



Business Management

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General Course Information

Course Name: Business Management	
Department: Business and Marketing	Grade Level(s): 10-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date:	Course Code: H5020
Course Description:	
Business Management provides students insight into the way businesses work from the view point of both employees and managers. Students will explore business management concepts such as, ethics/social responsibility, workplace communication, and government regulation of business. Students enrolled in Business Management are eligible to join a student business organizations (FBLA).	
Course Rationale:	
Business management prepares students for success in the workplace. As productive members of society, students must understand the norms of business operations and their role in the economy.	
Course Objectives:	
<p>The student will discuss and debate the responsibilities and functions of management and their implementation and integration within the business environment.(A+ Speaking and Listening)</p> <p>The student will research and analyze the role of ethics and social responsibility in decision making. (A+ Research)</p> <p>The student will read about and analyze the importance of marketing and promotional strategies and their roles in business. (A+ Reading)</p> <p>The student will investigate the financial side of a business, forecast budgetary needs and prepare a budget, and analyze financial statements.</p> <p>The students will explore a topic in business management and create a written presentation. (A+ Writing)</p>	
Standards Alignment:	
List standard set(s) to which course has been aligned	

Power Standards

List Standards -

Unit I: Introduction to Management	Duration: 2 Weeks
Unit Description:	
Unit Standards	Key Learning Targets
Recognize management's role to understand its contribution to business success.	I can . . . -Distinguish between a manager vs an entrepreneur. -Identify the functions of management -Analyze how management styles have changed over history
Essential Questions	Enduring Understandings
What is the difference between a manager and entrepreneur? What are the different functions of a manager? How do we distinguish successful management from unsuccessful management?	Entrepreneurs come up with business ideas and put them into practice while managers direct the work of others to achieve the goals of the organization.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: management, organization, resource, delegate, authority, planning, organizing, staffing, leading, controlling, senior management, middle management, supervisory management, micromanagement, manager, for-profit business, not-for-profit organization, glass ceiling, diversity, managerial role, conceptual skills, interpersonal skills, soft skills, communication, technical skills, hard skills	
Additional Information:	

Unit II: Planning	Duration: 2 Weeks
Unit Description:	
Unit Standards	Key Learning Targets
<ul style="list-style-type: none"> - Discuss the nature of managerial planning. 	<p>I can...</p> <ul style="list-style-type: none"> - Analyze business planning strategies - Compare and contrast types of planning - Conduct SWOT analysis - Develop a mission statement - Create a policy and procedure manual
Essential Questions	Enduring Understandings
<p>What are the different types of plans a manager needs to make?</p> <p>How would a manager use a SWOT analysis in the planning process?</p> <p>What is the difference between a policy and procedure?</p>	<p>Planning strategies will be different based on whether is is a short-term or long-term plan.</p> <p>When conducting a SWOT analysis, managers are looking at the strengths, weaknesses, opportunities and threats that will affect the business planning process.</p>
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: procedure, policy, rule, budget, mission statement, goal, competition, revenue, sales forecast, market research, operational plan, contingency plan, SWOT, strategic management, short range, intermediate range & long term planning, SMART goal, operational plan, contingency plan	
Additional Information:	

Unit III: Organizing and Staffing	Duration: 3 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>-Recognize organization as a management role and understanding its contribution to business success.</p> <p>-Manage staff growth and development to increase productivity and employee satisfaction.</p>	<p>I can...</p> <ul style="list-style-type: none"> - Compare and contrast the four types of organizational structures. - Describe the roles of Chief Executive Officer and Board of Directors. - Explain why managers need to delegate authority and responsibilities. - Describe methods that organizations use to select employees - Explain the difference between a transfer, promotion, and separation - Identify different methods on training employees - Explain the methods organizations use to measure performance
Essential Questions	Enduring Understandings
<p>What does the organization structure look like for a typical business?</p> <p>What practices do businesses use to recruit, train, and retain employees?</p>	<p>Successful businesses organize their workforce to provide a clear chain of command.</p> <p>Managers must delegate tasks to both lessen their workload and help employees develop more skills.</p>
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: organization chart, organizational structure, chain of command, teamwork, chief executive officer, staffing,	

Additional Information:

