

**American Careers Business – One Project**  
**Aligned with Tennessee Standards**  
**July 2007**

<p><b>Project 1.2: Kayaking Caleb – Going with the Flow (Cash Flow)</b></p>	
<p><b>Business Principles</b></p> <p>4.0 Analyze the various functions of business operations.</p> <p style="padding-left: 20px;">4.1 Differentiate between marketing, production, finance, human resource, management and sales functions within a company.</p> <p style="padding-left: 20px;">4.2 Examine the ways in which the functions can be in conflict and related.</p> <p>6.0 Analyze information on budgeting and responsible consumerism.</p> <p style="padding-left: 20px;">6.1 Design a plan for money management.</p> <p style="padding-left: 20px;">6.2 Evaluate information available to make wise buying decisions.</p> <p><b>Business Management</b></p> <p>3.0 Examine the economic environment of business.</p> <p style="padding-left: 20px;">3.1 Relate the law of supply and demand to business success and failure.</p> <p style="padding-left: 20px;">3.2 Analyze the market economy as a system for meeting the needs of consumers.</p> <p style="padding-left: 20px;">3.3 Relate the profitability of a business to pricing and costs.</p> <p>5.0 Examine how effective decision-making skills are used in the management process.</p> <p style="padding-left: 20px;">5.2 Evaluate the procedures for making everyday managerial decisions.</p> <p>7.0 Analyze the steps in strategic planning and the implementation of the necessary goals.</p> <p style="padding-left: 20px;">7.1 Illustrate the need for strategic planning.</p> <p style="padding-left: 20px;">7.2 Assess the goals to be included in strategic planning.</p> <p style="padding-left: 20px;">7.3 Analyze the steps in developing a strategic plan.</p>	<p>15.0 Examine the legal and financial operations of a business.</p> <p style="padding-left: 20px;">15.5 Classify financial statements.</p> <p style="padding-left: 20px;">15.6 Debate the importance of a business plan.</p> <p><b>Exploration of Marketing and Management</b></p> <p>6.0 Demonstrate organizational and leadership skills.</p> <p style="padding-left: 20px;">6.2 Utilize critical thinking in decision-making situations.</p> <p><b>Marketing and Management I – Principles</b></p> <p>7.0 Examine the importance of price planning in product development.</p> <p style="padding-left: 20px;">7.2 Examine pricing strategies.</p> <p>8.0 Demonstrate organizational and leadership skills.</p> <p style="padding-left: 20px;">8.2 Utilize critical thinking in decision-making situations.</p> <p><b>English I</b></p> <p>Reading:</p> <p>Develop the reading skills necessary for word recognition, comprehension, interpretation, analysis, evaluation and appreciation of the written text.</p> <ul style="list-style-type: none"> <li>• Discern reading strategies appropriate to text.</li> <li>• Extend reading vocabulary.</li> <li>• Develop skills in making inferences and recognizing unstated assumptions.</li> <li>• Interact with text to form a personal interpretation.</li> </ul> <p>Speaking and Listening:</p> <p>Express ideas clearly and effectively in a variety of real contexts and apply active listening skills in the analysis and evaluation of spoken ideas.</p> <ul style="list-style-type: none"> <li>• Engage in problem solving through group discussions.</li> <li>• Present and support ideas/opinions in group discussions.</li> </ul>

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<p><b>Algebra I</b></p> <p>1.0 Recognize, represent, model and apply real numbers and operations verbally, physically, symbolically and graphically.</p> <p style="padding-left: 20px;">1.7 Use real numbers to represent real-world applications.</p> <p style="padding-left: 20px;">1.9 Select and apply an appropriate method for computing with real numbers and evaluate the reasonableness of results.</p> <p>2.0 Describe, extend, analyze and create a wide variety of patterns and functions using appropriate materials and representations in real-world problem solving.</p> <p style="padding-left: 20px;">2.1 Recognize, analyze, extend and create a variety of patterns.</p> <p style="padding-left: 20px;">2.3 Solve linear systems using a variety of techniques.</p> <p style="padding-left: 20px;">2.8 Interpret results of algebraic procedures.</p> <p><b>Integrated Mathematics I</b></p> <p>1.0 Recognize, represent, model and apply real numbers and operations verbally, physically, symbolically and graphically.</p> <p style="padding-left: 20px;">1.7 Perform operations on algebraic expressions and informally justify the procedures chosen.</p> <p style="padding-left: 20px;">1.10 Select and apply an appropriate method for computing with real numbers and use estimation to evaluate the reasonableness of the result.</p> <p>2.0 Describe, extend, analyze and create a wide variety of patterns and functions using appropriate materials and representations in real-world problem solving.</p> <p style="padding-left: 20px;">2.1 Communicate the meaning of variables in algebraic expressions, equations and inequalities.</p> <p style="padding-left: 20px;">2.2 Identify dependent and independent variables in real-world situations.</p>	<p><b>Economics</b></p> <p>2.0 Understand, both personally and globally, production, distribution and consumption of goods and services.</p> <p style="padding-left: 40px;">2.5 Understand that scarcity of productive resources requires choices that generate opportunity costs.</p> <p>3.0 See, understand and appreciate the web of relationships between people, places and environments.</p> <p style="padding-left: 40px;">3.1 Understand the importance of natural resources in modern economic decision making.</p>

