FREEHOLD REGIONAL HIGH SCHOOL DISTRICT

OFFICE OF CURRICULUM AND INSTRUCTION

LAW AND PUBLIC SERVICE SPECIALIZED LEARNING CENTER

Honors Business and Contract Law

COURSE PHILOSOPHY

The United States is a free enterprise system that encourages, engages, and supports business and consumers within a framework of laws. These laws regulate many aspects of business activity such as: contracts, advertising, commerce, banking, credit, and employment. For students to be able to make informed decisions concerning credit use, employment options, and entering into contracts it is essential that the legal aspects and responsibilities relating to each topic is clearly understood.

COURSE DESCRIPTION

Course Title: Honors Business & Contract Law Credits: 5

Course Code: 221250

BOARD OF EDUCATION INITIAL ADOPTION DATE: AUGUST 25, 2008

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Course Philosophy

The United States is a free enterprise system that encourages, engages, and supports business and consumers within a framework of laws. These laws regulate many aspects of business activity such as: contracts, advertising, commerce, banking, credit, and employment. For students to be able to make informed decisions concerning credit use, employment options, and entering into contracts it is essential that the legal aspects and responsibilities relating to each topic is clearly understood.

As students enter into adulthood and interact with many businesses the actions of both parties will often be guided and tested by a set of laws. The comprehension of why these laws were written and how they are applied to business transactions is essential to becoming a productive individual in society.

Course Description

Honors Business and Contract Law is a course that provides an understanding of law and its effect and relationship to people and business. The course will explore the government's role in regulating and monitoring businesses engaged in: banking, retail sales, investment, manufacturing, internet sales, and service industries. Inevitably the use of a contract applies to most of these business activities. Students will gain an understanding of why and how contracts are used in business.

Student enhancement of the course content will include instructional strategies such as: case study analysis, role playing skits, student presentations, guest speakers, internet application, film viewing, and debates.

Freehold Regional High School District
Course Map
Honors Business & Contract Law

Relevant Standards[1]	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.2.12 D 3,4,5	Business ethics and the law can often come into conflict because laws can be confusing and misinterpreted.	What is "right" and "wrong" ? Can ethics evolve over time? Are laws clearly understood by everyone?	Anticipatory Set Questionnaire	Role Plays	Position Paper
9.2.12C 1 6.2.12 A 3 9.2.12 A 2,4 9.2.12 D 3	Contracts are legal agreements that are guided and enforced by laws. An arbitration lawyer mediates disputes.	Why are contracts needed in business relations? How is a contract judged to be legal and enforceable? What are the differences among a contract, promise, and an agreement?	Anticipatory Set Questionnaire	Student-based project Oral Quiz	Tests Portfolio Assessment
9.2.8 E 3 9.2.12 A 1	An adult will enter into various business and personal contracts throughout his/her lifetime.	How do adults enter into contracts? How are adults and minors treated differently with regard to contracts?	Anticipatory Set Questionnaire	Authentic Assessment (create a legal contract)	Tests Portfolio Assessment
6.2.12 A 1	There are specific courts that have jurisdiction when dealing with business and contract laws.	How do U.S. courts handle contract disputes? How do parties resolve contractual disputes?	Anticipatory Set Questionnaire	Chart Construction	Quiz Portfolio Assessment
6.5.8 A 7 6.5.8 B 4 6.5.12 B 9	In the United States, business and intellectual property is protected from unauthorized infringement. A bailment is created through the temporary transfer of property.	What is the concept of intellectual property and how can it be protected? How can creativity and the spirit of entrepreneurship be protected, yet remain unbridled? How are bailments created? What are each party's responsibilities in a bailment agreement?	Anticipatory Set Questionnaire	Student-based project Role Plays Oral Quiz	Test Quiz Portfolio Assessment
6.5.8 B 7 9.2.12 E 3	Monetary business transactions in a capitalist society are governed by laws.	Why are business laws needed in a capitalist society? Why must credit be regulated? Why does Wall Street need a watchdog?	Anticipatory Set Questionnaire	Internet Based Research Project	Test Quiz Portfolio Assessment

[1] Including computer / information literacy, cross content work place readiness standards, and other relevant content area standards

