

Curriculum/Content Area: Business	Course Length: 1 Semester A/B
Course Title: Business Leadership (Level I)	Date last reviewed: 12/9/14
Prerequisites: Junior or Senior only. Must have taken, be currently enrolled in, or be scheduled to take (in the academic year) one of the following: Entrepreneurship, Business Management, Sports & Entertainment Marketing, Business Law, or Accounting	Board approval date: 12/9/14

Desired Results

Course description and purpose

Students enrolled in Business Leaders/DECA will be able to choose from four industry specific areas (Marketing, Management, Hospitality, Finance). Within their chosen industry, students will find solutions to business scenarios, complete projects such as business plans or operations research, apply knowledge from working in the school store, and compete within our co-curricular DECA program. Business Leaders/DECA is for self-motivated students who can work independently.

<p>Enduring Understandings (EUs): The student will understand that...</p> <ol style="list-style-type: none"> 1. Professional responsibility includes employing ethics, integrity and high standards for themselves, their companies, and their communities. 2. Being academically prepared for future careers means they can find information and data related to their industry to develop professionally, make informed decisions, and overcome challenges. 3. Companies that are community oriented create ways to help better the community they are a part of. 4. Experienced Leaders implement leadership skills to accomplish team goals and employ teamwork skills to achieve collective goals and use team members/talents effectively. 5. Successful leaders use resources to creatively find solutions to problems. 6. Business leaders communicate appropriately (in both writing and oral speech) for a given purpose and audience. 	<p>Essential Questions (EQs):</p> <ol style="list-style-type: none"> 1. How do people work creatively and productively as part of a team? 2. How can one effectively manage an event/service opportunity from inception to implementation? 3. What is effective management? 4. How can various resources that are available to me be utilized to complete an authentic project? 5. How can a team use teamwork skills to effectively make use of the team's talents to complete the team's goals? 7. How can various communication formats be used to express messages to an intended audience?
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Assessment Evidence

<p>Performance assessments:</p> <ol style="list-style-type: none"> 1. Students will gain real world experience through the running of the School Based Enterprise (SBE) 2. Students will implement and manage a special event/community service activity 3. Students will compete in DECA events (required) and others (based on qualifying) 4. Students will complete their choice of a DECA content area project (Business Operations Research, Chapter Team, Business Management and Entrepreneurship, Marketing Representative, or Professional Selling) 5. Students will effectively lead a team 6. Students will display 21st Century Skills 	<p>Other assessments: Written reflections of progress and events</p>
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<p>Unit One: School Based Enterprise/Sales Project</p>			
<p><u>Marketing</u> - Promotion (advertising, public relations, publicity, personal selling) - Ethics - SBE Manual</p>	<p><u>Management</u> - Working with Employees - Decision Making - Ethics - SBE Manual</p>	<p><u>Finance</u> - Deposits & withdrawals - Cash handling - Basic financials (income statement, cash flow, invoice) - Ethics - SBE Manual</p>	<p><u>Hospitality</u> - Working with Customers - Ethics - SBE Manual</p>
<p>21st Century Skills 2.B.1 Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems 3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member 7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts</p>			

<p>Wisconsin Common Career Technical Standards 4C1: Students will think and work creatively to develop innovative solutions to problems and opportunities 4C2: Students will formulate and defend judgments and decisions by employing critical thinking skills 4C3: Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities CD4: Students will identify and apply employability skills LE1: Students will apply leadership skills in real world, family, community, and business and industry applications</p> <p>Wisconsin Standards for Marketing, Management and Entrepreneurship MME.MF10: Students will execute the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.</p> <p>Wisconsin Standards for Business and Information Technology BIT.BLE5: Students will communicate how ethical issues impact the business environment BIT. BLE6: Students will analyze the role of personal integrity and ethical behavior in the workplace</p>			
<p style="text-align: center;"><u>Marketing</u></p> <p>MME.MC7: Students will describe the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome</p>	<p style="text-align: center;"><u>Management</u></p> <p>MME.MGT1: Students will distinguish the tools, techniques and systems that businesses use to plan, staff, lead and organize human resources.</p> <p>MME.MGT2: Students will use tools, strategies and systems needed to access, process, maintain, evaluate,</p>	<p style="text-align: center;"><u>Finance</u></p> <p>BIT.AF1: Students will apply generally accepted accounting principles while performing the functions of the accounting cycle</p>	<p style="text-align: center;"><u>Hospitality</u></p> <p>MME.MF6 Students will describe the techniques and strategies used to foster positive, ongoing, relationships with customers</p>

