

**Newport-Mesa Unified School District
Office of Career Technical Education
High School Course of Study**

DATE: Spring 2024

INDUSTRY SECTOR: Business and Finance

PATHWAY: 182- Business Management

CALPADS TITLE: Intermediate Business Management Technologies (Concentrator)

CALPADS CODE: 7411

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	45	135

JOB TITLE	ONET CODES	JOB TITLE	ONET CODES
Office Manager	11-3011.00	Graphic Designers	27-1024.00
Office Machine Operator	43-9071.00	Business Operations Specialists	13-1199.00
Bookkeeping, Accounting, and Auditing Clerks	43-3031.00	Human Resource Specialists	13-1071.00

COURSE DESCRIPTION:

Applied Business Practices is a two semester concentrator course within the Business and Finance Pathway at Back Bay High School titled Leadership in Arts & Business (L.A.B.) This course will combine competencies in design, production, and entrepreneurship to introduce students to a variety of jobs in design, multimedia, communications, and machinery sectors. Students will build upon their business knowledge, practice utilizing the entrepreneurial mindset, demonstrate different functions and responsibilities within management roles, and strengthen employability skills. In addition, students will participate in a variety of work-based learning experiences from guest speakers and field trips to industry mentoring and student-based enterprise.

Students will expand on foundational skills learned in Business Essentials, focusing on principals and concepts of business ranging from communications, career planning, management, technology, problem solving, and critical thinking. Students will foster technical knowledge and applicable skills in the business of design and production within the lab at Back Bay High School.

PREREQUISITES:

High School Name:	Site Prerequisite:
Back Bay High School	Business Essentials

A – G APPROVAL: ☐ Yes ☒ No ☐ Desired

ARTICULATION:

High School Name:	College Name:	College Course Title:
N/A		

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LEVEL: ☐ Participant ☐ Introductory ☒ Concentrator ☐ Capstone

CERTIFICATION:

High School Name:	Embedded/Leads to:	Description:
Back Bay High School	Roland Large Format Printer	Demonstrate appropriate use of hardware, VersaWorks software and machine maintenance
Back Bay High School	Roland Vinyl Cutter	Demonstrate appropriate use of hardware, Cut Studio software and machine maintenance
Back Bay High School	Epilog Laser Engraver	Demonstrate appropriate use of hardware, Epilog Job Manager software and machine maintenance
Back Bay High School	Direct to Garment Printing	Demonstrate appropriate use of hardware, AnaRIP software and machine maintenance
Back Bay High School	Dye Sublimation	Demonstrate appropriate use of hardware, Sawgrass Printer Manager software and machine maintenance
Back Bay High School	Embroidery (XT Pro)	Demonstrate appropriate use of hardware, software and machine maintenance
Back Bay High School	CRIO - White Toner	hardware

METHOD OF STUDENT EVALUATION:

- ✓ Pre and Post test
- ✓ Student Projects
- ✓ Written work
- ✓ Observation record of student performance
- ✓ Completion of assignments

METHOD OF INSTRUCTION:

- ✓ Small group instruction
- ✓ Demonstration
- ✓ Field Trips
- ✓ Guest Speaker
- ✓ Mentors
- ✓ Project-based learning
- ✓ Work-based learning

RECOMMENDED TEXTS OR SOFTWARE:

Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Microsoft Office, Quickbooks (online), Autodesk Inventor, Blender, Versaworks, CutStudio, AnaRIP, Epilog Job Manager, Sawgrass Print Manager, Simplify 3D

MODEL CTE PATHWAY:

Grade:	Fall Semester:	Spring Semester:
9-12	Business Essentials	Applied Business Practices A

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9-12	Applied Business Practices B	Business Leadership
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CALIFORNIA CAREER TECHNICAL EDUCATION MODEL CURRICULUM STANDARDS

California Department of Education CTE Standards website: <http://www.cde.ca.gov/ci/ct/sf/ctemcstandards.asp>

**INDUSTRY SECTOR
KNOWLEDGE AND PERFORMANCE ANCHOR STANDARDS**

1.0 Academics

Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the Business and Finance academic alignment matrix for identification of standards.

2.0 Communications

Acquire and accurately use Business and Finance sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats. (Direct alignment with LS 9-10, 11-12.6)

2.1 Recognize the elements of communication using a sender–receiver model.

2.2 Identify barriers to accurate and appropriate communication.

2.3 Interpret verbal and nonverbal communications and respond appropriately.

2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.