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<b>Project 3.6 Frequent Frother (Customer Loyalty Program)</b>	
<p><b>Business Principles</b></p> <p>2.0 Examine basic business concepts.              2.1 Examine the various roles of individuals.</p> <p>4.0 Analyze the various functions of business operations.              4.1 Differentiate between marketing, production, finance, human resource, management and sales functions within a company.              4.2 Examine the ways in which the functions can be in conflict and related.              4.3 Demonstrate use of technology that is used by different functional areas.</p> <p>11.0 Demonstrate human relations, self-management, organizational and professional leadership skills.              11.2 Examine the value of leadership skills and business success.              11.3 Illustrate image-building and public relations techniques.              11.4 Assess image-building and decision-making skills.</p> <p><b>Business Management</b></p> <p>6.0 Describe the communication process and any barriers to communication, including ways to improve communication.              6.2 Analyze the networks of communication.              6.3 Interpret why communication is important.              6.4 Examine the various barriers to communication.              6.5 Analyze ways that businesses may improve their own communication.</p> <p>7.0 Analyze the steps in strategic planning and the implementation of the necessary goals.              7.1 Illustrate the need for strategic planning.              7.2 Assess the goals to be included in strategic planning.</p>	<p>13.0 Determine how to choose standards for both internal and external controls.              13.2 Analyze ways standards are used in a business.</p> <p>16.0 Develop and demonstrate human relations, self-management, organizational and professional leadership skills.              16.2 Examine the value of leadership skills.              16.3 Illustrate image building and public relations techniques.</p> <p><b>Exploration of Marketing and Management</b></p> <p>1.0 Explore marketing and management.              1.1 Analyze marketing functions and related activities.              1.2 Evaluate the importance of marketing and management.</p> <p>4.0 Analyze interpersonal skills needed in marketing and management.              4.1 Assess individual personality traits.              4.2 Determine techniques for creating positive first impressions.              4.3 Practice appropriate interpersonal skills.</p> <p><b>Marketing and Management I – Principles</b></p> <p>1.0 Demonstrate an understanding of marketing foundations and the impact on individuals and business.              1.1 Analyze the benefits of marketing and their importance.              1.2 Examine marketing functions and related activities.</p> <p>4.0 Analyze promotional tools.              4.1 Examine the types of the promotions in marketing and management.</p> <p style="text-align: right;"><i>(continued)</i></p>

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<p>8.0 Demonstrate organizational and leadership skills.</p> <p>8.2 Utilize critical thinking in decision-making situations.</p> <p>8.3 Identify and develop personal characteristics needed in leadership situations.</p> <p><b>English I</b></p> <p>Writing:            Develop the structural and creative skills necessary to produce written language that can be read and interpreted by various audiences.</p> <ul style="list-style-type: none"> <li>• Write frequently for a variety of purposes such as narration, description, persuasion, exposition and personal, creative expression.</li> <li>• Identify and write for a variety of audiences.</li> <li>• Recognize that language has several levels of usage determined by audience, purpose and occasion.</li> <li>• Approach writing tasks systematically and use elements of the writing process as appropriate.</li> <li>• Practice a variety of prewriting activities to generate, focus and organize ideas.</li> <li>• Develop organized writing containing focused, well-developed ideas.</li> <li>• Evaluate and revise writing to focus on purpose, organization, development, transitions, unity and audience awareness.</li> <li>• Recognize and demonstrate knowledge of standard English: usage, mechanics, spelling and sentence structure.</li> </ul> <p>Reading:            Develop the reading skills necessary for word recognition, comprehension, interpretation, analysis, evaluation and appreciation of the written text.</p> <ul style="list-style-type: none"> <li>• Discern reading strategies appropriate to text.</li> <li>• Extend reading vocabulary.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve comprehension by interpreting, analyzing, synthesizing and evaluating written text.</li> <li>• Develop skills in making inferences and recognizing unstated assumptions.</li> <li>• Interpret ideas, recognize logical relationships and make judgments based on sufficient evidence.</li> <li>• Interact with text to form a personal interpretation.</li> </ul> <p>Viewing and Representing:            Learn how to communicate effectively using visual media for specific purposes and audiences.</p> <ul style="list-style-type: none"> <li>• Use media to view, to read, to write, to communicate and to create.</li> <li>• Explore the advantages and limitations of the computer as a communication tool.</li> </ul> <p><b>Economics</b></p> <p>2.0 Understand, both personally and globally, production, distribution and consumption of goods and services.</p> <p>2.4 Understand key economic concepts.</p>