

**Union County Educational Services Commission
High School Course Syllabus**

Title: Business Organization and Management

Timeline: Full Year; 5 Credits

Course Description:

This course is designed to introduce students to the role entrepreneurship in our society. This course will enable students to acquire the knowledge and develop the skills needed to effectively organize, develop, create, and manage their own business. Students will identify the fundamentals of business creation, the personal attributes needed to be a successful entrepreneur, will research various business models and use this research to create a business plan.

Course Outline:

- I. Introduction to Entrepreneurship & Characteristics of Successful Entrepreneurs
- II. Elements of Starting a Business
- III. Advertising
- IV. Create Your Own Business Project

Refer to the attached curriculum map for a detailed outline of course objectives.

Curriculum Alignment:

New Jersey Student Learning Standards – Career Readiness, Life Literacies & Key Skills

Grading Procedures:

Do Now	10%
Participation	20%
Class Assignments	50%
Assessments	20%

Adoption Date:

June 2024

**Union County Educational Services Commission
Curriculum Mapping– Business Organization and Management**

	Unit 1	Unit 2	Unit 3	Unit 4
Number of Weeks	approx. 12 weeks	approx. 12 weeks	approx. 8 weeks	approx. 8 weeks
Topic	Introduction to Entrepreneurship & Characteristics of Successful Entrepreneurs	Elements of Starting a Business	Advertising	Create Your Own Business
Standards	<p>9.3.12.BM.2 Describe laws , rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>CLKS- Plan education and career paths aligned to personal goals Students take personal ownership of their own education and career goals, and they regularly act on a plan to attain these goals. They understand their own career interests, preferences, goals, and requirements. They have perspective regarding the</p>	<p>9.3.12.BM.2 Describe laws , rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>CLKS- Consider the environmental, social and</p>	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem-solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws , rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p>	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem-solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws , rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p>

	<p>pathways available to them and the time, effort, experience and other requirements to pursue each, including a path of entrepreneurship. They recognize the value of each step in the education and experiential process, and they recognize that nearly all career paths require ongoing education and experience. They seek counselors, mentors, and other experts to assist in the planning and execution of career and personal goals.</p>	<p>economic impacts of decisions Students understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organization, and the environment. They are aware of and utilize new technologies, understandings, procedures, materials, and regulations affecting the nature of their work as it relates to the impact on the social condition, the environment and the profitability of the organization.</p>		<p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>CLKS- Consider the environmental, social and economic impacts of decisions Students understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organization, and the environment. They are aware of and utilize new technologies, understandings, procedures, materials, and regulations affecting the nature of their work as it relates to the impact on the social condition, the environment and the</p>
--	---	--	--	--

				<p>profitability of the organization.</p> <p>CLKS- Demonstrate creativity and innovation Students regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.</p> <p>CLKS- Plan education and career paths aligned to personal goals</p>
--	--	--	--	--

				<p>Students take personal ownership of their own education and career goals, and they regularly act on a plan to attain these goals. They understand their own career interests, preferences, goals, and requirements. They have perspective regarding the pathways available to them and the time, effort, experience and other requirements to pursue each, including a path of entrepreneurship. They recognize the value of each step in the education and experiential process, and they recognize that nearly all career paths require ongoing education and experience. They seek counselors, mentors, and other experts to assist in the planning and execution of career and personal goals.</p>
Content	Definition of Entrepreneurship	Business Plan Start-ups	Forms of Advertising Elements of Advertising	Business Proposals Logos and Slogans

	<p>Motivation of Entrepreneurs</p> <p>Challenges of Entrepreneurship</p> <p>The 10 Characteristics of Successful Entrepreneurs</p> <p>Entrepreneur Case Studies</p>	<p>Funding</p> <p>The Pitch</p> <p>Legal Requirements</p> <p>Pitfalls of New Businesses</p>	<p>Legal Requirements of Advertising</p>	<p>Job Descriptions</p> <p>Advertising</p> <p>Website Development</p>
Skills	<p>List the advantages of entrepreneurship</p> <p>List the disadvantages of entrepreneurship</p> <p>Synthesize information to make a decision</p> <p>Identify common traits of entrepreneurs</p> <p>Compare and Contrast</p> <p>Analyze different sources of information in order to draw a conclusion</p>	<p>Understand the elements of a successful start-up</p> <p>Identify the traits of a business plan</p> <p>Compare and Contrast successful vs. unsuccessful start-ups</p> <p>Identify funding sources for new businesses</p> <p>Identify reason businesses fail</p>	<p>Analyze the effectiveness of advertising campaigns</p> <p>Create advertising campaigns</p> <p>Evaluate the impact of advertising</p>	<p>Synthesize learning to create a business</p> <p>Evaluate examples in order to create a new product</p>