

PUBLIC SCHOOLS OF EDISON TOWNSHIP
OFFICE OF CURRICULUM AND INSTRUCTION



Business Management

Length of Course:	Full Year
Elective/Required:	Elective
Schools:	High School
Eligibility:	Grade 10-12
Credit Value:	5 Credits
Date Approved:	September 24, 2020

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COURSE DESCRIPTION

The Edison Public School District is committed to improving the instruction and needs of each student as well as challenging them academically. *Business Management* is a high school school elective program that will allow students to develop their understanding of business operations and management while giving them a safe environment to take risks, think critically, and test new ideas.

As part of the coursework, students will be able to describe the history and function of business management and understand the importance of effective communication skills. Students will learn about different management styles and how to work with employees in the different personality quadrants. They will learn how businesses define their mission and utilize strategic planning in order to accomplish goals and objectives for the business. The course will also incorporate the principles of business ethics and how to maintain high ethical standards. Finally, students will develop an understanding of how technology has transformed the workplace and identify the ways that businesses can utilize the various forms of technology to remain competitive in a global economy. This is a Level 1 course for which ONE prior business course is required. The course is recommended for students planning post-secondary business studies.

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UNIT 1: Management and Management Responsibilities

Targeted Standards: 9.2.12.C.4, 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6, 9.3.12.N.5, 9.3.12.N.1, 9.3.12.F3.1

21st Century Skills/Career Ready Practices: CRP1, CRP2, CRP3, CRP4, CRP5, CRP6, CRP7, CRP8, CRP9, CRP10, CRP11, CRP12

Unit Objectives/Enduring Understandings: Students will be introduced to the roles and work of managers and the major functions that all managers perform: planning, organizing, implementing and controlling

Essential Questions:

1. What is the role of managers?
2. How do we increase management effectiveness?
3. What is the importance of leadership?
4. What is the planning process?
5. How do we implement change?

Unit Assessment: Students will demonstrate their understanding of the role of management and management responsibilities.

	Core Content		Instructional Actions	
Cumulative Progress Indicators	Concepts What students will know.	Skills What students will be able to do.	Activities/Strategies Technology Implementation/ Interdisciplinary Connections	Assessment Check Points
9.2.12.C.4 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6, 9.3.12.N.5, 9.3.12.N.1,	Historical and current Management theory Effective Supervision Leadership styles and skills Management planning and organization tools	Understand the structure of management Understand the tools needed for effective supervision. Define effective leadership styles and skills Identify how to use planning and	Define key terms: write about management and the management processes; Identify different companies and their management styles Role play Magazine/Internet article	Formative assessments: Daily class work Student/teacher interaction and discussion Classroom observation Summative assessments: Exams (terminology and concepts)

<p>9.3.12.F3.1</p>	<p>Implementing and motivating change</p>	<p>organizational skills Discover different methods used to implement change</p>	<p>research and summary Written response to one the essential questions using correct information, key vocabulary, and insight Enter and Exit tickets relating to essential questions and learning goals</p>	<p>Projects Case studies</p>
<p>Resources: Essential Materials, Supplementary Materials, Links to Best Practices Supplementary Materials, Textbook, Textbook, Supplementary Materials, internet activities, poster visuals of the management process, graphic organizers, Youtube videos, Ted Talks, Articles from Harvard Business Review, Forbes, The Wall Street Journal, Goldman Sachs and Morgan Stanley</p>			<p>Instructional Adjustments: Modifications, student difficulties, possible misunderstandings, Students will be given time in class to complete assigned work which will allow the instructor to assess the need for additional time and or instruction. Peer assignments to be given to allow the students to work through assignments together to get the desired output.</p>	

UNIT 2: The Environment of Business Management

Targeted Standards: 9.2.12.C.4, 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6, 9.3.12.N.5, 9.3.12.N.1, 9.3.12.F3.1

21st Century Skills/Career Ready Practices: CRP1, CRP2, CRP3, CRP4, CRP5, CRP6, CRP7, CRP8, CRP9, CRP10, CRP11, CRP12

Unit Objectives/Enduring Understandings: Students will understand the different types of business and their characteristics. They will become familiar with business environments that affect the work of managers such as social, ethical, economic and international.

