



Integrated Framework, Years 1 - 3

Theme: Resources

- [Keystone Economic Principle™ 6](#) - Do what you do best, trade for the rest.
- [Keystone Economic Principle™ 8](#) - Quantity and quality of resources impact living standards.
- [Keystone Economic Principle™ 4](#) - Economic systems influence choices.

The third quarter's theme is RESOURCES. In its most basic form, resources are the factors of production, including land, labor and capital, as well as entrepreneurship and technology. Resources are a critical component of economics because they illustrate the way in which we choose to use the endowments of our economic systems (KEP #4) and utilize our skills and intellect in order to create economic opportunity. Consequently, the topics of this quarter act as an investment in *human* capital, helping students learn to think creatively, work cooperatively and develop job-seeking and digital skills. Through education, today's students discover "what they do best" (KEP #6), enhance their "living standards" (KEP #8) and become tomorrow's leaders and entrepreneurs.

***Infusionomics* – Skills for the 21st Century Marketplace:**

13. Professional Development (Part II)

a. Job-Seeking Skills

1. Utilize job-search strategies
2. Prepare a résumé
3. Write a letter of application/cover letter
4. Obtain a letter of recommendation
5. Complete a job application
6. Interview for a job
7. Write a follow up letter after job interviews
8. Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
9. Explain the need for ongoing education as a worker
10. Explain possible advancement patterns for jobs

11. Determine skills needed to enhance career progression
 12. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)
 13. Use networking techniques for professional growth
 - [3rd-5th Activity - Name Game](#)
 - [6th-8th Activity - Name Game](#)
 - [6th-12th Activity - Five Around a Circle](#)
 - [9th-12th Activity - My Future Resume](#)
 - [9th-12th Activity - My Current Resume](#)
 - [9th-12th Activity - Classroom Interview](#)
14. Creativity and Innovation (*Source: p21.org*)
- a. Think Creatively
 1. Use a wide range of idea creation techniques (such as brainstorming)
 2. Create new and worthwhile ideas (both incremental and radical concepts)
 3. Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts
 - b. Work Creatively with Others
 1. Develop, implement and communicate new ideas to others effectively
 2. Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
 3. Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas
 4. View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process involving small success and frequent mistakes, and the learning from those mistakes
 - c. Implement Innovations
 1. Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur
 - [3rd-8th Activity - Visual Quotes](#)
 - [3rd-8th Activity - Human Over Hand](#)
 - [6th-8th Activity - Get it Together](#)
 - [6th-8th Activity - Human Knot](#)
 - [6th-8th Activity - Hunt for Candy](#)
 - [6th-8th Activity - Fold the Paper](#)
 - [9th-12th Activity - Think Outside the Box](#)
 - [9th-12th Activity - Create Your Own Team-Building Exercise](#)
15. Digital Skills
- a. Computer Basics
 1. Use basic computer terminology
 2. Apply basic commands of operating system software

3. Employ desktop operating skills
 4. Determine file organization
 5. Demonstrate system utilities for file management
 6. Compress or alter files
 7. Use reference materials to access information
 8. Use menu systems
 9. Use control panel components
 10. Access data through various computer drives
- b. Computer Applications
1. Word processing
 2. Spreadsheets
 3. Presentations
 4. Microsoft Office applications
- c. Internet-based Skills
1. Demonstrate basic search skills on the Web
 2. Evaluate credibility of Internet resources
 3. Demonstrate file management skills
 4. Communicate via computers
 5. Solve routine hardware and software problems
 6. Operate computer-related hardware peripherals
 7. Explain the nature and impact of e-commerce
 - 8.

16. Communication Skills

- a. Oral, Written, Body language (positive and normative economics)
1. Explain the nature of effective communications
 2. Use proper grammar and vocabulary
 3. Address people properly – use titles, such as Mr., Mrs. and Ms.
 4. Maintain personal presentation with a firm handshake, eye contact and hands at sides (instead of folded or in pockets)
 5. Handle telephone calls in a businesslike manner
 6. Make oral presentations
 7. Write business letters
 8. Write informational messages
 9. Write inquiries
 10. Write persuasive messages
 11. Prepare simple written reports
 12. Prepare complex written reports
 13. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)
 - [1st-2nd Activity - My Favorite Toy](#)
 - [3rd-5th Activity - Create a Flyer](#)
 - [3rd - 5th Activity - Collage of Brands](#)
 - [3rd-5th Activity - Who is the Leader](#)
 - [3rd-12th Activity - Telephone](#)

- [3rd-5th Activity - Interview an Entrepreneur](#)
- [6th-8th Activity - Collage of Brands](#)
- [6th-8th Logo Slideshow for Collage of Brands](#)
- [6th-8th Activity - Wink Murder](#)
- [6th-8th Activity - Get it Together](#)
- [6th-12th Activity - Interview an Entrepreneur](#)
- [9th-12th Activity - Classroom Interview](#)
- [9th-12th Activity - Off the Cuff](#)
- [9th-12th Activity - Hidden Object](#)
- [9th-12th Activity - Compose a Jingle](#)

b. Active Listening

- [3rd-12th Activity - Telephone](#)
- [3rd-5th Activity - Interview an Entrepreneur](#)
- [6th-8th Activity - Get it Together](#)
- [6th-8th Activity - Hunt for Candy](#)
- [6th-12th Activity - Interview an Entrepreneur](#)
- [9th-12th Activity - Off the Cuff](#)
- [9th-12th Activity - Hidden Object](#)

c. Modes of Communication (social networking)

