



Township of Ocean Schools

Assistant Superintendent
Office of Teaching and Learning

SPARTAN MISSION:

Meeting the needs of all students with a proud tradition of academic excellence.

DEPARTMENT: Business COURSE: Business Management

Curriculum Development Timeline

School: Ocean Township High School

Course: Business Management

Department: Mathematics

Board Approval	Supervisor	Notes
September 2016	Amanda Maltese	Born Date
December 2017	Nichole Kerney	Revisions
August 2019	Nichole Kerney	Review
August 2022	Gerard Marrone	Alignment to Standards

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Township of Ocean Pacing Guide			
Week	Marking Period 1	Week	Marking Period 3
1	What Is Managing and What Are Management Responsibilities	11	How Technology and Information Management Affect Organizational Communications
2	What Is Managing and What Are Management Responsibilities	12	How Technology and Information Management Affect Organizational Communications
3	What Is the Importance of Planning to Business Success	13	How Does Financial Management Align with Business Management
4	What Is the Importance of Planning to Business Success	14	How Does Financial Management Align with Business Management
5	What Is the Environment of Business Management	15	How Does Financial Management Align with Business Management
Week	Marking Period 2	Week	Marking Period 4
6	What Is the Environment of Business Management	16	How Production and Marketing Relate to Business Management
7	What is the Economic Environment of Business Locally and Internationally	17	How Production and Marketing Relate to Business Management
8	What is the Economic Environment of Business Locally and Internationally	18	How Production and Marketing Relate to Business Management
9	What are Different Business Organizations and Management Styles	19	What Is the Role of Human Resources Management?
10	What are Different Business Organizations and Management	20	What Is the Role of Human Resources

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	Styles		Management?
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Core Instructional & Supplemental Materials including various levels of Texts

Core Instructional Online Text and Hardcover: Business Management, 14th Edition, Cengage
Supplemental: Virtual Business

Time Frame	2 Weeks (10 blocks)
Topic	
What is the Importance of Planning to Business Success?	
Alignment to Standards	
9.4.12.CT.3: Collaborate with individuals to analyze a variety of potential solutions to climate change effects and determine why solutions may work better than others (e.g., political, economic, cultural). 9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice. 9.2.12.CAP.4: Evaluate different careers and develop various plans (e.g., costs of public, private, training schools) and timetables for achieving them, including educational/training requirements, costs, loans, and debt repayment. 9.2.12.CAP.13: Analyze how the economic, social, and political conditions of a time period can affect the labor market 9.2.12.CAP.21: Explain low-cost and low-risk ways to start a business. 9.2.12.CAP.22: Compare risk and reward potential and use the comparison to decide whether starting a business is feasible. 9.2.12.CAP.23: Identify different ways to obtain capital for starting a business. 9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results. 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.	

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Learning Objectives and Activities

SWBAT answer the following questions:

- What is the difference between strategic and operational planning?
- What are the characteristics of effective goals?
- What are the elements that should be considered when organizing work?
- How can business organization be made more effective?
- What are the primary activities managers must perform as part of the leading function?
- What are the three basic steps in controlling?

SWBAT demonstrate understanding of the following:

- Recognize the importance of planning to business success
- Differentiate between strategic and operational planning
- Identify the characteristics of effective goals
- Describe several business planning tools and how they are used
- Discuss how the characteristics of good organization contribute to a more effective work environment
- Describe the strengths and weaknesses of organizational structures
- Identify important staffing and leading activities performed by managers
- Identify steps managers should follow when implementing change

Learning Activities:

- Virtual Business® Management Modules
 - Employee Opinions
 - Management Accounting
 - Pricing & Sales
 - Operations Management
 - Business Plan Math
 - Extra Credit: Turnaround
 - Extra Credit: Mega Management Mogul
- Discussion
- Cooperative Learning Exercise
- Virtual Field Trip Activity
- DECA Role Play Activity
- Cengage™: The 16 Career Clusters: A Project-Based Orientation
- Cengage™ Mindtap® Unit:
- Management, Supervision, and Decision Making.
- Increasing Management Effectiveness. Effective Supervision. Managing with Information.
- Planning and Organizing.
- The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective
- Organizations.