2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats.

2.6 Advocate and practice safe, legal, and responsible use of digital media information and communications technologies.

3.0 Career Planning and Management

Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2)

3.1 Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.

3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success.

3.3 Explore how information and communication technologies are used in career planning and decision making.

3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.

3.5 Integrate changing employment trends, societal needs, and economic conditions into career planning.

3.6 Recognize the role and function of professional organizations, industry associations, and organized labor in a productive society.

3.7 Recognize the importance and impact small businesses have on our state, nation and world economies.

3.8 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates.

3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.

4.0 Technology

Use existing and emerging technology to investigate, research, and produce products and services, including new information, as required in the Business and Finance sector workplace environment. (Direct alignment with WS 11-12.6)

4.1 Use electronic reference materials to gather information and produce products and services.

4.2 Employ Web-based communications responsibly and effectively to explore complex systems and issues.

4.3 Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources.

4.4 Discern the quality and value of information collected using digital technologies, and recognize bias and intent of the associated sources.

4.5 Research past, present, and projected technological advances as they impact a particular pathway.

4.6 Assess the value of various information and communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task.

5.0 Problem Solving and Critical Thinking

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Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the Business and Finance sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques. (Direct alignment with WS 11-12.7)

5.1 Identify and ask significant questions that clarify various points of view to solve problems.

5.2 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate.

5.3 Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex work environment.

5.4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions.

6.0 Health and Safety

Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the Business and Finance sector workplace environment. (Direct alignment with RSTS 9-10, 11-12.4)

6.1 Locate, and adhere to, Material Safety Data Sheet (MSDS) instructions.

6.2 Interpret policies, procedures, and regulations for the workplace environment, including employer and employee responsibilities.

6.3 Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.

6.4 Practice personal safety when lifting, bending, or moving equipment and supplies.

6.5 Demonstrate how to prevent and respond to work-related accidents or injuries; this includes demonstrating an understanding of ergonomics.

6.6 Maintain a safe and healthful working environment.

6.7 Be informed of laws/acts pertaining to the Occupational Safety and Health Administration (OSHA).

7.0 Responsibility and Flexibility

Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Business and Finance sector workplace environment and community settings. (Direct alignment with SLS 9-10, 11-12.1)

7.1 Recognize how financial management impacts the economy, workforce, and community.

7.2 Explain the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.

7.3 Understand the need to adapt to changing and varied roles and responsibilities.

7.4 Practice time management and efficiency to fulfill responsibilities.

7.5 Apply high-quality techniques to product or presentation design and development.

7.6 Demonstrate knowledge and practice of responsible financial management.

7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.

7.8 Explore issues of global significance and document the impact on the Business and Finance sector.

8.0 Ethics and Legal Responsibilities

Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms. (Direct alignment with SLS 11-12.1d)

8.1 Access, analyze, and implement quality assurance standards of practice.

8.2 Identify local, district, state, and federal regulatory agencies, entities, laws, and regulations related to the Business and Finance industry sector.

8.3 Demonstrate ethical and legal practices consistent with Business and Finance sector workplace standards.

8.4 Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace.

8.5 Analyze organizational culture and practices within the workplace environment.

8.6 Adhere to copyright and intellectual property laws and regulations, and use and appropriately cite proprietary information.

8.7 Conform to rules and regulations regarding sharing of confidential information, as determined by Business and Finance sector laws and practices.

9.0 Leadership and Teamwork

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Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution. (Direct alignment with SLS 11-12.1b)

9.1 Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.

9.2 Identify the characteristics of successful teams, including leadership, cooperation, collaboration, and effective decision-making skills as applied in groups, teams, and career technical student organization activities.

9.3 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace setting.

9.4 Explain how professional associations and organizations and associated leadership development and competitive career development activities enhance academic preparation, promote career choices, and contribute to employment opportunities.

9.5 Understand that the modern world is an international community and requires an expanded global view.

9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace.

9.7 Participate in interactive teamwork to solve real Business and Finance sector issues and problems.

10.0 Technical Knowledge and Skills

Apply essential technical knowledge and skills common to all pathways in the Business and Finance sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6)

- 10.1 Interpret and explain terminology and practices specific to the Business and Finance sector.
- 10.2 Comply with the rules, regulations, and expectations of all aspects of the Business and Finance sector.
- 10.3 Construct projects and products specific to the Business and Finance sector requirements and expectations.
- 10.4 Collaborate with industry experts for specific technical knowledge and skills.
- 10.5 Interpret financial data, analyze results, and make sensible business decisions to promote a financially reliable business.
- 10.6 Evaluate the variety, nature, and diversity of investment vehicles and the elements that contribute to financial growth and success.
- 10.7 Adapt the distribution concepts and processes needed to move, store, locate, and transfer ownership of goods or services.
- 10.8 Integrate the techniques and strategies used to foster positive, ongoing relationships with customers, suppliers, investors, and community.
- 10.9 Evaluate the impact of local, state, federal, and/or international regulations on business and financial management decisions.
- 10.10 Apply the economic principles and concepts fundamental to business operations.
- 10.11 Recognize the importance of marketing in a global economy.
- 10.12 Develop a system for keeping and using financial records and a personal financial plan to manage cash flow and maintain creditworthiness.

11.0 Demonstration and Application

- Demonstrate and apply the knowledge and skills contained in the Business and Finance anchor standards, pathway standards, and performance indicators in classroom, laboratory, and workplace settings.
- 11.1 Utilize work-based/workplace learning experiences to demonstrate and expand upon knowledge and skills gained during classroom instruction and laboratory practices specific to the Business and Finance sector program of study.
- 11.2 Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level.
- 11.3 Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures.
- 11.4 Employ entrepreneurial practices and behaviors appropriate to Business and Finance sector opportunities.
- 11.5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.

CR = Classroom Hours LAB/CC = Laboratory/Shop/Community Classroom Hours

I.	Introduction and Orientation	CR	LAB/CC	STANDARDS
	Students are instructed on class rules, policies and course structure.	2	0	Academic: RLST: 111.4, 11.7 WS: 11.2, 11.4, 11.5

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	• Demonstrate awareness of course objectives and competencies. • Demonstrate understanding of course requirements and student expectations. • Demonstrate awareness of industry standards and career opportunities.			CTE Anchor: 2.0, 7.0 Business Management Pathway: A1.1
II.	Safety	CR	LAB/CC	
	Students are instructed on classroom & lab safety guidelines and equipment use. • Practice the use and maintenance of, and OSHA safety standards for, operating industrial machinery. • Utilize safe procedures for handling tools and equipment. • Respond appropriately to emergency situations.	5	5	Academic: RSIT 11.4 11.7 CTE Anchor: 2.0, 5.0, 6.0, 7.0 Business Management Pathway: A6.1
III.	Know Your Team	CR	LAB/CC	STANDARDS
	Students are instructed on classroom & lab safety guidelines and equipment use. • Practice the use and maintenance of, and OSHA safety standards for, operating industrial machinery. • Utilize safe procedures for handling tools and equipment. • Respond appropriately to emergency situations.	3	5	Academic: RSIT 11.4 11.7 CTE Anchor: 2.0, 5.0, 6.0, 7.0 Business Management Pathway: A6.1
	Know Your Skills			
	Through role play with actual clients, students will build employability skills such as communication, leadership, teamwork, time management, critical thinking, and creative thinking. Students will reflect on their learning and may earn digital badging in the following areas: Communication • Demonstrate effective verbal and written skills. • Read technical journals, and write technical reports using appropriate terminology.	5	25	Academic: LS 11.1, 11.2, 11.5, 11.6 RSIT 11.4 11.7 WS: 11.2, 11.4, 11.5 CTE Anchor: 2.0, 3.0, 7.0, 8.0, 9.0 Business Management Pathway: A1.1, A1.3, A3.2