- [3rd-5th Cybersmart Lesson -The Power of Words](#)
- [6th-12th Activity - Acceptable Social Networking](#)

d. Ethics in Communication

1. Respect the privacy of others
2. Explain ethical considerations in providing information
 - [3rd-5th Cybersmart Lesson -The Power of Words](#)
 - [6th-12th Activity - Acceptable Social Networking](#)
 - [6th-12th Activity - Beauty is...](#)

17. Communication and Interpersonal Skills

a. Staff Communications

1. Communicate regularly via digital networks
2. Conduct staff meetings
3. Explain the nature of staff communication
4. Give directions for completing job tasks
5. Follow directions

b. Teamwork

1. Treat others fairly at work
2. Develop cultural sensitivity
3. Foster positive working relationships
4. Participate as a team member
 - [3rd-8th Activity - Human Over Hand](#)
 - [6th-8th Activity - Human Knot](#)
 - [6th-8th Activity - Hunt for Candy](#)

- [6th-8th Activity - Fold the Paper](#)
 - [9th-12th Activity - Think Outside the Box](#)
 - [9th-12th Activity - Create Your Own Team-Building Exercise](#)
- c. Networking
1. Meet colleagues and members of the community
 2. Create your “elevator speech”
 3. Make personal connections
 4. Inquire into the potential for professional collaboration
 5. Gather contact information
 6. Invite colleagues to share in promising opportunities
 7. Build contacts by introducing your colleagues to others
 8. Keep in touch in an appropriate manner and timeframe
 - [3rd-5th Activity - Name Game](#)
 - [6th-8th Activity - Name Game](#)
 - [6th-12th Activity – Five Around a Circle](#)
 - [6th-12th Activity - Acceptable Social Networking](#)
- d. Dealing with Conflict
1. Negotiation
 - [3rd-5th Activity - I’ll Trade You](#)
 - [6th-12th Activity - I’ll Trade You](#)
 2. Compromise
 - [3rd-5th Activity - Planning a Party](#)
 - [6th-8th Activity - Planning a Party](#)
 3. Demonstrate self-control
 4. Show empathy for others
 5. Use appropriate assertiveness
 6. Demonstrate negotiation skills
 7. Handle difficult customers/clients/coworkers
 8. Interpret business policies to customers/clients
 9. Handle customer/client complaints
 - [9th-12th Activity – It’s Okay](#)
 10. Explain the nature of stress management
 - [6th-8th Activity - Get it Together](#)
 - [6th-8th Activity - Fold the Paper](#)
 - [6th-8th Activity - Human Knot](#)
 - [6th-8th Activity - Hunt for Candy](#)
 - [9th-12th Activity - Think Outside the Box](#)
 - [9th-12th Activity - Create Your Own Team-Building Exercise](#)

Optional Higher Level

18. Information Management

a. Record Keeping

1. Explain the nature of business records

2. Maintain record of daily financial transactions
3. Use payroll record keeping system
4. Maintain personnel records
5. Maintain customer records

b. Technology

1. Explain ways that technology impacts business
2. Use Personal Information Management/Productivity applications
3. Demonstrate writing/publishing applications
4. Demonstrate presentation applications
5. Demonstrate database applications
6. Demonstrate spreadsheet applications
7. Demonstrate collaborative/groupware applications
8. Determine venture's technology needs

c. Information Acquisition

1. Select sources of business start-up information
2. Conduct an environmental scan to obtain marketing information
3. Monitor internal records for marketing information
4. Determine underlying customer needs/frustrations

19. Human Resource Management

a. Organizing

1. Develop a personnel organizational plan
2. Develop job descriptions
3. Develop compensation plan/incentive systems
4. Organize work/projects for others
5. Delegate responsibility for job tasks

b. Staffing

1. Determine hiring needs
2. Recruit new employees
3. Screen job applications/résumés
4. Interview job applicants
5. Select new employees
6. Negotiate new-hire's salary/pay/benefits/total compensation
7. Dismiss/Fire employee

c. Training/Development

1. Orient new employees (management's role)
2. Conduct training class/program
3. Coach employees

d. Morale/Motivation

1. Exhibit leadership skills
2. Encourage team building
3. Recognize/reward employees
4. Handle employee complaints/grievances
5. Ensure equitable opportunities for employees
6. Build organizational culture

e. Assessment

1. Assess employee morale
2. Provide feedback on work efforts
3. Assess employee performance
4. Take remedial action with employee
5. Conduct exit interviews
 - [3rd-5th Activity - Leadership Recipe](#)
 - [6th-12th Activity - Leadership Skit](#)

Additional National Standards Covered:

Partnership for 21st Century Skills Framework – Student Outcomes (www.p21.org)

- Learning and Innovation Skills
 - Communication and Collaboration
 - Creativity and Innovation (*See also: COSTS*)
 - Think Creatively
 - Work Creatively with Others
 - Implement Innovations (*See also: INCENTIVES*)
- Information, Media and Technology Skills
 - Information Literacy
 - Media Literacy
 - ICT (Information, Communications and Technology) Literacy

NCSEE Standards (National Content Standards for Entrepreneurship Education)

- D – Communications and Interpersonal Skills – Understands concepts, strategies and systems needed to interact effectively with others
- E – Digital Skills – Understands concepts and procedures needed for basic computer operations
- H – Professional Development – Understands the concepts and strategies needed for career exploration, development and growth
- J – Human Resources Management