6.5.12 B 1 9.2.12 E 1,3	The Federal Reserve sets monetary policy for our nation's banking industry and that policy greatly influences financial markets.	What is monetary policy? Why do banks and investment firms need government regulation?	Anticipatory Set Questionnaire	Role Plays Oral Quiz	Test Portfolio Assessment Research Paper
6.5. 12 B 4 9.2.12 A 4 9.2.12 E 6 6.1.12 A 8 6.2.12 E 13	Advertising is the bridge between business and the consumer and is regulated and monitored by the government.	How does the government regulate the advertising industry? What is "green marketing" and why has it become such a popular advertising strategy for businesses?	Anticipatory Set Questionnaire	Role Plays Authentic Assessment (create a set of laws)	Test Portfolio Assessment
9.2.12 F 1 6.1.12 A 5 6.2.12 E 4	Businesses have a responsibility that extends to consumers, the environment, and the community at large.	How can legislators raise the social consciousness of business owners? Can a business balance profit with social responsibility?	Anticipatory Set Questionnaire	Role Plays Authentic Assessment (create a set of laws)	Test Portfolio Assessment
9.2.12 F 1,3,5,6	Tort law is based on the underlying concept of negligence. There are civil trial lawyers that specialize in negligence cases.	How can negligence be proven? Why are so many businesses in the U.S. the target of lawsuits?	Anticipatory Set Questionnaire	Mock Trial	Test Portfolio Assessment
9.2.12 A 1 9.2.12 E 7,8	Consumer protection laws serve as regulatory measures between businesses and consumers. Government regulatory agencies employ people that have an interest in the law.	Why has "caveat emptor" (let the buyer beware) been replaced by "caveat venditor" (let the seller beware)? What happens when a consumer is dissatisfied with a purchase?	Anticipatory Set Questionnaire	Role Plays Internet search quiz	Test Portfolio Assessment Research Paper
6.1.12 A 1, 4, 6	Government regulation and deregulation are shifting policies that polarize business activity.	How does government deregulation increase competition among businesses? How does government regulation affect business activity?	Anticipatory Set Questionnaire	Competitive Debate	Test Portfolio Assessment

6.2.12 E 12 6.3.12 H 1,3	The World Wide Web has necessitated the need for new laws that govern business conducted on the internet.	How can business activity in cyberspace be regulated? How has e-commerce forced a re-examination of existing business laws?	Anticipatory Set Questionnaire	Competitive Debate	Test Portfolio Assessment
9.1.12 A 1,2,3,4,5 9.1.12 B 1,2,3,4	The field of business offers many career opportunities for aspiring lawyers.	How does knowledge of business and the financial markets increase a lawyer's marketability? How does one prepare for a career in business and contract law?	Anticipatory Set Questionnaire	Internet Search	Research Report

Freehold Regional High School District
Course Proficiencies and Pacing

Honors Business & Contract Law

Unit Title	Unit Understandings and Goals	Recommended Duration
Unit 1: Ethics and the Law	Business ethics and the law can often come into conflict because laws can be confusing and misinterpreted. 1. Students will comprehend the relationship between ethics and law and given current events describe potential ethical conflicts.	2 Weeks
Unit 2: Contracts	Contracts are legal agreements that are guided and enforced by law. An arbitration lawyer mediates disputes. An adult will enter into various business and personal contracts throughout his/her lifetime. There are specific courts that have jurisdiction in the area of contract law. A sports agent negotiates contracts on the behalf of professional athletes. 1. Students will acquire evaluative skills that will enable them to make intelligent decisions pertaining to the need, validity, and application of contract law.	8 Weeks
Unit 3 : Tort Law	Tort law is based on the underlying concept of negligence. There are civil trial lawyers that specialize in negligence cases. 1. Students will be able to explain, evaluate, and apply the concept of negligence as it relates to the law of torts.	3 Weeks
Unit 4: Consumer Protection and Business Responsibility	Consumer protection laws serve as regulatory measures between businesses and consumers. Government regulatory agencies employ people that have an interest in the law. Businesses have a responsibility that extends beyond consumers to include the environment and the community at large. 1. Students will analyze and evaluate the relationship that the business sector has with consumers and the environment.	6 Weeks
Unit 5: Advertising Laws	Advertising is the bridge between business and the consumer and is regulated and monitored by the government. 1. Students will investigate the current state of commercial advertising and its coexistence with the law and propose changes if deemed necessary.	3 Weeks
Unit 6: Banking/Credit/Investment Laws	Monetary business transactions in a capitalist society are governed by laws. The Federal Reserve sets monetary policy for our nation's banking industry and that policy greatly influences financial markets. 1. Through analysis and evaluation, students will be able to justify the need for government legislation in our nation's banking and investment industries.	4 Weeks

