

**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:** Advanced Business Management Enterprise and Project Management (Capstone)

**CALPADS CODE:** 7412

**HOURS:**

| Total | Classroom | Laboratory/CC/CVE |
|-------|-----------|-------------------|
| 90    | 50        | 40                |

| JOB TITLE                       | ONET CODES | JOB TITLE                                    | ONET CODES |
|---------------------------------|------------|----------------------------------------------|------------|
| Human Resources Specialist      | 13-1071.00 | Accountants and Auditors                     | 13-2011.00 |
| Business Operations Specialists | 13-1199.00 | Office Machine Operator                      | 43-9071.00 |
| Office Manager                  | 11-3011.00 | Bookkeeping, Accounting, and Auditing Clerks | 43-3031.00 |
| Chief Executives                | 11-1011.00 |                                              |            |

**COURSE DESCRIPTION:**

Business Leadership is a one semester capstone course within the Business and Finance Pathway at Back Bay High School titled Leadership in Arts & Business (L.A.B.) Students will learn skills that will enable them to become entrepreneurs that start and lead their own business. In this course, students will learn skills that are transferable to careers of the future, including entrepreneurship. The course discusses fundamental small business concepts and leads students through the process of developing a detailed start-up business plan for the business of their choice.

Students will demonstrate mastery of content standards through completing a plan for a start-up business, portfolio development, and demonstrating an increased level of college and career readiness.

**PREREQUISITES:**

| High School Name:    | Site Prerequisite:             |
|----------------------|--------------------------------|
| Back Bay High School | Business Essentials            |
| Back Bay High School | Applied Business Practices A/B |

**A – G APPROVAL:** ☐ Yes ☒ No ☐ Desired

**ARTICULATION:**

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

**LEVEL:** ☐ Participant ☐ Introductory ☐ Concentrator ☒ Capstone

**CERTIFICATION:**

| High School Name: | Embedded/Leads to: | Description: |
|-------------------|--------------------|--------------|
| N/A               | N/A                | N/A          |

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

**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), Blender, Versaworks, CutStudio, AnaRIP, Epilog Job Manager, Sawgrass Print Manager,

**MODEL CTE PATHWAY:**

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

**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 communication 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 sage, 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.

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

- 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**

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.

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

- 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**

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.

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

- 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.  | Entrepreneurship Basics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | CR | LAB/CC | STANDARDS                                                                                                                                                                                                                      |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | <p>Students learn what entrepreneurship is, how it affects the U.S. economy, and typical characteristics of successful entrepreneurs. Students brainstorm lists of potential business ideas, performing preliminary market analysis</p> <ul style="list-style-type: none"> <li>• Small business</li> <li>• entrepreneurship</li> <li>• service sector</li> <li>• marketing concept</li> <li>• competitive advantage</li> <li>• creative destruction</li> <li>• innovation</li> </ul>                                                                                   | 5  | 0      | <p><b>Academic:</b><br/>RLST: 11.4, 11.7<br/>WS: 11.2, 11.4, 11.5</p> <p><b>Career Ready Practice:</b> 1, 11</p> <p><b>CTE Anchor:</b><br/>2.0, 3.0, 7.0</p> <p><b>Business Management Pathway:</b><br/>A1.1</p>               |
| II. | Legal Requirements & Ethics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | CR | LAB/CC | STANDARDS                                                                                                                                                                                                                      |
|     | <p>Learn legal forms of business and advantages and disadvantages of each. Choose a viable, legal form for fictitious business, and complete the DBA, permit and licensing processes required. Review consumer protection, workman's compensation, OSHA and civil rights laws.</p> <ul style="list-style-type: none"> <li>• Partnership</li> <li>• DBA</li> <li>• Sole proprietorship</li> <li>• Corporations (S-Corp, C-Corp, LLC, non-profit corporation)</li> <li>• Social responsibility,</li> <li>• Philanthropic goodwill,</li> <li>• Business ethics</li> </ul> | 5  | 0      | <p><b>Academic:</b><br/>LS 11.1, 11.2<br/>RSIT 11.4 11.7<br/>WS 11.9</p> <p><b>Career Ready Practice:</b> 7, 8, 9, 12</p> <p><b>CTE Anchor:</b><br/>2.0, 7.0, 8.0, 9.0</p> <p><b>Business Management Pathway:</b><br/>A3.3</p> |