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	• Listen attentively, follow directions, and relay directions to others. • Demonstrate the ability to research and retrieve information. • Share constructive criticism. • Actively listen to others. • Communicate expectations verbally, visually, or in writing. Leadership • Demonstrate leadership skills by working independently, making appropriate decisions, working well with others, and accepting constructive criticism. • Demonstrate a positive and cooperative attitude. • Demonstrate values of honesty and integrity. • Demonstrate respect for others. • Demonstrate responsibility by exerting a high level of effort and working toward a goal. • Lead a team through a project. • Keep the team organized. • Motivate team. • Take initiative when difficulties arise. Teamwork • Demonstrate the ability to work as a member of a team. • Demonstrate the ability to accept and work with individuals from various cultures. • Coordinate with the team to execute a high-quality project. • Demonstrate problem solving. • Negotiate, listen, and provide input throughout the project. Time management • Demonstrate the ability to manage time wisely. • Organize tasks according to urgency and top priority. • Reserve material and machine time to avoid lead time delays.			
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	• Arrive on time and be prepared for all meetings, classes and events. Critical thinking • Demonstrate the ability to interpret information correctly. • Formulate workable solutions with the team to resolve any obstacles while tackling a task. • Improve process or product through self-directed, self-monitored, and collaborative thinking. Creative thinking • Research and brainstorm to come up with original ideas. • Allow for fluent or continuous flow of ideas from all team members. • Be flexible in order to meet what the client wants.			
IV.	Know Your Tools	CR	LAB/CC	STANDARDS
	Students will earn intermediate to advanced level certifications of lab machinery: 3D printer, large format printer, vinyl cutter, direct-to-garment printer, laser engraver, embroidery machine. • Demonstrate the ability to perform troubleshooting functions. • Demonstrate the ability to perform proper machinery maintenance. • Demonstrate the ability to perform specialized/advanced machine operations.	5	25	Academic: LS 11.1, 11.2, 11.4, 11.5 RSIT 11.3, 11.7 CTE Anchor: 1.0, 2.0, 4.0, 5.0, 9.0, 10.0 Business Management Pathway: A7.1, A7.2
V.	The Art of Business	CR	LAB/CC	STANDARDS
	Students will build upon their graphic knowledge to effectively apply the elements and principles of design when creating products using Photoshop, Illustrator and Autodesk Inventor. • Demonstrate Human-Centered Design Thinking (HCDT) process.	5	15	Academic: LS 11.1, 11.2, 11.5, 11.6 RSIT 11.3 11.7 WS: 11.2, 11.4, 11.5 CTE Anchor: 1.0, 2.0, 4.0, 9.0, 10.0, 12.0 Business Management Pathway: A7.2, A8.2, A8.6

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	- Brainstorm ideas and engage in the ideation process. - Create drafts and/or prototypes. - Understand the need to make art accessible to special populations. - Elicit client feedback and make necessary adjustments. - Finalize the product based on client specifications and satisfaction.			DVMA Pathway: A1.1, A1.2, A2.1, A2.6, A8.1, A8.2
VI.	The Cost of Doing Business	CR	LAB/CC	STANDARDS
	Students will learn about the sales cycle and insight selling as they practice using a proprietary sales cycle composed of the following steps: prospect, qualify, present, deliver, and evolve. - Discuss the steps of the sales cycle and determine where individuals fit best into the dynamic selling process. - Determine how personal and professional strengths can be channeled through the stages of the sales cycle for the benefit of the student-run business. - Perform a cost benefit analysis. - Utilize Quickbooks: create quotes and invoices; keep track of orders and payments; print packing slips for finished orders.	10	20	Academic: LS 11.4 RSIT 11.3, 11.7 CTE Anchor: 1.0, 2.0, 4.0, 5.0, 6.0, 8.0, 9.0, 10.0 Business Management Pathway: A2.3, A4.3, A4.4, A4.5, A5.3, A5.6, A9.2, A9.4
VII.	Operating the Business	CR	LAB/CC	STANDARDS
	Students will apply their learning to run a graphic media production business. - Conduct research to identify potential customers; perform cold calling. - Determine the likelihood of a potential client purchase. - Determine the ability to meet all client expectations for products and services. - Draft a proposal for presentation to clients.	5	30	Academic: LS 11.2, 11.5, 11.6 RSIT 11.3, 11.7 WS 11.2, 11.4, 11.5 CTE Anchor: 1.0, 2.0, 4.0, 8.0, 9.0, 11.0, 12.0 Business Management Pathway: A1.5, A2.2, A2.3, A3.6, A7.2, A7.4, A8.2, A8.6

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	• Present (pitch) plans to produce goods and services based on client requirements. • Produce goods and services as contracted based on the work order from the client.			
VIII.	Employment Literacy & Portfolio	CR	LAB/CC	STANDARDS
	Students will prepare for employment and build a professional portfolio • Reflect upon learning and develop post-secondary plans • Research career opportunities • Complete a job application • Create a resume • Participate in mock interviews • Showcase professional level work in a portfolio: - o Include equipment demonstration videos - o Include certifications and digital badges - o Include client product examples	5	10	Academic: LS 11.2, 11.5, 11.6 RSIT 11.1, 11.2, 11.3, 11.5, 11.7 WS 11.2, 11.4, 11.5, 11.6 CTE Anchor: 1.0, 2.0, 3.0, 11.0 Business Management Pathway: A1.1 DVMA Pathway: A5.6