Unit 7: Intellectual Property & Bailments	In the United States, business and intellectual property is protected from unauthorized infringement. A bailment is created through the temporary transfer of property. 1. Students will understand through investigative research and discussion that tangible and intangible property cannot be infringed upon.	4 Weeks
Unit 8: Government Regulation & Deregulation	Government regulation and deregulation are shifting policies that polarize business activity. Consumer protection laws serve as regulatory measures between businesses and consumers. Government regulatory agencies employ people that have an interest in the law. 1. Students will demonstrate an understanding of the role of government intervention within a capitalist society by examining landmark cases in which the government relaxed or tightened their influence in the private sector.	2 Weeks
Unit 9: Business Law and the Internet	The World Wide Web has necessitated the need for new laws that govern business conducted on the internet. 1. Students will understand the impact of the internet on business law by investigating current e-commerce activity and predicting future cyberspace legislation.	2 Weeks

Freehold Regional High School District
Honors Business & Contract Law
Unit 1: Ethics and the Law

Enduring Understanding: Business ethics and the law can often come into conflict because laws can be confusing and misinterpreted.
Essential Questions: What is "right" and "wrong"?
Can ethics evolve over time?
Are laws clearly understood by everyone?
Unit Goal: Students will comprehend the relationship between ethics and law and given current events describe potential ethical conflicts.
Duration of Unit: 2 weeks
NJCCCS: 9.2.12 D 3, 4, 5

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
How are ethical decisions made? What is the relationship between ethics and the law? What is the basis for determining right and wrong behavior in society? Has the new millennium given way to a lessening of social and business mores? How are morals, ethics, and values related? How can business ethics be compromised for the sake of profit? Can unethical behavior be justified? Why do businesses and people break laws?	Determine the thought process for making an ethical decision. Analyze ethical decisions that might be in violation of the law. Analyze unethical decisions that might not be in violation of the law. Distinguish the difference between inappropriate and appropriate behavior. Examine the culture of the 21st Century and determine if it has influenced unethical behavior. Discuss personal morals, ethics, and values with regard to behavior. Decide whether various business actions are ethical or unethical and whether they are justifiable. Discuss lawyer/client confidentiality and ethics as it pertains to lawyers. Analyze unclear laws and create new drafts that are more easily understood.	Textbook Workbook Resource binder Internet Newspaper articles The film ***The Rainmaker. (PG 13)*** This presents ethics as a struggle between a dying patient and an insurance company that refused to pay for his bone marrow transplant. Card set: "***30 Bizarre, But True U.S. Laws***". (1997 Teacher's Discovery) Graphic organizers & webs	Strategies for teaching ethics and the law may include: • Use **(FIDO**) Fact-Issue-Decision-Opinion in analyzing ethical case studies • Oral readings • Guided note-taking • Circle questioning • Role playing • Critiquing current event articles pertaining to questionable business activity • Student self analysis pertaining to moral behavior • Video viewing	Open ended essay writing Creation of an ethical classroom behavior chart Current event log Video question sheets Oral presentations
<u>Suggestions on how to differentiate in this unit:</u>				

- Teachers may employ cooperative learning strategies to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (case workbooks) and re-teaching assignments to students who require additional practice on the content, themes, concepts, and skills of this unit.
- The feature length film ***The Rainmaker*** (1997) PG13 is highly recommended as a visual and reflective supplement for this unit.

Freehold Regional High School District
Honors Business & Contract Law
Unit 2: Contracts

Enduring Understandings: Contracts are legal agreements that are guided and enforced by law. An arbitration lawyer mediates disputes.
An adult will enter into various business and personal contracts throughout his/her lifetime.
There are specific courts that have jurisdiction in the area of contract law. A sports agent negotiates contracts on the behalf of professional athletes.

