

I. Title of Module:

- Business Challenge

II. Author:

- Vincent DiGaetano

III. Grade Level:

- High School 9-11

IV. Nature of The Students:

- Urban Minority

V. Purposes and Overview: (Course Description):

The purpose of the eight-day Business Challenge course is to expose students to the business industry through the case study approach in solving challenges that businesses face in a global marketplace.

The course will begin by having students familiarize themselves with terms that are commonly used in setting monetary policy. Students will then be paired and assigned a company, which they will research issues that the company has had to deal with. Students will also work on effective oral and visual presentation skills through various class activities and mini presentations.

At the completion of the program, students will present their case study to the class. They will investigate the issues that their company faces. The students will then propose solutions for their company as they attempt to move forward.

Business Challenge Lesson 1/Day 1

- Introduction to the Global Marketplace
- Association of Business
- Power point design and research skills

Business Challenge Lesson 2/Day 2

- Drills in establishing presentation skills i.e. body language, eye contact
- Assignment of companies for case study
- Research on issues that company has faced

Business Challenge Lesson 3/Day 3

- Introduction to Monetary policy
- Effective use of youtube.com to understand methods of setting policy
- Comparing Gross Domestic Product, Consumer Price Index and Unemployment Rate
- Comparing the approach of 2008 Presidential Candidates on the state of the economy

Business Challenge Lesson 4/Day 4

- Students will forecast to the Federal Fund Rate
- Dissect political cartoons about the Federal reserve
- Determine reasons for dips in the economy i.e. Great Depression, Sub-Prime Crisis

Business Challenge Lesson 5/Day 5

- Watch and respond video about call centers in India
- Study the effects of outsourcing on global business
- Research the effects of outsourcing on their case study

Business Challenge Lesson 6/Day 6

- Determine the reasons for the spike in oil prices
- Research the effects of rising oil prices on the global economy
- Look at alternative sources of energy that businesses can turn to

Business Challenge Lesson 7/Day 7-8

- Prepare the final analysis for case study
- Present case study to class
- Formulate questions for the class to respond to about the study