

BUSINESS MANAGEMENT

BS000008 (1st or 2nd Semester)

Grades 10, 11, 12

½ Unit

Prerequisite: None (Personal Financial Management Recommended)

Come behind the scenes of business operations and learn entrepreneurship, human resources, financial management, communications, and marketing. Technology will be used in various segments of this course. This course will be enhanced by simulated business operations through student companies.

Business Management CCO#1: Students will learn and apply the basic financial aspects of business. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, MA1, MA3, SS4)

Business Management CCO#2: The student will examine the role of ethics and social responsibility as it applies to business. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.3, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, SS4)

Business Management CCO#3: The student will learn and apply marketing strategies. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, SS4)

Business Management CCO#4: The student will learn the fundamentals necessary for business ownership or management. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, MA1, MA3, SS4)

Business Management CCO#1: Students will learn and apply the basic financial aspects of business. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, MA1, MA3, SS4)

Business Management CCO#1 – Essential Content and Skills

Students will learn about:

- A. Terminology and Concepts
 - 1. revenue
 - 2. expenses
 - 3. assets
 - 4. liabilities
 - 5. profit and loss
 - 6. discounts
 - 7. working and variable capital
 - 8. fixed costs
 - 9. ratio analysis
- B. Financial Decisions
 - 1. purchasing
 - a. timing
 - b. quantity
 - c. quality
 - d. discounts
 - 2. financial statements
 - a. income statements and balance sheets
 - b. performance ratios
 - 3. profit
 - a. sales and revenue
 - b. costs – variable and fixed
 - c. taxes

Business Management CCO#1 – Facilitating Activities

The student may:

- 1. create a list of financial terminology and definitions. (1)
- 2. complete a balance sheet (3)
- 3. complete an income statement (3)
- 4. calculate relevant financial ratios (2)
- 5. compare variable and fixed expenses (4)
- 6. discuss and analyze various cases discussing considerations in purchasing decisions (4, 5)
- 7. calculate various types of discounts on purchases (2)
- 8. discuss and analyze various taxation effecting businesses (4)

Business Management CCO#1 – ALA

The student will create and interpret financial statements then develop recommendations to improve business operations.

Business Management CCO#1 – ALA

The student will create and interpret financial statements then develop recommendations to improve business operations.

Business Management CCO#1 – Scoring Guide

<u>Criteria</u> <u>Improv</u>	<u>Excellent</u>	<u>Superior</u>	<u>Average</u>	<u>Needs</u>
Balance sheets	Correct format; correct labels; correct formulas, correct results	3 of the 4 correct	2 of the 4 correct	Attempted, but 1 or 0 correct.
Income statements	Correct format; correct labels; correct formulas, correct results	3 of the 4 correct	2 of the 4 correct	Attempted, but 1 or 0 correct.
Interpretation of data and recommendation	Correct recommendations with supporting details	Correct recommendations with some support	Correct recommendations with no support	Incorrect or no recommendations

Business Management CCO#2: The student will examine the role of ethics and social responsibility as it applies to business. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.3, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, SS4)

Business Management CCO#2 – Essential Content and Skills

Students will learn about:

- A. Ethical Behaviors in the Workplace
 - 1. code of ethics
 - 2. ethical dilemmas
- B. Laws and Regulations Affecting Business
 - 1. regulations maintaining competition
 - 2. regulations protecting business
 - 3. regulations protecting the public
 - 4. state and local regulations
- C. Business Responsibilities in Society
 - 1. human resource issues
 - 2. natural resource issues
 - 3. ethical issues

Business Management CCO#2 – Facilitating Activities

The students may:

- 1. complete and discuss an ethics test and discuss the results (1,2)
- 2. discuss various case studies regarding ethical dilemmas (2) (R)
- 3. create a code of ethics for a fictitious business (5) (W)
- 4. evaluate laws and regulations regarding fair competition (6)
- 5. evaluate regulations regarding consumer protection and its role in business (6) (GE, RE, DE)
- 6. research recalls of consumer products (2) (R)
- 7. evaluate environmental regulations and how they affect business (6)
- 8. research the EEOC and its effect on business. (2, 4) (R)
- 9. research municipal regulations (zoning laws, health ordinances, etc) (2) (R)
- 10. research businesses' participation in philanthropy endeavors (2) (R)

Business Management CCO#2 – ALA

The student will evaluate a selection of case studies to analyze ethical and legal aspects of each.

Business Management CCO#2 – ALA

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Business Management CCO#2 – Scoring Guide

<u>Criteria</u> <u>Improve.</u>	<u>Excellent</u>	<u>Superior</u>	<u>Average</u>	<u>Needs</u>
Identify ethical issue; make a recommendation on decision to be made	Issue correctly identified; recommendation is fully supported	Issue correctly identified; recommendation has some support	Issue correctly identified; weak or no support for recommendation	Problem not correctly identified; no recommendation
Identify the law Or regulation, identify correct recommendation to be made	Law or regulation correctly identified; recommendation is fully supported	Law or regulation correctly identified; recommendation has some support	Law or regulation correctly identified; weak or no support for recommendation	Law or regulation not correctly identified; no recommendation
Identify the social responsibility; make recommendation on decision to be made	Impact on society is identified; recommendation is fully supported	Impact on society is identified; recommendation has some support	Impact on society is identified; weak or no support for recommendation	Impact on society is identified; no recommendation given