Essential Questions: Why are contracts needed in business relations?
How is a contract judged to be legal and enforceable?
What are the differences among a contract, promise, and an agreement?
How do adults enter into a contract?
How are adults and minors treated differently with regard to contracts?
How does the court system deal with contractual disputes?
How do parties resolve contractual disputes?

Unit Goal: Students will acquire evaluative skills that will enable them to make intelligent decisions pertaining to the need, validity, and application of contract law.

Duration of Unit: 8 weeks

NJCCCS: 9.2.12 D 3, 4, 5

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
Why are contracts needed in personal and business situations? Explain the six elements of a contract and their relevancy to a valid, binding contract. How can the element of genuine agreement be invalidated? What circumstances can cause a party's capacity to enter a contract to become invalid? What is consideration and how does it relate to a contract? What is the nature of an illegal contract? What is the collective bargaining process and how does it affect	Understand the necessity of contracts in business and personal affairs. Understand the obligations of the vested parties in a contract. Describe the six elements of a contract and the difference between a valid and void contract. Categorize a promise, an agreement and a contract. Create a legal, valid contract which contains all six elements. Explain the union's role in collective bargaining and how it would affect employees and business owners.	Textbook Student Activity Workbook Supplemental Case Studies Resource binder NJ State Bar Association's newsletter ***Respect*** ***Standard Deviants*** Business Law video series (Cerebellum Corp. www.cerebellum.com) Internet Clips from the film ***The Paper Chase*** (PG 13) Employment posters	Strategies for teaching contract law may include: • Lecture and classroom discussion • Oral readings • Circle questioning • Role playing • Guided note-taking • Flow chart analysis • Powerpoint presentation • Guest speakers • Case analysis using the	Tests Case reports Student presentations Essays Video question sheets The creation of an employee handbook Contract editing Drafting a contract Charting judicial power of the U.S. court system

employment relationships? When do contracts begin and how do they end? How do agency relationships relate to contracts? What is arbitration? How does one become an arbitrator? Which courts in the U.S. hear cases pertaining to contract disputes? How does the UCC affect the sale of goods? What circumstances can arise when contracts between buyers and sellers involve shippers?	Describe several agency relationships and determine how they are created. Examine different types of business contracts. Understand that businesses and adults have contractual responsibilities. Identify and summarize some of the occupations associated with the U.S. court system. Examine the relevancy of a title document. Design an invoice and a purchase order and compare the information contained in each.	Graphic organizers & webs Video: ***The Perils of Whistleblowing*** (History Channel video series) Content appropriate scenes from the R rated film ***Silkwood*** Newspaper articles Actual contracts: (employment, sales, agency, leasing, sports, real estate) Copies of business invoices, purchase orders, and bills of lading. PowerPoint presentation	F.I.D.O. method • Video viewing • Class trip to the Freehold Municipal Court House • Peer editing • Skit writing	

<u>Suggestions on how to differentiate in this unit</u>:

- Teachers may employ cooperative learning strategies (a collective bargaining agreement) to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (sample contracts) and re-teaching assignments (Powerpoint presentation) to students who require additional practice on the content, themes, concepts, and skills of this unit.
- ***The Paper Chase*** (PG13) **and** ***Silkwood*** (R) provide students with visual and auditory perspectives of contract law and employee/employer relationships.

Freehold Regional High School District
Honors Business & Contract Law
Unit 3 : Tort Law

Enduring Understandings: Tort law is based on the underlying concept of negligence. There are civil trial lawyers that specialize in negligence cases.
Essential Questions: How can negligence be proven?
Why are so many businesses in the U.S. the target of lawsuits?
Unit Goal: Students will be able to explain, evaluate, and apply the concept of negligence as it relates to the law of torts.
Duration of Unit: 3 Weeks
NJCCCS: 9.2.12 F 1, 3, 5, 6