Essential Questions:

1. **What is the nature of business? What changes affect business? How does business contribute to our nation?**
2. **How do human resource issues influence business practices? How do societal values influence business practice? How does the practice of good business ethics make a business socially responsible?**
3. **What are the economic systems and how can growth be managed and measured?**
4. **Why is international business important? What rules and laws affect international business? What are the major theories of international trade?**

Unit Assessment: Students will demonstrate their understanding of how the environment of a business will affect how a business should be managed.

	Core Content		Instructional Actions	
Cumulative Progress Indicators	Concepts What students will know.	Skills What students will be able to do.	Activities/Strategies Technology Implementation/ Interdisciplinary Connections	Assessment Check Points
9.2.12.C.4 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6, 9.3.12.N.5, 9.3.12.N.1,	Characteristics of Business Social and Ethical, Economic Environment and International Environment of Business Economic Environment Wants and Systems and Managing the Economy.	Explain the nature of business activities Describe the general types of businesses Describe how innovations affect businesses Identify the impact of global competition	Define key terms: write about management and the management processes; Flash Cards/Google slides Identify different companies and their management styles	Formative assessments: Daily class work Student/teacher interaction and discussion Classroom observation Summative assessments: Exams (terminology and concepts)

<p>9.3.12.F3.1</p>	<p>The importance of International Business.</p>	<p>Discuss how businesses can improve their practices</p> <p>Identify a nation measures economic growth and prosperity</p> <p>Describe the benefits of business to our nation</p> <p>Describe the importance of the changing characteristics of a US worker</p> <p>Identify the issues that businesses face with the U.S. labor force.</p> <p>Identify changes in the American society and how it affects businesses.</p> <p>Discuss the importance of adapting to the changing societal values.</p> <p>Identify ways in which businesses can be socially responsible.</p> <p>Discuss integrity and ethics and how it relates to a successful business.</p> <p>Describe the economic systems and how economic growth can be</p>	<p>Role play</p> <p>Ethical scenarios - debate ethical actions taken by companies.</p> <p>Magazine/Internet article research and summary</p> <p>Written response to one the essential questions using correct information, key vocabulary, and insight</p> <p>Enter and Exit tickets relating to essential questions and learning goals</p> <p>Supply and demand game</p> <p>Group Work</p>	<p>Projects - selection by interest and project type</p> <p>Case studies</p> <p>Peer evaluation</p> <p>Class participation</p>
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		<p>managed and measured.</p> <p>Identify basic economic problems that exist and how can the government correct them.</p> <p>Describe the nature, growth and importance of international trade and investment.</p> <p>Distinguish between the different forms through which international business is conducted and identify the rules and laws used to affect international trade and investment.</p> <p>Identify two theories of international trade and discuss the concepts of balance of payments and current accounts.</p>		
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Resources: Textbook, Supplementary Materials, internet activities, poster visuals of the management process, graphic organizers, Youtube videos, Ted Talks, Articles from Harvard Business Review, Forbes, The Wall Street Journal, Goldman Sachs and Morgan Stanley

Instructional Adjustments: Modifications, student difficulties, possible misunderstandings. Students will be given time in class to complete assigned work which will allow the instructor to assess the need for additional time and or instruction. Peer assignments to be given to allow the students to work through assignments together to get the desired output.

UNIT 3: Business Organization and Management

Targeted Standards: .2.12.C.4, 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6, 9.3.12.N.5, 9.3.12.N.1, 9.3.12.F3.1

21st Century Skills/Career Ready Practices: CRP1, CRP2, CRP3, CRP4, CRP5, CRP6, CRP7, CRP8, CRP9, CRP10, CRP11, CRP12

Unit Objectives/Enduring Understandings: Students will be introduced to the roles and work of managers and the major functions that all managers perform: planning, organizing, implementing and controlling

Essential Questions:

1. How do we manage the different forms of business ownership
2. What are the different legal aspects of business?
3. Why do we use technology and information in the management process?
4. How do we use effective organization communication?
5. What is effective data analysis and decision making?

Unit Assessment: Students will demonstrate either understanding of the different forms of business ownership and how technology plays a role in decision making.

