

FRANKLIN-SIMPSON HIGH SCHOOL

Course Name: Accounting I

Unit Name: Unit 4 – Organizational Structures

Objectives:

- Identify the three main types of business ownership.
- Compare the three types of business ownership by stating the advantages and disadvantages of each.
- Identify alternative ways to do business
- Create a list of franchise opportunities and explain why you would start one over the many other opportunities.
- Identify the characteristics and pros/cons of franchises.
- Identify what e-commerce is.
- Explain what WebTrust is and how it helps companies with e-commerce.

Purpose of the Unit:

This unit will focus on the three types of business ownership. Students will be able to learn about each of the types along with comparing each by stating the advantages and disadvantages of each. Along with these three types of ownership, there are other alternatives such as owning a franchise that students will study and be able to identify its pros and cons. Finally, students will learn about what e-commerce is and what technology is used to make it safe for you and me to shop on-line.

Prerequisites:

None

Daily Lesson Guide

Day	Lesson Content and Daily Focus Questions	Tasks/Procedures		Engagement	Assessment and/or Accommodations
		Knowledge or Comprehension Activities	Critical Thinking (High Yield / Literacy /LTF/etc.)		
1 - 2	What are the three main types of business ownership? What are the advantages/disadvantages of each	Create list of businesses in Franklin & identify which type it is. Groups of 3, use Internet to find pros/cons of each (handout). Discuss and put on board. Read article on incorporating business and answer questions (handout).		Technology Collaboration	Handouts from Activity
3 - 4	What are alternative ways to do business? What are the franchise opportunities out there to start a business?	Internet research on franchises, cooperatives, and non-profit organization with G. O. Research the different franchise opportunities and create a list of top 3 franchises		Technology	Handouts from Activity
5	What are the characteristics of franchises and the pros and cons of franchises?	Franchise Group Activity – groups of 4 fill in Graphic Organizer by reading 4 articles about franchises.		Collaboration	Graphic Organizer
6	What is e-commerce? How does WebTrust help companies with e-commerce	Internet Research on what e-commerce is and its advantages/disadvantages. Taken' Care of Bus. #7 Act.		Technology	Research
7	Unit Assessment	Unit Assessment		Unit Assessment	Unit Assessment