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What are examples of intentional torts? What are examples of unintentional torts? How are duty of care and breach of duty related in an unintentional tort case? How are proximate cause and actual harm related in an unintentional tort case? What are the defenses to negligence cases? Why are frivolous lawsuits flooding our court system? What is the connection between insurance companies and liability? How does a lawyer prepare for a career in negligence cases?	Understand the parties involved in a civil lawsuit. Distinguish between intentional and unintentional torts. Explain the four elements that must be proven in a negligence case. Assess certain lawsuits on the basis of negligence. Compare the defenses to negligence cases and justify their use. Research lawyers in private practice that specialize in negligence and worker compensation cases.	Textbook Student Activity Workbook Supplemental Case Studies Graphic organizers & webs Resource binder Sample negligent cases between businesses and individuals PowerPoint presentation Newspaper articles ***Standard Deviants*** Business Law video series (Cerebellum Corp. www.cerebellum.com)	Strategies for teaching tort law may include: • Oral readings • Guided note taking • Mock trial • Class discussion • Circle questioning • Invite a lawyer that specializes in class action suits to speak to students • Video viewing	Tests Case evaluations on high profile negligence cases such as the Firestone and MacDonald's case. Design signage for a business that limits liability. Post video viewing questionnaire

Suggestions on how to differentiate in this unit:

- Teachers may employ cooperative learning strategies (group evaluation of case studies) to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (supplemental case study book) and re-teaching assignments (mock trial) to students who require additional practice on the content, themes, concepts, and skills of this unit.

Freehold Regional High School District
Honors Business & Contract Law
Unit 4: Consumer Protection and Business Responsibility

Enduring Understandings: Consumer protection laws serve as regulatory measures between businesses and consumers.
Government regulatory agencies employ people that have an interest in the law.
Businesses have a responsibility that extends beyond consumers to include the environment and the community at large.

Essential Questions: Why has "caveat emptor" (let the buyer beware) been replaced by "caveat venditor" (let the seller beware)?
What happens when a consumer is dissatisfied with a purchase?
How can legislators raise the social consciousness of business owners?
Can a business balance profit with social responsibility?

Unit Goal: Students will analyze and evaluate the relationship that the business sector has with consumers and the environment.

Duration of Unit: 6 weeks

NJCCCS: 9.2.12 F 1, 6.1.12 A 5, 6.2.12 E 4, 9.2.12 A 1, 9.2.12 E 7, 8

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
Why do consumer protection laws exist? Why would businesses even consider "hurting" consumers or the environment? How do local, state, and federal consumer protection agencies assist consumers? What is the New Jersey Lemon Law? Define consumerism and explain Ralph Nader's role in its emergence since the 1960's? What is the difference between a full warranty and a limited warranty? Why have there be so many product recalls in the U.S. lately? (tomatoes, beef, toys) If a product is manufactured overseas, are U.S. consumers protected?	Recognize fraudulent business practices and utilize the appropriate government agency that can assist the consumer. Compare and distinguish among the types of warranties available to consumers. Identify various consumer protection agencies and their laws. (Example: the FCC's registry list aimed at preventing unsolicited calls from telemarketers). Identify various forms of business fraud. Explore and research government regulatory positions that involve consumerism. Outline the salient parts of the Consumer Protection Act	Textbook Student Activity Workbook Supplemental Case Studies Resource binder Copies of manufacturer's warranties Video: ***Exxon Valdez Disaster*** Content appropriate scenes from the R rated film ***Erin Brockovich (2000)*** Film ***A Civil Action*** (PG13) Newspaper articles ***Standard Deviants*** Business Law video series (Cerebellum Corp. www.cerebellum.com) Copies of FTC laws DVD Video: ***Corporate Social Responsibility From Principles to Profit*** (Produced by Films for the	Strategies for teaching consumer protection and social responsibility include: • Oral readings • Guided note taking • Internet research and reporting • Class discussion • Circle questioning • Video viewing and reporting • Guest speaker(s) (retail business owners, representative from the Better Business Bureau, Attorney that specializes in	Tests Open-ended essays Letter writing Video questionnaires Role playing Post video viewing questionnaire

		Humanities & Sciences) www.films.com Graphic organizers & webs Content appropriate scenes from the R rated film ***The Insider (1999)***	business fraud cases	

Suggestions on how to differentiate in this unit:

- Teachers may employ cooperative learning strategies (research teams) to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (sample manufacturer warranties) and re-teaching opportunities (guest speaker presentation) to students who require additional practice on the content, themes, concepts, and skills of this unit.
- The films ***Erin Brokavich*** (R) and ***A Civil Action*** (PG13) provide additional visual and auditory enhancement of this unit.