	Core Content		Instructional Actions	
Cumulative Progress Indicators	Concepts What students will know.	Skills What students will be able to do.	Activities/Strategies Technology Implementation/ Interdisciplinary Connections	Assessment Check Points
9.2.12.C.4 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6,	Management characteristics and responsibilities of entrepreneurs and proprietorships Management issues within partnerships.	Understand the characteristics of successful entrepreneurs. Understand the management issues of Partnerships.	Define Key Terms In class creation of different types of organizations Review balance sheets of different types of organizations.	Formative assessments: Daily class work Student/teacher interaction and discussion Classroom observation Summative assessments:

<p>9.3.12.N.5, 9.3.12.N.1, 9.3.12.F3.1</p>	<p>Corporate Management</p> <p>Special character issues in ownership structures</p>	<p>Define the basic structure, formation and organization of a corporation.</p> <p>Describe organizations that are specialized alliances between companies or individuals.</p>	<p>Identify the different organizational structures of current businesses.</p> <p>Magazine/Internet article research and summary</p>	<p>Exams (terminology and concepts)</p> <p>Projects</p> <p>Case Studies</p>
<p>Resources: Essential Materials, Supplementary Materials, Links to Best Practices</p> <p>Textbook, Supplementary Materials, internet activities, poster visuals of the management process graphic organizers, Youtube videos, Ted Talks, Articles from Harvard Business Review, Forbes, The Wall Street Journal, Goldman Sachs and Morgan Stanley</p>			<p>Instructional Adjustments: Modifications, student difficulties, possible misunderstandings</p> <p>Students will be given time in class to complete assigned work which will allow the instructor to assess the need for additional time and or instruction. Peer assignments to be given to allow the students to work through assignments together to get the desired output.</p>	

UNIT 4: Financial Management

Targeted Standards: 9.3.12.D2.2, 9.3.12.D3.5, 9.3.12.D4.4, 9.3.12.F3.1, 9.3.12.F3.2, 9.3.12.F3.3, 9.3.12.F3.4, 9.3.12.F3.4

21st Century Skills/Career Ready Practices: CRP1, CRP2, CRP3, CRP4, CRP5, CRP6, CRP7, CRP8, CRP9, CRP10, CRP11, CRP12

Unit Objectives/Enduring Understandings: Students will be able to understand the financial management of a business. Be able to prepare and understand financial records for future planning of a business.

- Essential Questions:**
1. What are the financial records necessary to maintain a business?
 2. What are the different types of business budgets?
 3. Why is it important to prepare more than one budget estimate?
 4. What is the purpose of a balance sheet, income statement and cash flow statement?
 5. Why is it important for managers to review financial statements and make decisions based on their analysis?
 6. What are the various sources in financing a business?
 7. How does the sale of stocks raise capital for a business?
 8. What are the different financial institutions and how are they regulated?
 9. What are the different types of investments and how can they be used to meet financial goals?
 10. What types of credit plans are used by businesses?
 11. How are decisions made while deciding on extending credit?
 12. What different types of insurance will be necessary to protect and reduce risk in a business?

Unit Assessment: Students will create a budget for a business and create financial statements for analysis.

	Core Content		Instructional Actions	
Cumulative Progress Indicators	Concepts What students will know.	Skills What students will be able to do.	Activities/Strategies Technology Implementation/ Interdisciplinary Connections	Assessment Check Points
9.3.12.D2.2 9.3.12.D3.5 9.3.12.D4.4 9.3.12.F3.1 9.3.12.F3.2	Types of Financial Records Budgets and Budgeting Financial Reports	Describe why businesses need to maintain financial records. Identify and discuss the purpose of several types of	Define key terms: Flash Cards/Google slides Role play	Formative assessments: Daily class work Student/teacher interaction and discussion