Business Management CCO#3: The student will learn and apply marketing strategies. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, SS4)

Business Management CCO#3 – Essential Content and Skills

Students will learn about:

- A. Marketing Concept
- B. Market Research
- C. Marketing Mix
 - 1. Product
 - a. development
 - b. good or service
 - c. life cycle
 - 2. Price
 - a. selling price
 - b. cost of goods sold
 - c. operating expenses
 - d. profit
 - 3. Place
 - a. channel of distribution
 - 4. Promotion
 - a. advertising
 - b. public relations
 - c. direct sales

Business Management CCO#3 – Facilitating Activities

The students may:

- 1. define and utilize the 4 P's of marketing. (1, 3)
- 2. identify and analyze the position in the product life cycle of several products. (2, 4)
- 3. design and complete a marketing survey. (3, 5)
- 4. create a marketing plan for a product or business. (3, 5) (W)
- 5. create a logo, trademark or slogan for a product or business. (3)
- 6. identify and analyze the target market of several products. (2, 4)
- 7. identify and analyze the different mediums used in advertising. (2)
- 8. evaluate several commercials and their marketing appeal. (4, 6)
- 9. discuss the role of direct sales in the marketing plan. (2)
- 10. using case studies, discuss unfair advertising practices. (2)
- 11. develop a Junior Achievement company. (2, 3, 5) (W)

Business Management CCO#3 – ALA

The student will analyze the marketing strategy for a given product

Business Management CCO#3 – ALA

The student will analyze the marketing strategy for a given product

Business Management CCO#3 – Scoring Guide

<u>Criteria</u> <u>Improve.</u>	<u>Excellent</u>	<u>Superior</u>	<u>Average</u>	<u>Needs</u>
Identify life cycle of Product	Correctly identify the position in the life cycle and fully support with details	Correctly identify the position in the life cycle and support with some details	Correctly identify the position in the life cycle and support with few details	Correctly identify the position in the life cycle; but gives no support
Analyze the price of the product	Correctly identify the selling price, cost of goods, and operating expenses to calculate gross profit and net profit	Correctly identify all items and calculate either gross profit or net profit correctly	Correctly identify 2 of 3 items and calculate gross profit correctly.	Identifies 1 of 3 items but cannot calculate profit
Identify the channel of distribution products travel	Identify 4 of the 4 parties involved in the most common channel of distribution, give full explanation of role each plays	Identify 3 of the 4 parties involved in the most common channel of distribution, give some explanation of role each plays	Identify 2 of the 4 parties involved in most common channel of distribution, give little explanation of role each plays	Identify 1 or 0 of the 4 parties involved in most common channel of distribution, no explanation
Target Market	Define and identify target market with full support	Define and identify target market with some support	Define and identify target market with weak support	No recommendation or support
Explain the three types of promotion used by business	Correctly identify all 3 elements and give details that need to be considered for	Correctly identify 2 of 3 elements and give details that need to be considered for	Correctly identify 1 of 3 elements and give details that need to be considered for	Identify no elements with no details

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Business Management CCO#4: The student will learn the fundamentals necessary for business ownership or management. (1.2, 1.4, 1.5, 1.7, 1.8, 1.10, 2.1, 2.3, 2.5, 2.6, 2.7, 3.2, 3.4, 3.6, 3.7, 3.8, 4.1, 4.4, 4.5, 4.6, 4.8, CA3, CA4, CA6, MA1, MA3, SS4)

Business Management CCO#4 – Essential Content and Skills

Students will learn about:

- A. Sole Proprietorship
- B. Partnership
- C. Corporation
- D. Franchise
- E. Legal Aspects of Business
- F. Advantages/Disadvantages
- G. Formation of Businesses
- H. Risks involved With Business Ownership

Business Management CCO#4 – Facilitating Activities

The student may:

1. define the 3 main types of business ownership. (1)
2. create a chart of advantages and disadvantages of each method of ownership. (2)
3. complete a partnership agreement. (3) (W)
4. research the costs involved in franchising a business. (2) (R)
5. describe the types of businesses that are conducive to each type of ownership. (2)
6. describe the steps necessary to create each type of business ownership. (2)
7. using case studies, discuss and analyze the risks of business ownership. (2, 4)
8. interview sole proprietor, partner, or franchisee to learn about business ownership. (2) (W)

Business Management CCO#4 – ALA

The student will compare and contrast the various forms of business ownership.

Business Management CCO#4 – ALA

The student will compare and contrast the various forms of business ownership.

Business Management CCO#4 – Scoring Guide

Criteria
Improve.

Excellent

Superior

Average

Needs

Identify and define types of business ownership	Identifies and defines all 3 types	Identifies all 3 but does not define all 3	Identifies and defines 2 out of 3 types	Identifies and defines 1 out of 3
Identify advantages and disadvantages of types of business ownership	Identifies 3 advantages and 3 disadvantages for each	Identifies 2 advantages and 2 disadvantages for each	Identifies 1 advantages and 1 disadvantages for each	Identifies 1 advantage OR 1 disadvantage for each
Recommendation for best type of ownership	Recommendation made and full support and reasoning given for choice	Recommendation made and some support and reasoning for choice	Recommendation made, vaguely supported with little reasoning	Recommendation made, no support