Freehold Regional High School District
Honors Business & Contract Law
Unit 5: Advertising Laws

Enduring Understandings: Advertising is the bridge between business and the consumer and is regulated and monitored by the government.
Essential Questions: How does the government regulate the advertising industry?
What is green marketing and why has it become such a popular advertising strategy with businesses?
Unit Goal: Students will investigate the current state of commercial advertising and its coexistence with the law and propose changes if deemed necessary.
Duration of Unit: 3 weeks
NJCCCS: 6.5. 12 B 4, 9.2.12 A 4, 9.2.12 E 6, 6.1.12 A 8, 6.2.12 E 13

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What powers do the FCC and FTC have regarding the advertising industry? Where is the line between censorship and free speech? Why are cigarette ads banned from television but not magazines or billboards? Why have prescription drug advertisements been under recent scrutiny? How has advertising on the internet created a need for new laws? How do businesses use deception in advertising, yet create a legal advertisement?	Research and summarize government laws pertaining to business advertising. Debate the power struggle between Madison Ave. and government. Discuss and assess the current state of advertising in the U.S. and decide if changes need to be made. Predict new advertising mediums that might bypass existing laws. Determine if ethics, the law, and advertising can share a complimentary stage. Students will explore entry ways of employment to the FCC and the FTC.	Textbook Resource binder Magazine Ads Newspaper Ads TV commercial clips Radio commercial clips Video: ***Buy Me That*** (Home Vision Entertainment 1990) Video: ***Buy Me That #3*** subtitled ***: A Kids Guide to Food Advertising*** (Public Media Inc.) Graphic organizers & webs DVD Video: ***Business Ethics Truth in Advertising*** (Produced by Films for the Humanities & Sciences) www.films.com Student Activity Workbook Supplemental Case Studies Current event articles	Strategies for teaching advertising and the law include: • Oral readings • Guided note taking • Internet research and reporting • Class discussion • Circle questioning • Video viewing and reporting • Role playing • Debating	Test Open-ended essays Law drafts Video questionnaires Student presentations Post video viewing questionnaire

Suggestions on how to differentiate in this unit:

- This unit lends itself to a wide range of methodologies that break away from the textbook.
- Students should be able to hear and visualize the world of advertising and the laws that restrict it through exposure to magazine, newspaper, radio, and television ad samples.
- Cooperative learning strategies can be utilized by integrating classroom exercises that encourage devising, creating, and proposing legislation as it applies to advertising.
- A guest speaker that has experience in developing an advertising campaign within the legal boundaries would enhance student understanding greatly.

Freehold Regional High School District
Honors Business & Contract Law
Unit 6: Banking/Credit/Investment Laws

Enduring Understandings: Monetary business transactions in a capitalist society are governed by laws.
The Federal Reserve sets monetary policy for our nation's banking industry and that policy greatly influences financial markets.

Essential Questions: What is monetary policy?
Why do banks and investment firms need government regulation?
Why are business laws needed in a capitalist society?
Why must credit be regulated?
Why does Wall Street need a watchdog?

Unit Goal: Through analysis and evaluation, students will be able to justify the need for government legislation in our nation's banking and investment industries**.**