	and disseminate information to assist in decision making		
<p>Learning Targets Addressed [“I can” statements (balance between content- and skill-focused)]:</p> <ol style="list-style-type: none"> 1. Develop original ways to solve a given problem 2. Work as part of a team to improve an existing product or service 3. Determine a mutually acceptable response and/or best resolution for a problem, decision or opportunity 4. Use positive work-qualities typically desired in each of the career cluster’s pathways 5. Demonstrate dispositions such as innovation, intuition, adaptation, life-long learning and coach-ability to develop leadership potential over time 6. Illustrate good corporate citizenship and explain its impact on society 			
<p><u>Marketing LTs</u></p> <ol style="list-style-type: none"> 1. Coordinate activities in the promotional mix 2. Measure success of promotional efforts 	<p><u>Management LTs</u></p> <ol style="list-style-type: none"> 1. Delegate work to others and prioritize work responsibilities 2. Manage collaborative efforts 3. Assess needs and obtain needed information efficiently 	<p><u>Finance LTs</u></p> <ol style="list-style-type: none"> 1. Journalize and post transactions 2. Determine the cost of inventory 3. Interpret financial data to determine the revenue of a business 	<p><u>Hospitality LTs</u></p> <ol style="list-style-type: none"> 1. Demonstrate a customer-service mindset in a school-based enterprise 2. Respond to customer inquiries 3. Handle challenging situations

Unit Two: Event Planning			
<p style="text-align: center;"><u>Marketing</u></p> <ul style="list-style-type: none"> - Pricing - Promotion - Publicity 	<p style="text-align: center;"><u>Management</u></p> <ul style="list-style-type: none"> - Coordinate staff - Maintain schedule - Manage during event 	<p style="text-align: center;"><u>Finance</u></p> <ul style="list-style-type: none"> - Maintain budget - Pricing - Collect money at event - Prepare financial statements 	<p style="text-align: center;"><u>Hospitality</u></p> <ul style="list-style-type: none"> - Order product - Troubleshoot at event
<p>21st Century Skills</p> <p>1.B.3 Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas</p> <p>2.C.4 Interpret information and draw conclusions based on the best analysis</p> <p>3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal</p> <p>7.B.2 Deal positively with praise, setbacks and criticism</p> <p>Wisconsin Common Career Technical Standards</p> <p>4C3: Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.</p> <p>GCA2: Students will assess the benefits and challenges of working in diverse settings and on diverse teams.</p> <p>IMT2: Students will apply information literacy skills to access and evaluate media to design and produce media products.</p> <p>LE1: Students will apply leadership skills in real-world, family, community and business and industry applications.</p> <p>Wisconsin Standards for Marketing, Management and Entrepreneurship</p>			

<p>MME.MGT6: Students will describe tools, techniques and systems that are used to plan, implement, monitor and evaluate business projects.</p> <p>MME.MC7: Students will describe the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</p> <p>Wisconsin Standards for Business and Information Technology BIT.BC1: Students will communicate in a clear, concise, accurate and courteous manner on personal and professional levels. BIT.BC3: Students will use current technology to enhance the effectiveness of communication.</p>			
<p><u>Marketing</u> MME.MC6: Students will apply concepts and strategies used in determining and adjusting prices to maximize return and meet customers' perceptions of value. MME.MC7: Students will describe the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome</p>	<p><u>Management</u> BIT.MG1: Students will describe business management functions and examine their implementation in business. MME.MGT2: Students will use tools, strategies and systems needed to access, process, maintain, evaluate and disseminate information to assist business decision making.</p>	<p><u>Finance</u> MME.MC6: Students will apply concepts and strategies used in determining and adjusting prices to maximize return and meet customers' perceptions of value. BIT.AF1: Students will apply generally accepted accounting principles while performing the functions of the accounting cycle</p>	<p><u>Hospitality</u> BIT.PF1: Students will apply reliable information and systematic decision-making when buying goods and services. MME.MC6: Students will apply concepts and strategies used in determining and adjusting prices to maximize return and meet customers' perceptions of value.</p>
<p>Learning Targets Addressed ["I can" statements (balance between content- and skill-focused)]:</p> <ol style="list-style-type: none"> 1. Develop a mutually acceptable response to a question or problem using effective communication. 2. Create media products to communicate a given message to different audiences. 			

<ol style="list-style-type: none"> 3. Evaluate and apply teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability and conflict resolution. 4. Demonstrate the ability to negotiate and adapt effectively to changes in projects and work activities to meet timelines. 5. Plan a community service event, participate in the event and evaluate its impact. 6. Schedule a variety of activities and prioritize tasks. 7. Track project progress and results 8. Compose, deliver and evaluate formal and informal digital correspondence. 			
<p style="text-align: center;"><u>Marketing LTs</u></p> <ol style="list-style-type: none"> 1. Calculate cost, base price and break-even point 2. Coordinate activities in the promotional mix 3. Measure success of promotional efforts 	<p style="text-align: center;"><u>Management LTs</u></p> <ol style="list-style-type: none"> 1. Produce a plan to accomplish a goal. 2. Acquire information to guide business decision-making. 3. Use information literacy skills to increase workplace efficiency and effectiveness. 	<p style="text-align: center;"><u>Finance LTs</u></p> <ol style="list-style-type: none"> 1. Apply proper decision-making practices for wise shopping. 2. Calculate cost, base price and break-even point 	<p style="text-align: center;"><u>Hospitality LTs</u></p> <ol style="list-style-type: none"> 1. Apply proper decision-making practices for wise shopping. 2. Calculate cost, base price and break-even point

Unit Three: Competition			
<p style="text-align: center;"><u>Marketing</u></p> <ul style="list-style-type: none"> - Case Studies - Practice Content Tests - Bell Ringers 	<p style="text-align: center;"><u>Management</u></p> <ul style="list-style-type: none"> - Case Studies - Practice Content Tests - Bell Ringers 	<p style="text-align: center;"><u>Finance</u></p> <ul style="list-style-type: none"> - Case Studies - Practice Content Tests - Bell Ringers 	<p style="text-align: center;"><u>Hospitality</u></p> <ul style="list-style-type: none"> - Case Studies - Practice Content Tests - Bell Ringers
<p>21st Century Skills 1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts 1.C.1 Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur 2.A.1 Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation 2.D.1 Solve different kinds of non-familiar problems in both conventional and innovative ways</p> <p>Wisconsin Common Career Technical Standards 4C1: Students will think and work creatively to develop innovative solutions to problems and opportunities. 4C2: Students will formulate and defend judgments and decisions by employing critical thinking skills.</p> <p>IMT1: Students will access, interpret and evaluate information from a variety of sources in order to inform and support premises, arguments, decisions, ideas and initiatives. LE1: Students will apply leadership skills in real-world, family, community and business and industry applications.</p> <p>Wisconsin Standards for Business</p>			

<p>and Information Technology BIT.BC1: Students will communicate in a clear, concise, accurate and courteous manner on personal and professional levels. BIT.BC2: Students will apply basic social communication in both personal and professional settings.</p>			
<p><u>Marketing</u> Standards depend on event choice and case study question: Marketing Performance Indicators</p>	<p><u>Management</u> Standards depend on event choice and case study question: Business Management and Administration Performance Indicators</p>	<p><u>Finance</u> Standards depend on event choice and case study question: Finance Performance Indicators</p>	<p><u>Hospitality</u> Standards depend on event choice and case study question: Hospitality and Tourism Performance Indicators</p>
<p>Learning Targets Addressed [“I can” statements (balance between content- and skill-focused)]:</p> <ol style="list-style-type: none"> 1. Analyze elements of a problem to and work creatively with others to develop creative solutions. 2. Defend an action taken or a decision implemented. 3. Use existing knowledge and information sources to develop a resolution for a new situation, problem or opportunity. 4. Defend a position/decision or solution/conclusion using relevant, valid and timely data and information. 5. Exhibit empowerment, risk-taking, communication, focusing on results, decision-making, problem solving and investment in individuals when leading a group in solving a problem. 6. Organize thoughts to reflect logical thinking and respond to questions directly and appropriately. 7. Present and role-play strategies for communicating with managers, co-workers and customers/clients. 			

<p><u>Marketing LTs</u> See Performance Indicators Above</p>	<p><u>Management LTs</u> See Performance Indicators Above</p>	<p><u>Finance LTs</u> See Performance Indicators Above</p>	<p><u>Hospitality LTs</u> See Performance Indicators Above</p>
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Unit Four: Leadership (Ongoing throughout course)			
<p align="center"><u>Marketing</u></p> <ul style="list-style-type: none"> - Lead a team - What kind of leader are you? 	<p align="center"><u>Management</u></p> <ul style="list-style-type: none"> - Lead a team - What kind of leader are you? 	<p align="center"><u>Finance</u></p> <ul style="list-style-type: none"> - Lead a team - What kind of leader are you? 	<p align="center"><u>Hospitality</u></p> <ul style="list-style-type: none"> - Lead a team - What kind of leader are you?
<p>21st Century Skills</p> <p>1.B.2 Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work</p> <p>2.D.2 Identify and ask significant questions that clarify various points of view and lead to better solutions</p> <p>3.A.1 Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts</p> <p>3.A.2 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions</p> <p>11.A.2 Leverage strengths of others to accomplish a common goal</p> <p>Wisconsin Common Career Technical Standards</p> <p>LE1: Students will apply leadership skills in real-world, family, community and business and industry applications.</p> <p>Wisconsin Standards for Business and Information Technology</p> <p>BIT.MG1: Students will describe business management functions and examine their implementation in business.</p>			
<p align="center"><u>Marketing</u></p> <p>Standards reach across all disciplines</p>	<p align="center"><u>Management</u></p> <p>Standards reach across all disciplines</p>	<p align="center"><u>Finance</u></p> <p>Standards reach across all disciplines</p>	<p align="center"><u>Hospitality</u></p> <p>Standards reach across all disciplines</p>
<p>Learning Targets Addressed ["I can"]</p>			

<p>statements (balance between content- and skill-focused)]:</p> <ol style="list-style-type: none"> 1. Exhibit skills such as compassion, service, listening, coaching, developing others, team development. 2. Exhibit innovation, intuition, adaptation, life-long learning and coach-ability to develop leadership potential over time. 3. Create a sense of trust, positive attitude, integrity, willingness and commitment in order to accept key responsibilities in a group project. 4. Capitalize on team members' individual talents and skills in a project. 5. Evaluate and apply teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability and conflict resolution. 6. Evaluate the roles and levels of authority and their relationships within an institution or organization. 			
<p><u>Marketing LTs</u> Learning targets reach across all disciplines</p>	<p><u>Management LTs</u> Learning targets reach across all disciplines</p>	<p><u>Finance LTs</u> Learning targets reach across all disciplines</p>	<p><u>Hospitality LTs</u> Learning targets reach across all disciplines</p>

<p>Unit Five: Personalized Inquiry All project guidelines can be found on the DECA, Inc website</p>			
<p><u>Marketing</u> - Choice of Project: 1. Sports & Entertainment Business Operations Research 2. Creative Marketing 3. Public Relations 4. Advertising Campaign 5. Fashion Merchandising Promotion Plan 6. Sports & Entertainment Promotion Plan 7. Professional Selling</p>	<p><u>Management</u> - Choice of Project: 1. Business Services Operations Research 2. Buying and Merchandising Operations Research 3. Entrepreneurship Promotion 4. Entrepreneurship Innovation 5. Entrepreneurship Participating 6. Entrepreneurship Growing Your Business 7. International Business Plan</p>	<p><u>Finance</u> - Choice of Project: 1. Personal Financial Literacy 2. Finance Operations Research 3. Financial Literacy Promotion 4. Learn and Earn 5. Financial Consulting</p>	<p><u>Hospitality</u> - Choice of Project: 1. Hospitality & Tourism Operations Research 2. Community Service Team 3. Advertising Campaign 4. Fashion Merchandising Promotion Plan 5. Sports & Entertainment Promotion Plan 6. Hospitality and Tourism Professional Selling</p>
<p><u>21st Century Skills Crosswalk</u> – Depends on Student Choice of Event</p> <p><u>Common Career Technical Core Crosswalk</u> – Depends on Student Choice of Event</p> <p>Wisconsin Common Career Technical Standards 4C1: Students will think and work creatively to develop innovative solutions to problems and opportunities. 4C2: Students will formulate and defend judgments and decisions by employing critical thinking skills.</p> <p>IMT1: Students will access, interpret and evaluate information from a variety of sources in order to inform and support premises, arguments, decisions, ideas and initiatives.</p> <p>IMT3: Students will use available information and communication technology to improve productivity,</p>			

<p>solve problems and create opportunities. LE1: Students will apply leadership skills in real-world, family, community and business and industry applications.</p> <p>Wisconsin Standards for Marketing, Management and Entrepreneurship MME.MGT2: Students will use tools, strategies and systems needed to access, process, maintain, evaluate and disseminate information to assist business decision making. MME.MGT6: Students will describe tools, techniques and systems that are used to plan, implement, monitor and evaluate business projects.</p> <p>Wisconsin Standards for Business and Information Technology BIT.BCA1: Students will analyze and use appropriate operations to solve business and personal mathematical problems. BIT.BC1: Students will communicate in a clear, concise, accurate and courteous manner on personal and professional levels. BIT.BC5: Students will plan and write documents that are appropriate for the situation, purpose and audience. BIT.BC6: Students will listen discriminately and respond appropriately to oral communication.</p> <p>BIT.DGC1: Students will create print-quality publications for intended audiences or purposes through the use of advanced layout, design and graphics production software and hardware.</p>			
<u>Marketing</u>	<u>Management</u>	<u>Finance</u>	<u>Hospitality</u>

Standards reach across all disciplines	Standards reach across all disciplines	Standards reach across all disciplines	Standards reach across all disciplines
<p>Learning Targets Addressed [“I can” statements (balance between content- and skill-focused)]:</p> <ol style="list-style-type: none"> 1. Analyze elements of a problem to develop creative solutions. 2. Defend an action taken, decision implemented, position, decision or proposal using relevant, valid and timely data and information. 3. Demonstrate the ability to negotiate and adapt effectively to changes in projects and work activities to meet timelines. 4. Assess information needs, obtain needed information efficiently and evaluate quality and source of information. 5. Give a presentation in professional attire to a large group of people using visual aids to enhance the presentation. 6. Proofread and edit business documents to ensure they are clear, correct, concise and consistent. 7. Analyze the receiver of the communication to determine appropriate message style. 8. Design and create complex publications using styles to apply layout and design concepts that communicate effectively to readers. 			
Learning targets reach across all disciplines	Learning targets reach across all disciplines	Learning targets reach across all disciplines	Learning targets reach across all disciplines

Unit Six: Career Development/Employability Skills			
<p style="text-align: center;"><u>Marketing</u></p> <ul style="list-style-type: none"> - Critical Thinking - Creativity and Innovation - Interpersonal Communications - Accountability, Productivity, Ethics 	<p style="text-align: center;"><u>Management</u></p> <ul style="list-style-type: none"> - Critical Thinking - Creativity and Innovation - Interpersonal Communications - Accountability, Productivity, Ethics 	<p style="text-align: center;"><u>Finance</u></p> <ul style="list-style-type: none"> - Critical Thinking - Creativity and Innovation - Interpersonal Communications - Accountability, Productivity, Ethics 	<p style="text-align: center;"><u>Hospitality</u></p> <ul style="list-style-type: none"> - Critical Thinking - Creativity and Innovation - Interpersonal Communications - Accountability, Productivity, Ethics
<p>21st Century Skills</p> <p>3.A.1 Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts</p> <p>6.A.2 Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy</p> <p>6.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies</p> <p>11.B.1 Act responsibly with the interests of the larger community in mind</p> <p>Wisconsin Common Career Technical Standards</p> <p>4C1: Students will think and work creatively to develop innovative solutions to problems and opportunities</p> <p>4C3: Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.</p> <p>CD1: Students will consider, analyze and apply an awareness of self, identity and culture to identify skills and talents.</p> <p>CD2: Students will identify the connection between educational</p>			

<p>achievement and work opportunities in order to reach personal and career goals. LE1: Students will apply leadership skills in real-world, community and business and industry applications.</p>			
<p align="center"><u>Marketing</u> Standards reach across all disciplines</p>	<p align="center"><u>Management</u> Standards reach across all disciplines</p>	<p align="center"><u>Finance</u> Standards reach across all disciplines</p>	<p align="center"><u>Hospitality</u> Standards reach across all disciplines</p>
<p>Learning Targets Addressed [“I can” statements (balance between content- and skill-focused)]:</p> <ol style="list-style-type: none"> 1. Incorporate the skills and experiences of others to develop a new solutions to a problem 2. Work as part of a team to design a product or service that could fulfill a human need or desire. 3. Identify personal strengths, aptitudes and passions. 4. Demonstrate effective decision making, problem solving and goal setting. 5. Apply academic experiences to the world of work, inter-relationships and the community 6. Assess attitudes and skills that contribute to successful learning in school and across the lifespan. 7. Implement leadership skills to accomplish team goals and objectives 			
<p>Learning targets reach across all disciplines</p>	<p>Learning targets reach across all disciplines</p>	<p>Learning targets reach across all disciplines</p>	<p>Learning targets reach across all disciplines</p>