<p>9.3.12.F3.3 9.3.12.F3.4</p>	<p>Analyzing Financial Data</p> <p>Types of Business Capital</p> <p>Raising Capital Through Stock Sales</p> <p>Short and Long-Term Debt Financing</p> <p>Financial Institutions</p> <p>Investing and Investments</p> <p>Credit Principles and Practices</p> <p>Types of Business Insurance.</p>	<p>business financial records.</p> <p>Describe the uses of several types of business budgets</p> <p>Discuss the reasons managers prepare more than one budget estimate</p> <p>Describe and explain the purpose of financial statements</p> <p>Understand how to utilize financial statements to make decisions for a business.</p> <p>Identify the three methods of financial a business</p> <p>Explain the factors that businesses consider when choosing debts and financing.</p> <p>Identify sources in which businesses can obtain capital.</p> <p>Understand the difference between banks and financial institutions and how they are regulated</p> <p>Identify the value and uses of checking accounts and loans.</p>	<p>Magazine/Internet article research and summary</p> <p>Written response to one the essential questions using correct information, key vocabulary, and insight</p> <p>Enter and Exit tickets relating to essential questions and learning goals</p> <p>Group Work</p>	<p>Classroom observation</p> <p>Summative assessments: Exams (terminology and concepts)</p> <p>Projects - selection by interest and project type</p> <p>Case studies</p> <p>Peer evaluation</p> <p>Class participation</p> <p>Create and analyze financial statements; balance sheets, income statements, cash flow statements.</p> <p>Create and analyze budget statements for a business.</p> <p>Identify investments and the importance of diversification.</p> <p>Utilize How the Market works to invest and monitor stocks</p>
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		<p>Explain the importance of diversification of investments and how to utilize them to meet financial goals.</p> <p>Determine the needs of credit for businesses</p> <p>Understand how the information is collected and used to determine the availability of credit.</p> <p>Identify the risks of a business and why insurance can protect these risks.</p> <p>Identify different types of insurance for a business and make decisions on which are necessary for different business types.</p>		
<p>Resources: Textbook, Supplementary Materials, internet activities, poster visuals of the management process, graphic organizers, Youtube videos, Ted Talks, Articles from Harvard Business Review, Forbes, The Wall Street Journal, Goldman Sachs and Morgan Stanley, How the market works, Yahoo Finance. How the market works, Microsoft Excel.</p>			<p>Instructional Adjustments: Modifications, student difficulties, possible misunderstandings Students will be given time in class to complete assigned work which will allow the instructor to assess the need for additional time and or instruction. Peer assignments to be given to allow the students to work through assignments together to get the desired output.</p>	

UNIT 5: Production and Marketing Management

Targeted Standards: 9.2.12.C.4, 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6, 9.3.12.N.5, 9.3.12.N.1, 9.3.12.F3.1

21st Century Skills/Career Ready Practices: CRP1, CRP2, CRP3, CRP4, CRP5, CRP6, CRP7, CRP8, CRP9, CRP10, CRP11, CRP12

Unit Objectives/Enduring Understandings: Students will be introduced to the major responsibilities of production and marketing managers including product planning, production, distribution pricing and promotion.

Essential Questions:

1. What are the steps in new product development?
2. What are the basic marketing concepts and the four elements of the marketing mix?
3. How does product selection, packaging, and branding improve product sales and customer satisfaction.
4. What factors affect a producer’s design of a distribution channel?
5. How do businesses use advertising to promote their products?

Unit Assessment: Students will demonstrate their understanding of the role of marketing, product development and the various distribution channels,

	Core Content		Instructional Actions	
Cumulative Progress Indicators	Concepts What students will know.	Skills What students will be able to do.	Activities/Strategies Technology Implementation/ Interdisciplinary Connections	Assessment Check Points
9.2.12.C.4 9.3.12.D1.1, 9.3.12.D1.2, 9.3.12.D1.3, 9.3.12.D2.1, 9.3.12.D2.3, 9.3.12.D3.4, 9.3.12.D4.1, 9.3.12.D3.6,	Managing Production and Operations. The nature and scope of Marketing. Product Development and Distribution.	Understand and define the new product development process and alternative manufacturing processes. Identify the characteristics of services that make them different from products.	Define key terms Review current marketing plans for comparison and differences. Review advertising methods and their effectiveness.	Formative assessments: Daily class work Student/teacher interaction and discussion Classroom observation Summative assessments:

<p>9.3.12.N.5, 9.3.12.N.1, 9.3.12.F3.1</p>	<p>Pricing and Promotion.</p>	<p>Describe the factors that are part of the nature of marketing.</p> <p>Identify the role of a marketing plan.</p>	<p>Develop a plan for a new product being introduced to the market.</p> <p>Changing of market plan due to cultural requirements.</p>	<p>Exams (terminology and concepts)</p> <p>Projects (create ads and marketing plan)</p>
<p>Resources: Essential Materials, Supplementary Materials, Links to Best Practices</p> <p>Textbook, Supplementary Materials, internet activities, poster visuals of the management process graphic organizers, Youtube videos, Ted Talks, Articles from Harvard Business Review, Forbes, The Wall Street Journal, Goldman Sachs and Morgan Stanley</p>			<p>Instructional Adjustments: Modifications, student difficulties, possible misunderstandings</p>	

UNIT 6: Human Resources Management

Targeted Standards: 9.2.12.C.1, 9.3.12.F3.3, 9.3.12.N.5, 9.3.12.D1.1, 9.3.12.D4.1, 9.3.12.D4.1, 9.3.12.D4.2, 9.3.12.D4.4, 9.3.12.D4.5

21st Century Skills/Career Ready Practices: CRP1, CRP2, CRP3, CRP4, CRP5, CRP6, CRP7, CRP8, CRP9, CRP10, CRP11, CRP12

Unit Objectives/Enduring Understandings: Students will be able to understand the importance of the role of human resource management to acquire, develop and compensate employees to maintain a successful business.

Essential Questions:

1. What are the procedures for hiring, maintaining, promoting and releasing employees?
2. What are the employment laws that protect employers and employees?
3. How are the human resource activities important to employers and employees?
4. What are employee benefits and how do they add to the compensation of an employee?
5. Why are the procedures for reviewing employee performance important? How do they protect the employer?
6. Why is retraining just as important as training in business?
7. How are jobs designed to increase employee satisfaction?
8. Why is a career development program crucial in retaining employees?
9. Why is developing a plan for personal career development an important step for the future?

Unit Assessment: Students will develop a plan for hiring, maintaining, promoting and releasing employees.

	Core Content		Instructional Actions	
Cumulative Progress Indicators	Concepts What students will know.	Skills What students will be able to do.	Activities/Strategies Technology Implementation/ Interdisciplinary Connections	Assessment Check Points
9.2.12.C.1, 9.3.12.F3.3 9.3.12.N.5 9.3.12.D1.1 9.3.12.D4.1 9.3.12.D4.1 9.3.12.D4.2	Human resources and major human resources activities. Procedures for hiring, promoting, transferring and releasing employees.	Identify the reasons why human resources is important to businesses and their employees. Describe the major human resources activities.	Define key terms: Flash Cards/Google slides Role play Magazine/Internet article	Formative assessments: Daily class work Student/teacher interaction and discussion Classroom observation

<p>9.3.12.D4.4 9.3.12.D4.5</p>	<p>Employment laws.</p> <p>Compensation systems and factors that establish pay levels.</p> <p>Employee benefits</p> <p>Performance reviews and training available to employees.</p>	<p>Create a procedure to follow when hiring employees</p> <p>Create a procedure for promoting, transferring, and releasing employees.</p> <p>Identify how employees are protected through federal and state legislation</p> <p>Describe the federal and state government regulations that impact employee retirement, benefits and equal opportunity.</p> <p>Describe several types of compensation systems and why they are used.</p> <p>Identify the important facts that affect pay levels in a business.</p> <p>Recognize how benefits add to compensation</p> <p>Describe the procedures for reviewing employee performance</p> <p>Identify the importance of training and retraining</p> <p>Describe the variety of</p>	<p>research and summary</p> <p>Written response to one the essential questions using correct information, key vocabulary, and insight</p> <p>Enter and Exit tickets relating to essential questions and learning goals</p> <p>Group Work</p>	<p>Summative assessments: Exams (terminology and concepts)</p> <p>Projects - selection by interest and project type</p> <p>Case studies</p> <p>Peer evaluation</p> <p>Create a job analysis and description</p> <p>Create interview questions and procedures</p> <p>Create an ethics statement for hiring and retaining employees.</p> <p>Create an employee manual</p> <p>Create a career plan for a selected career.</p>
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		<p>career opportunities in business locally and internationally.</p> <p>Outline the steps in preparing an individual career plan.</p>		
<p>Resources: Essential Materials, Supplementary Materials, Links to Best Practices</p> <p>Supplementary Materials, Textbook, Textbook, Supplementary Materials, internet activities, poster visuals of the management process, graphic organizers, Youtube videos, Ted Talks, Articles from Harvard Business Review, Forbes, The Wall Street Journal, Goldman Sachs and Morgan Stanley</p>			<p>Instructional Adjustments: Modifications, student difficulties, possible misunderstandings, Students will be given time in class to complete assigned work which will allow the instructor to assess the need for additional time and or instruction. Peer assignments to be given to allow the students to work through assignments together to get the desired output.</p>	