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COURSE: Business Management

- Implementing and Controlling.
- The Implementing Function. Motivation and Change Management. The Controlling Function.
- Gathering and Using Performance Information.
- Characteristics of Business.

Assessments

Formative:

- Teacher Observation
- Graphic Organizer
- Entrance/Exit Cards

Summative:

- Quizzes
- Topic Tests

Alternative:

- Class Debate of how concepts impact individual/society
- Kahoot/Quizizz
- Virtual Business - Assess concepts using online simulation

Interdisciplinary Connections

ELA:

NJSLSA.R7: Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

RST.11-12.3. Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

RST.11-12.9. Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible.

NJSLSA.W2. Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

Career Readiness, Life Literacies, and Key Skills

Technology Integration

All students will use digital tools to access, manage, evaluate, and synthesize

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information in order to solve problems individually and collaboratively and to create and communicate knowledge.

- 9.4.8.TL.6: Collaborate to develop and publish work that provides perspectives on a real-world problem.

Students will access the Cengage online ebook to further investigate lesson concepts and demonstrate understanding of standards.

- 9.4.8.TL.3: Select appropriate tools to organize and present information digitally.

Students will use internet based game sites such as Quizizz, Kahoot, and Quizlet live to reflect on their learning progress.

- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.

Students will use Cengage Mindtap, Google Slides and Docs in order to present new ideas and reflect on learning progress.

- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.

Students will use Google Sheets in order to enhance learning in utilizing formulas and manipulating cells.

- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task

Students will use Google Classroom and Google Sites to collaborate, work towards solving authentic problems, or participate in an online classroom discussion utilizing pre-learned etiquette about blended learning platforms.

- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem

Career Education

CRP1: Act as a responsible and contributing citizen and employee.

CRP4: Communicate clearly and effectively with reason.

CRP5: Consider the environmental, social and economic impacts of decisions.

CRP8: Utilize critical thinking to make sense of problems and persevere in solving them.

CRP9: Model integrity, ethical leadership and effective management.

CRP12: Work productively in teams while using cultural global competence.

Time Frame

2 Weeks (10 blocks)

Topic

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COURSE: Business Management

What is the Environment of Business Management?

Alignment to Standards

9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
9.3.12.BM-HR.6 Plan, monitor and manage day-to-day business activities to foster a healthy and safe work environment.

Learning Objectives and Activities

SWBAT answer the following questions:

- What are the major differences between different types of businesses
- What are examples of how innovations affect businesses
- What are types of changes that present challenges to businesses?
- Why must companies be concerned about both effectiveness and efficiency?
- What factors are influencing shifts in the U.S. worker characteristics?
- How are employers reacting to changing societal issues?
- What are some sustainability issues businesses face and how are they responding?
- What are ethical frameworks for business situations?

SWBAT demonstrate understanding of the following:

- Describe the changing nature of the U.S. worker characteristics
- Explain the issues that businesses face with the U.S. labor force
- Discuss and explain how businesses have adapted to changing values
- Describe the dilemma posed by the need for business growth and the need to protect the natural environment
- Identify ways in which businesses can be socially responsible

Learning Activities:

- Virtual Business® Management Modules
 - Employee Opinions
 - Employee Supervision
 - Management Accounting
 - Operations Management
 - Business Plan Math
 - Risk Management & Insurance
 - Forms of Business Ownership
 - Management Mogul
 - Extra Credit: Turnaround
 - Extra Credit: Mega Management Mogul
- Discussion
- Cooperative Learning Exercise

