

**PA Achievement Standard(s):**

Standard - 15.3.12.A

Evaluate work product and make recommendations based on content. Reference English Language Arts CC.1.4.11-12.T

Standard - 15.3.12.B

Analyze business documents for content and effectiveness.

Standard - 15.3.12.C

Create a research project based upon defined parameters. Reference English Language Arts CC.1.4.11-12.V

Standard - 15.4.12.A

Apply the creative and productive use of emerging technologies for educational and personal success.

Standard - 15.9.12.J

Analyze data collection methods when entering into or expanding a market.

**Link for the achievement standard:** <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>

**Big Idea/Essential Questions:** How do you collect research for business purposes? What does a professional business report look like?

**Competencies:** The student will be able to:

- Distinguish between formal and informal reports.
- Identify the types of informal reports.
- Identify and use the five steps for conducting research.
- Describe the components of a formal report.
- List the advantages of correct report formatting.
- Write formal and informal reports.

<b>Learning Plan</b>	
<b>Suggested Activities/Strategies</b>	<b>Assessment Evidence:</b>
Classroom presentation aligned to key performance indicators Lessons with executive insight and industry jargon aligned to specific instructional areas Industry lessons for career exploration Verbal discussions of content and real-world examples Critical thinking via forum discussions of case studies Cooperative learning activities Use of printed/online checklists and rubrics	Teacher observation of student work Lesson assessments Pre-lesson and post-lesson quizzes Self-reflection sheet Individual and group project