Duration of Unit: 4 weeks

NJCCCS: 6.5.12 B 1, 9.2.12 E 1, 3 6.5.8 B 7, 9.2.12 E 3

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What regulatory role does the Federal Reserve play in our nation's banking industry? Explain why the actions of the Federal Reserve affect financial markets. Why do banks fail? Describe the existence and function of the Securities and Exchange Commission (SEC). What laws protect investors and borrowers? What is insider trading and how can it be stopped? What is the elastic relationship between credit and interest rates?	Identify and explain the powers of the Federal Reserve. Compare the effects of the Fed lowering or raising interest rates to member banks. Predict the possible effects of the Fed's actions on financial markets. Explain the relationship between margin requirements and credit. Distinguish between the powers of the SEC and the Federal Reserve. Investigate illegal actions in the financial markets. Compare and contrast credit contracts from different lending institutions. Students will explore career opportunities with the Securities and Exchange Commission. Students will explore the career of law as it applies to business merges and corporate acquisitions.	Textbook Resource binder Credit card applications from MasterCard, and Visa Bank loan applications Mortgage application SEC Handbook Video Kit***: Open & Operating; The Federal Reserve Responds to Sept. 11th.*** Can be ordered directly from the Federal Reserve for free at: www.frbsf.org/education/teachers Graphic organizers & webs Student Activity Workbook Supplemental Case Studies Current event articles	Strategies for teaching advertising and the law include: • Oral readings • Guided note taking • Flow chart analysis • Internet research and reporting • Class discussion • Circle questioning • Role Playing "Press Conference"	Test Verbal peer quiz Open-ended essays Political cartoon design Student presentations Post video viewing questionnaire

Suggestions on how to differentiate in this unit:

- Teachers may employ cooperative learning strategies (team press conference) to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (sample loan applications) and re-teaching opportunities (peer quizes) to students who require additional practice on the content, themes, concepts, and skills of this unit.

Freehold Regional High School District
Honors Business & Contract Law
Unit 7: Intellectual Property & Bailments

Enduring Understandings: In the United States, business and intellectual property is protected from unauthorized infringement.
A bailment is created through the temporary transfer of property.

Essential Questions: What is the concept of intellectual property and how can it be protected?
How can creativity and the spirit of entrepreneurship be protected, yet remain unbridled?
How are bailments created?
What are each party's responsibilities in a bailment agreement?

Unit Goal: Students will understand through investigative research and discussion that tangible and intangible property cannot be infringed upon**.**

Duration of Unit: 4 weeks

NJCCCS: 6.5.8 A 7, 6.5.8 B 4, 6.5.12 B 9

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What purpose does a copyright serve? Why must a trademark be renewed every 7 years? What is the difference between a company logo and a trade character and how can they both be protected from unauthorized use? In what ways does a patent serve an inventor? What are licensing agreements and how do they relate to protected property? Why are international trademarks and copyrights difficult to enforce? What happens to intellectual property rights when the creator or inventor dies? What are some circumstances in life when a business may temporarily be in possession of someone's personal property? What are some circumstances in life when a person may temporarily be in possession of property that belongs to a business?	Differentiate among the protective characteristics that a trademark, copyright, service mark, and patent ensure. Debate the positives of intellectual property protection with the spirit of creative entrepreneurism. Explain the significance of licensing agreements within the business sector. Describe the concept of a bailment and explain the responsibilities of the parties involved. Categorize different types of bailments. Describe the different ways in which bailments are created. Outline the procedure for	Textbook Resource binder Video: ***Patents*** by Teachers Video Co. Video: ***Business Basics Copyrights*** by Teachers Video Co. Library Of Congress web site Transparencies of copyright and patent applications Graphic organizers & webs Sample bailment contracts Business receipts	Strategies for teaching intellectual property protection and bailments include: • Oral readings • Guided note taking • Internet research and reporting • Class discussion • Circle questioning • Role Playing • Guest speaker • Critiquing and editing business documents (receipts, stubs, signs)	Test Open-ended essays Analzing and deciding case studies Student presentations Post video viewing questionnaire

How do the courts determine who is liable for damages in a bailment case? What is the government's role in issuing protection for intellectual property?	applying for a government patent, copyright, or trademark. Analyze case studies that have dealt with intellectual property infringement. Explore the law field of patent and trademark protection.	Parking stubs Student Activity Workbook Supplemental Case Studies Current event articles		

Suggestions on how to differentiate in this unit:

- Teachers may employ cooperative learning strategies (brainstorm the 10 most influential business inventions) to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (visuals of logos, trademarks, trade characters) and re-teaching opportunities (role playing skits) for kinesthetic students who require additional practice on the content, themes, concepts, and skills of this unit.
- Original logos, trademarks, and trade characters can be created to enhance understanding of the unit for artistic students.

