Course Description

This Business Management course seeks to develop sound management concepts within students, as management plays a role in any future employment opportunity. Students are able to analyze, synthesize, and evaluate data from the other functional areas of business (e.g., marketing, finance, and production/operation). Effective management requires decision-making abilities, long-range planning knowledge, human relations expertise, and motivational skills. Students learn the four basic functions of management: planning, organizing, directing, and controlling.
**Intended Grade Level**  
10-12

**Units of Credit**  
0.5

**Core Code**  
32.02.00.00.140

**Concurrent Enrollment Core Code**  
32.02.00.13.140

**Prerequisite**  
None

**Skill Certification Test Number**  
230

**Test Weight**  
0.5

**License Type**  
CTE and/or Secondary Education 6-12

**Required Endorsement(s)**  
Endorsement 1  
Business and Marketing (CTE/General)

Endorsement 2  
Business and Marketing Core

Endorsement 3  
N/A

**STRAND 1**

**Students will identify and describe the planning function of management.**

**Standard 1**  
Explain what planning is and the importance of planning.

**Standard 2**  
Explain the business decision-making process.

**Standard 3**  
Distinguish between strategic (long-term) and operational (short-term) plans.

**Standard 4**  
Identify planning tools used in project planning (e.g., budgets, schedules, policies, etc.).

**Standard 5**  
Understanding the importance and purpose of the business plan for managerial success and capital resources.

**STRAND 2**

**Students will identify and describe the organizing function of management.**

**Standard 1**  
Identify and provide examples of basic ownership forms.
  - List the characteristics, advantages and disadvantages of a sole proprietorship, partnership, corporation, franchise, LLC, S-corporation.

**Standard 2**  
Identify types of organization structures.
  - Distinguish between line, line and staff, matrix, and team.
Standard 3
Understand management structures.
  • Describe the advantages and disadvantages of centralized and decentralized.

Standard 4
Understand the legal aspects of starting a business.

STRAND 3
Students will identify and describe the directing (leadership) function of management.

Standard 1
Identify leaders and effective leadership qualities.

Standard 2
Identify different leadership styles.
  • Compare and contrast autocratic, democratic, and laissez-faire.

Standard 3
Describe techniques managers use to motivate individual employees (e.g., goal setting, job advancement, cross-training, empowerment, and self-direction).
  • Study a business leader and prepare oral presentation or written essay.
  • Organize or participate in one of the following activities: Class presentation, collaborative activity, or school service activity.

STRAND 4
Students will identify and describe the controlling functions of management.

Standard 1
Describe the importance of mission statement, vision statements, goals (long-term) and objectives (short-term).

Standard 2
Evaluate and determine alternative actions when goals are not being met. (e.g., changing goals, changing strategies).

Standard 3
Identify the major factors that are considered in operations management. (e.g., TQM, lean, just-in-time, supply chain, etc.)

STRAND 5
Students will analyze and understand the importance of financial information.

Standard 1
Know basic financial terms.
  • Define and identify assets, liabilities, owner’s equity, revenue, expenses.
Standard 2
Understand the purpose of Income Statements, Balance Sheets and Cash Flow Statements.

Standard 3
Analyze and interpret the data that appears on financial statements, for managerial decisions making (e.g., ratio and breakeven analysis).

Standard 4
Identify sources for securing financing to start and operate a business.
- List the characteristics of personal savings, bank financing, SBA loans, and venture capital.

Performance Objective
Analyze a financial statement.
- Income Statement, Balance Sheet or Cash Flow Statements

STRAND 6
Students will understand basic economics concepts.

Standard 1
Understand economic terms (e.g. recession, depression, inflation, GDP, etc.).

Standard 2
Identify various types of economics systems.

Standard 3
Understand the factors involved in deciding to do business internationally and how global economies affect domestic businesses.
- Analyze the impact of the global economy on business profitability.

Standard 4
Understand forces of supply and demand in the economy.

Standard 5
Identify various types of competition.
- Compare and contrast monopoly, monopolistic competition, oligopoly, and pure competition.

STRAND 7
Students will understand basic marketing concepts.

Standard 1
Identify and understand the four P’s of the marketing mix.

Standard 2
Identify the elements of product development.
Standard 3
Understand the use of pricing strategy.

Standard 4
Identify and understand distribution channels (place).

Standard 5
Recognize the different types of promotion.

STRAND 8
Students will describe human resource management and its importance to the successful operation of an organization.

Standard 1
Understand management theories.
  • Compare and contrast Theories, X, Y, and Z.
  • List the characteristics of Herzberg’s Theory and Maslow’s Hierarchy of Needs.

Standard 2
Understand management responsibilities of recruiting, hiring, training, appraising, and firing employees.

Standard 3
Identify employment arrangements (e.g., teams, flexible work schedules, job-sharing, telecommuting, etc.)

Standard 4
Understand compensation and benefits. (wages, salaries, insurance, and retirement benefits, etc.)

Performance Objective
Analyze human resource case study, current event, or example.

STRAND 9
Students will understand and identify ethics and social responsibility as it relates to business.

Standard 1
Describe a business code of ethics.

Standard 2
Explain the overall nature of social responsibility (e.g. philanthropy, human rights violations, child labor, environmental impact, etc.)

Performance Objective
Analyze business ethics case study, current event, or example.
STRAND 10
Students will understand legal aspects that regulate business.

Standard 1
Describe how labor legislations affects the workplace (e.g., drug testing, ADA, sexual harassment, right-to-privacy, FLSA, etc.)

Standard 2
Understand governmental agencies which regulate business practices.

• Identify the agency and their purpose: OSHA, EEOC, and FTC.

STRAND 11
Students will be able to describe the role of information technology to conduct business effectively and efficiently in a modern world.

Standard 1
Describe how the Internet provides information to users.

Standard 2
Describe the basic technology infrastructure used by businesses.

Standard 3
Describe technology’s impact on strategy.

Standard 4
Describe the impact of planning an online business.

Performance Objective
• Locate information on an existing corporation. Include the following: mission statement, code of ethics (conduct), company history (story), current leadership, and current financial statements or create a business plan.
• Organize or participate in one of the following activities:
  • Class presentation, collaborative activity, or school service activity.

Skill Certificate Test Points by Strand

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<tr>
<th>Test Name</th>
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