Unit IV: Leading	Duration: 2 Weeks
Unit Description:	
Unit Standards	Key Learning Targets
<ul style="list-style-type: none"> - Summarize the leading function of management - Employ communication styles appropriate for management 	<p>I can...</p> <ul style="list-style-type: none"> - Explain motivation theories and describe how managers use motivation theories to motivate employees - Identify the difference between power and authority - Describe three styles of leadership - Identify the leadership skills necessary for effective management - Explain why communication is important in management - Assess an audience - Develop active listening skills and read nonverbal cues
Essential Questions	Enduring Understandings
<p>What skills do effective leaders possess? What are the different types of leadership styles?</p> <p>How does the workplace environment affect the way in which communication is conducted in an organization?</p> <p>Why is communication important for a person who manages direct reports?</p> <p>What soft skills do you think are important for a manager to possess? How would you define self-management skills?</p>	<p>Successful leaders have the ability to communicate effectively with employees to empower them to achieve common organization goals.</p>
Resources:	

Previous knowledge and skills needed:
Key Unit Vocabulary: leadership, leadership styles, conflict, conflict resolution, hierarchy of needs, accountability
Additional Information:

Unit V: Controlling	Duration: 2 Weeks
Unit Description:	
Unit Standards	Key Learning Targets
<ul style="list-style-type: none"> - Describe the nature of managerial control functions 	<p>I can...</p> <ul style="list-style-type: none"> - Describe why management controls are needed - Discuss the types of management control and list - Describe methods of management control - Explain how total quality management can increase the quality of a company's products
Essential Questions	Enduring Understandings
<p>Why is controlling necessary for an organization?</p> <p>Why is operations management important for all businesses?</p>	<p>The management function of controlling involves keeping the organization on track monitoring the performance of employees and the organization as a whole.</p>
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: standard, ratios, financial ratios, data security, financial ratios, quality standards	
Additional Information:	

Unit VI: Environment of Management	Duration: 4 Weeks
Unit Description:	
Unit Standards	Key Learning Targets
<ul style="list-style-type: none"> - Understand the nature of business to show its contributions to society - Discuss the global environment in which businesses operate 	<p>I can...</p> <ul style="list-style-type: none"> - Explain the advantages and disadvantages of setting up sole proprietorships, partnerships, and corporations. - Understand how the FTC protects consumers from unfair business practices. - Describe the ways in which business demonstrate social responsibility and perform a social audit of a business. - Define scarcity and opportunity cost. - Describe how the laws of supply and demand determine the equilibrium price of a good or service. - Define business cycles and describe what happens during economic expansions and contractions. - Define the global environment in which business operate - Explain why businesses/countries trade (export and import) - Describe protectionist measures and how they reduce the volume of imports and raise prices
Essential Questions	Enduring Understandings
What is the difference between internal and external business environment?	The business environment is made up of internal factors that they have control over (employees) and external factors in

<p>What role does business have in society?</p> <p>How does the economic environment affect business operation?</p> <p>Why is having a strong economy good for our country?</p> <p>What does globalization mean?</p> <p>What does it mean to manage in a global environment?</p>	<p>which they cannot control (the economy or competition).</p> <p>Effective managers realize how the economy impacts what a business produces and the profits generated from sales.</p> <p>The global economy creates opportunities for businesses to expand market potential by creating and selling products to increase profitability.</p>
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: economics, ethics, globalization, sole proprietorship, partnership, corporation, S corporation, limited liability company (LLC), franchise, intermediary, wholesaler, retailer, manufacturer, profit	
Additional Information:	

Unit VII: Small Business Management	Duration: 2 Weeks
Unit Description:	
Unit Standards	Key Learning Targets
<ul style="list-style-type: none"> - Understands concepts, tools, and strategies used to explore, obtain, and developing a small business career - Identify potential business threats and opportunities to protect a business's financial well-being. - Analyze the importance of marketing and its role in business. 	<p>I can...</p> <ul style="list-style-type: none"> - Describe the nature of entrepreneurship - Conduct self-assessment to determine entrepreneurial potential - Explain the role requirements of entrepreneurs and owners - Identify financial controls used to develop a successful business - Describe the four P's of marketing
Essential Questions	Enduring Understandings
Why would an individual want to start a business instead of working for an organization?	<p>A successful entrepreneur takes risks and accepts the responsibilities of starting a new business.</p> <p>Individuals starting a business must possess critical skills necessary to perform the tasks of the business and the ability to communicate and work well with others.</p>
Resources: Textbook	
Previous knowledge and skills needed:	
Key Unit Vocabulary: entrepreneurship, entrepreneur, pro forma statement, funding, acquisition, liquidation, merger, marketing	
Additional Information:	