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COURSE: Business Management

- Virtual Field Trip Activity
- DECA Role Play Activity
- Cengage™: The 16 Career Clusters: A Project-Based Orientation
- Cengage™ Mindtap® Unit:
- Managers and Managing.
- The Role and Work of Managers. The Historical Development of Management. Managing in the
- Twenty-first Century.
- Management, Supervision, and Decision Making.
- Increasing Management Effectiveness. Effective Supervision. Managing with Information.
- The Manager as Leader.
- The Importance of Leadership. Developing Leadership Skills. Leadership Styles. Employee Issues and Work Rules.
- Planning and Organizing.
- The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective
- Organizations.
- Implementing and Controlling.
- The Implementing Function. Motivation and Change Management. The Controlling Function.
- Gathering and Using Performance Information.
- Characteristics of Business.
- The Nature of Business. Changes Affecting Businesses. The Contributions of Business.
- Social and Ethical Environment of Business.
- Mathematics and Management. Basic Math and Measurement Systems. Understanding and 21. Product Development and Distribution.
- Product Management. Distribution Management. Channel Design.
- Pricing and Promotion.
- The Business Buying Decision. Pricing & Costs. Promotion.
- Managing Human Resources.
- Human Resources in Business. The Employment Process. Employment Law.
- Rewarding and Developing Employees.
- Compensation Planning. Employee Benefits. Improving Employee Performance.
- Developing an Effective Organization.
- The Changing Organizational Environment. Managing Organizational Change. Career Development.
- Personal Career Planning

Assessments

Formative:

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COURSE: Business Management

- Classwork and Groupwork
- Teacher Observation
- Entrance/Exit Cards

Summative:

- Quizzes
- Topic Tests

Alternative:

- Kahoot/Quizizz
- Virtual Business - Assess concepts using online simulation

Interdisciplinary Connections

ELA:

NJSLSA.R7: Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

RST.11-12.4. Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.

RST.11-12.7. Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

NJSLSA.W6. Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

Career Readiness, Life Literacies, and Key Skills

Technology Integration

All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.

- 9.4.8.TL.6: Collaborate to develop and publish work that provides perspectives on a real-world problem.

Students will access the Cengage online ebook to further investigate lesson concepts and demonstrate understanding of standards.

- 9.4.8.TL.3: Select appropriate tools to organize and present information digitally.

Students will use internet based game sites such as Quizizz, Kahoot, and Quizlet live

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COURSE: Business Management

to reflect on their learning progress.

- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.

Students will use Cengage Mindtap, Google Slides and Docs in order to present new ideas and reflect on learning progress.

- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.

Students will use Google Sheets in order to enhance learning in utilizing formulas and manipulating cells.

- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task

Students will use Google Classroom and Google Sites to collaborate, work towards solving authentic problems, or participate in an online classroom discussion utilizing pre-learned etiquette about blended learning platforms.

- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem

Career Education

CRP1: Act as a responsible and contributing citizen and employee.

CRP4: Communicate clearly and effectively with reason.

Time Frame	2 Weeks (10 blocks)
Topic	
What is the Economic Environment of Business Locally and Internationally?	
Alignment to Standards	
9.2.12.CAP.13: Analyze how the economic, social, and political conditions of a time period can affect the labor market.	
9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.	
Learning Objectives and Activities	
SWBAT answer the following questions:	
- What are the basic resources used by a producer? - Why is capital formation important to our economy? - How does a market economy differ from a command economy?	

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- What are different examples of political-economy systems?
- Why is private property essential to a capitalistic system?
- How does competition help keep the prices of goods and services down?
- What are basic ways of encouraging economic growth?
- What are the problems that occur when the economic growth rate jumps ahead or drops back too quickly?
- Why is international trade important to the United States?
- Why has there been growth in international business?
- What are different forms of international businesses?
- What is the comparative advantage theory and product life cycle theory?
- What skills do international managers need to be successful?

SWBAT demonstrate understanding of the following:

- Describe the economic concepts that apply to satisfying economic wants
- Explain the role of capital formation in an economy
- Explain why a business considers the political-economy system of a country
- Describe why private property is important to capitalism
- Describe how prices are set in a capitalistic system
- List basic economic problems that exist and state what government can do to correct the problems.
- Describe the nature, growth, and importance of international trade and investment
- Distinguish between the different forms through which international business is conducted
- Explain theories of international trade

Learning Activities:

- Virtual Business® