
Principles of Business Management

Curriculum Guide

Scranton School District

Scranton, PA



Scranton School District
Curriculum Guide – Principles of Business Management

Principles of Business Management

Prerequisite:

Possible prerequisites are Introduction to Business/Marketing and Business Academic Computers.

Course Description:

Business Principles and Procedures is a business elective for upperclassmen. This course is an excellent choice for those who are interested in business, majoring in business in college, or who are part of a family business. This course is designed to provide students with an understanding of higher level business management content including production and operations management in a realistic, investigative and enriching manner. All the functions of business management are covered extensively, including the use of technology and communication as tools of business. Topics covered: Managing and Management Responsibilities, Social and Ethical Concerns of Business, Economic Environment of Business, International Environment of Business, Proprietorships and Partnerships, Technology and Information Management, Corporate Forms of Business Ownership, Legal Aspects of Business, Technology and Information Management, Organizational Communications, Nature and Scope of Marketing, Product and Service Planning, Distribution Planning and Activities, Purchasing and Pricing, Promotion, Financial Management, Human Resources Management, and Developing an Effective Organization.

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Year-at-a-glance

Subject: Principles of Business Management	Grade Level 10, 11, 12	Date Completed: January 2017
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1st Quarter

Topic	Resources	Academic Standards
Managers and managing	Listed below page 7	Listed below page 7
Management, supervision, and decision making	Listed below page 8	Listed below page 8
The manager as leader	Listed below page 9	Listed below page 9
Planning and organizing	Listed below page 10	Listed below page 10

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2nd Quarter

Topic	Resources	Academic Standards
Implementing and controlling	Listed below page 11	Listed below page 11
Process of applying for a job	Listed below page 12	Listed below page 12
Characteristics of business	Listed below page 13	Listed below page 13
Social and ethical environment of business	Listed below page 14	Listed below page 14

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3rd Quarter

Topic	Resources	Academic Standards
Economic environment of business	Listed below page 15	Listed below page 15
International environment of business	Listed below page 16	Listed below page 16
Managing the form of business ownership	Listed below page 17	Listed below page 17

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4th Quarter

Topic	Resources	Academic Standards
Managing production and operations	Listed below page 18	Listed below page 18
Nature and scope of marketing	Listed below page 19	Listed below page 19
Product development and distribution	Listed below page 20	Listed below page 20
Project – development of cereal product	Listed below page 21	Listed below page 21

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General Topic	Academic Standard(s)	Essential Knowledge, Skills & Vocabulary	Resources & Activities	Assessments	Suggested Time
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<p>Q1 Managers and Managing</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • The role and work of managers • The historical development of management • Managing in the 21st century <p>Juice Bar Project from Chapter 1</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • administrative management • behavioral management • business competition • classical management • controlling • executive • implementing • Industrial Revolution • management • management science, strategy • manager and middle manager • organizing • planning • quality management 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>13 days</p>
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<p>Q1 Management, Supervision, and Decision Making</p>	<p>CC.1.2.11- 12.A- D, F, G, J, L, CC.1.3.11- 12.A, B, J CC.1.4.11- 12.A- D, F, G, H, L, R, T, U, V CC1.5.11- 12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Increasing management effectiveness • Effective supervision • Managing with information <p>Juice Bar Project from Chapter 2</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • Management Information Systems • management principles • management role • performance review • problem • subordinate • symptom • what-if analysis • work coach • work schedules 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>15 days</p>
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<p>Q1 The Manager as Leader</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • The importance of leadership • Developing leadership styles • Leadership styles • Employee issues and work rules <p>Juice Bar Project from Chapter 3</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • autocratic leader • democratic leader • employee assistance program • expert power • human relations • identity power • labor agreement • labor union • leader • leadership • leadership style • open leader • position power • power • reward power • rules • self-understanding • team building 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>12 days</p>
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<p>Q1 Planning and Organizing</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • The planning function • Using planning tools • The organizing function • Developing effective organizations <p>Juice Bar Project from Chapter 4</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • accountability • authority • budget • business plan • empowerment • goal • line organization • matrix organization • mission • operational planning • organization chart • policies • procedure • responsibility • span of control • SWOT analysis 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>15 days</p>
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<p>Q2 Implementing and Controlling</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • The implementing function • Motivation and change management • The controlling function • Gathering and using performance information <p>Juice Bar Project from Chapter 5</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • achievement need • affiliation need • cost standard • hygiene factors • inventory • motivation • motivators • need for esteem • operations management • physiological needs • power need • process improvement • quality standard • quantity standard • security needs 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>12 days</p>
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<p>Q2 Process of applying for a job</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Completing a personal data sheet • Complete a job application form • Create a personal resume • Properly answer interview questions <p>Vocabulary:</p> <ul style="list-style-type: none"> • resume • cover letter • job application form • references 	<p>Vocabulary</p> <p><i>Capstone Writing a Resume Packet</i></p> <p><i>Resume Wizard</i></p> <p>Career Related internet websites</p> <p>Microsoft Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>20 days</p>
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<p>Q2 Characteristics of Business</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • The nature of business • Changes affecting business • The contributions of business <p>Juice Bar Project from Chapter 6</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • domestic goods • downsize • efficiency • entrepreneur • foreign goods • franchisee • franchisor • goods-producing business • global competition • gross domestic product • industrial business • industry • innovation • output • production • productivity • service business 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>13 days</p>
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<p>Q3 Social and ethical environment of business</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Human resources • Societal values • Ethical issues and social responsibility <p>Juice Bar Project from Chapter 7</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • baby boom • business ethics • code of ethics • comparable worth • ethics • glass ceiling • labor force • labor participation rate • nongovernmental organizations • recycling • social responsibility • stakeholders • sticky floor syndrome • sustainability • telecommute • values 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>15 days</p>
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<p>Q3 Economic environment of business</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Economic wants • Economic systems • Fundamentals of capitalism • Managing the economy <p>Juice Bar Project from Chapter 8</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • business cycles • capital goods • capitalism • command economy • communism • demand • depression • economic wants • human capital • inflation • labor • mixed economy • natural resources • private property • privatization • recession • socialism • supply • utility 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>15 days</p>
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<p>Q3 International environment of business</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Importance of international business • Forms of international business • Theories of international trade and investment <p>Juice Bar Project from Chapter 9</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • capital account • dumping • embargo • exchange rate • home country • importing • international business • joint venture • multinational firm • nontariff barrier • parent firm • tariffs • wholly owned subsidiary 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>15 days</p>
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<p>Q3 Managing the form of business ownership</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Entrepreneurs and proprietorships • Partnerships • Corporate forms of business ownership • Specialized types of organizations <p>Juice Bar Project from Chapter 10</p> <p>Vocabulary:</p> <ul style="list-style-type: none"> • agency dilemma • board of directors • charter • close corporation • cooperative • corporation • creditor • intrapreneur • joint venture • limited liability company • limited liability partnership • limited partnership • nonprofit corporation • officers • open corporation • partnership • proprietor • proprietorship 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>15 days</p>
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<p>Q4 Managing production and operations</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Developing new products • Planning a manufacturing business • Service business <p>Vocabulary:</p> <ul style="list-style-type: none"> • applied research • computer –aided design • computer-integrated manufacturing • consumer panel • continuous processing • intermittent processing • inventory management • manufacturing • product development • production scheduling • pure research • quality management • repetitive production 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>10 days</p>
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<p>Q4 Nature and scope of marketing</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Nature of marketing • Elements of marketing • Marketing plan <p>Vocabulary:</p> <ul style="list-style-type: none"> • customer-oriented firm • distributor (place) • growth stage • market • market research • marketing concept • marketing mix • marketing plan • maturity stage • price • product • retailers • sales-oriented firm • target markets 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>10 days</p>
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<p>Q4 Product development and distribution</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> • Product management • Distribution management • Channel distribution <p>Vocabulary:</p> <ul style="list-style-type: none"> • administered channel • bar codes • basic product • brand • channel integration • channel members • channels of distribution • direct distribution • distribution centers • economic discrepancies • extended product • indirect distribution • product assortment • product line 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p><i>Business Management</i>, 13e workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>10 days</p>
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<p>Q4 Project – development of cereal product</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> Students will use all previous chapters, all previous vocabulary to create a new children’s cereal including product research, product design, brand name, presentation development and approval. 	<p>Vocabulary</p> <p><i>Business Management</i>, 13e textbook</p> <p>Cereal research and worksheets</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p> <p>Power Point presentation</p>	<p>Daily practice/discussion</p> <p>Final presentation of finished product</p>	<p>15 days</p>
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