Freehold Regional High School District
Honors Business & Contract Law
Unit 8: Government Regulation & Deregulation

Enduring Understandings: Government regulation and deregulation are shifting policies that polarize business activity.
Consumer protection laws serve as regulatory measures between businesses and consumers.
Government regulatory agencies employ people that have an interest in the law.

Essential Questions: How does government deregulation increase competition among businesses?
How does government regulation affect business activity?

Unit Goal: Students will demonstrate an understanding of the role of government intervention within a capitalist society by examining landmark cases in which the government relaxed or tightened their influence in the private sector.

Duration of Unit: 2 weeks

NJCCCS: 6.1.12 A 1, 4, 6

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What role does the FDA have upon the private business sector? How was the airline industry deregulated under the FAA? What influence does the FCC have upon the entertainment industry? What influence does the ICC have upon the trucking and railroad industry? How has terrorism affected the way goods are regulated and transported in the United States? What factors does the government consider if a possible merger might resemble a monopoly? What are "Blue Sky" laws and how do they affect business? Does the alcohol and tobacco industry need more or less regulation?	Categorize the powers of certain government agencies and their jurisdiction. Assess the effectiveness of government regulatory agencies. Contrast the perspectives of government and business with regard to regulation. Translate government regulatory laws Compare the levels of government regulation (local, state, and federal) Construct a cause and effect chart based on government's action within particular business industries. Debate whether illegal activities have transpired between government regulators and business. Research cases where government regulation has restricted or increased business activity.	Textbook Resource binder Graphic organizers & webs Internet PowerPoint presentation Excerpts and source documents from the FCC, FDA, FCC, EPA, and the FTC. Student Activity Workbook Supplemental Case Studies Current event articles	Strategies for teaching the unit on government regulation and deregulation are: • Oral readings • Guided note taking • Internet research and reporting • Class discussion • Circle questioning • Group debates • Analyzing and creating political cartoons • Peer editing • Guest speaker	Test Open-ended essays Case summations Presentation chart Political Cartoons

How can price fixing and price gouging be monitored and regulated? Are EPA laws causing the demise of U.S. manufacturing plants? Why have pharmaceutical companies been linked to government absentia?	Explore career opportunities with federal regulatory agencies.			

Suggestions on how to differentiate in this unit:

- Teachers may employ cooperative learning strategies (group editing) to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (case studies, transparencies) and re-teaching opportunities (guest speaker presentation) for students who require additional practice on the content, themes, concepts, and skills of this unit.

Freehold Regional High School District
Honors Business & Contract Law
Unit 9: Business Law and the Internet

Enduring Understanding: The World Wide Web has necessitated the need for new laws that govern business conducted on the internet.
Essential Questions: How can business activity in cyberspace be regulated?
How has e-commerce forced a re-examination of existing business laws?
Unit Goal: Students will understand the impact of the internet on business law by investigating current e-commerce activity and predicting future cyberspace legislation.
Duration of Unit: 2 weeks
NJCCCS: 6.2.12 E 12, 6.3.12 H 1, 3

Guiding / Topical Questions	Content and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What is internet piracy and why is it so rampant? What has the government done to regulate business activity on the internet? What is e-commerce? Is consumer information secure when shopping on the internet? How is fraud and deception exacerbated through e-commerce? What type of legislation might be needed in the future regarding e-commerce? Do businesses have a right to track a consumer's e-commerce activity?	Explain the concept of e-commerce and the need for it to be regulated. Investigate breaches in security with regard to e-commerce transactions. Explain what identity theft is and how it can occur with e-commerce. Debate the issue of internet privacy. Recommend suggestions for regulating internet business activity in the future. Analyze e-commerce giants such as Amazon.com and Overstock.com	Textbook Resource binder Graphic organizers & webs Internet PowerPoint presentation Current event articles	Strategies for teaching the unit on business law and the internet are: • Oral readings • Guided note taking • Internet research and reporting • Class discussion • Circle questioning • Group debates	Open-ended essays Research Report Oral presentation

<u>Suggestions on how to differentiate in this unit:</u>

- Teachers may employ cooperative learning strategies (group research project) to facilitate peer assistance to all students.
- Teachers may also provide ancillary materials (current event articles) and re-teaching opportunities (student presentations) for students who require additional practice on the content, themes, concepts, and skills of this unit.