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

| III. | Managing Processes and Communication                                                                                                                                                                                                                                                                                                                                                                                                                          | CR | LAB/CC | STANDARDS                                                                                                                                                                                                                                                                                                           |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|      | Use various business communication tools (email, fax, video-conferencing, etc.) Analyze effectiveness of business operations in simulations <ul style="list-style-type: none"> <li>• Operations management,</li> <li>• Six-Sigma,</li> <li>• Productivity</li> <li>• Fax</li> <li>• Video-conference</li> <li>• Social networking</li> </ul>                                                                                                                  | 5  | 5      | <b>Academic:</b><br>LS 11.1, 11.2, 11.3, 11.4, 11.6<br>RSIT 11.3, 11.4,<br>WS 11.2, 11.4, 11.5, 11.6, 11.8, 11.9<br><br><b>Career Ready Practice:</b> 1, 2, 5, 7, 8, 9, 10, 12<br><br><b>CTE Anchor:</b><br>2.0, 4.0, 5.0, 7.0, 8.0, 9.0, 11.0<br><br><b>Business Management Pathway:</b><br>A7.1, A7.2, A7.4, A8.6 |
| IV.  | Small Business Finance                                                                                                                                                                                                                                                                                                                                                                                                                                        | CR | LAB/CC | STANDARDS                                                                                                                                                                                                                                                                                                           |
|      | Quicken software basics, Excel basics<br>Invoicing, Generation of sales tax reports, generate financial reports required by Virtual Enterprise business plan <ul style="list-style-type: none"> <li>• Invoice</li> <li>• accounts payable</li> <li>• accounts receivable</li> <li>• sales tax</li> <li>• profit</li> <li>• debt</li> <li>• investment</li> <li>• asset</li> <li>• liability</li> <li>• break-even analysis</li> </ul>                         | 5  | 0      | <b>Academic:</b><br>RSIT 11.3, 11.7<br>PE 12.2.8, 12.4.2,<br><br><b>Career Ready Practice:</b> 1, 2, 4, 12<br><br><b>CTE Anchor:</b><br>1.0, 2.0, 4.0, 7.0, 10.0, 11.0<br><br><b>Business Management Pathway:</b><br>A2.3, A4.3, A4.4, A5.6, A7.2                                                                   |
| V.   | Sales and Promotion                                                                                                                                                                                                                                                                                                                                                                                                                                           | CR | LAB/CC | STANDARDS                                                                                                                                                                                                                                                                                                           |
|      | Collect/evaluate existing marketing materials, logo and promotional materials development using Word and Photoshop software, marketing plan oral presentations, sales projections financials <ul style="list-style-type: none"> <li>• Logo</li> <li>• marketing</li> <li>• e-commerce</li> <li>• promotional materials</li> <li>• Marketing mix</li> <li>• Place</li> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> <li>• Target market</li> </ul> | 10 | 5      | <b>Academic:</b><br>LS 11.1, 11.2, 11.5, 11.6<br>RSIT 11.3, 11.7<br>WS 11.4, 11.5<br><br><b>Career Ready Practice:</b> 1, 2, 5, 9, 10, 11<br><br><b>CTE Anchor:</b><br>1.0, 2.0, 4.0, 5.0, 9.0, 11.0,<br><br><b>Business Management Pathway:</b><br>A1.5, A7.2, A7.3, A8.1, A8.4, A8.5, A8.6                        |
| VI.  | The Business Plan                                                                                                                                                                                                                                                                                                                                                                                                                                             | CR | LAB/CC | STANDARDS                                                                                                                                                                                                                                                                                                           |
|      | Write a complete business plan for a fictitious business using the Virtual Enterprise business plan format                                                                                                                                                                                                                                                                                                                                                    | 15 | 10     | <b>Academic:</b><br>LS 11.1, 11.2, 11.3, 11.4, 11.6<br>RSIT 11.3, 11.4,                                                                                                                                                                                                                                             |

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

|             |                                                                                                                                                                                                                                              |           |               |                                                                                                                                                                                                                                                                    |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <ul style="list-style-type: none"> <li>• Strategic planning</li> <li>• Mission statement</li> <li>• Vision statement</li> <li>• Financial plan</li> <li>• Marketing plan</li> <li>• Operational plan</li> <li>• Executive summary</li> </ul> |           |               | <p>WS 11.2, 11.4, 11.5, 11.6, 11.8. 11.9</p> <p><b>Career Ready Practice:</b> 1, 2, 5, 7, 8, 9, 10, 12</p> <p><b>CTE Anchor:</b><br/>2.0, 4.0, 5.0, 7.0, 8.0, 9.0, 11.0</p> <p><b>Business Management Pathway:</b><br/>A7.1, A7.2, A7.4, A8.6</p>                  |
| <b>VII.</b> | <b>Business Simulation &amp; Portfolio Finalization</b>                                                                                                                                                                                      | <b>CR</b> | <b>LAB/CC</b> | <b>STANDARDS</b>                                                                                                                                                                                                                                                   |
|             | Simulated sales, production, invoicing with “businesses” of other class members, advanced marketing, Entrepreneurship Open House                                                                                                             | 5         | 20            | <p><b>Academic:</b><br/>LS 11.2, 11.5, 11.6<br/>RSIT 11.1, 11.2, 11.3, 11.5, 11.7<br/>WS 11.2, 11.4, 11.5, 11.6</p> <p><b>Career Ready Practice:</b> 1, 2, 3</p> <p><b>CTE Anchor:</b><br/>1.0, 2.0, 3.0, 11.0</p> <p><b>Business Management Pathway:</b> A1.1</p> |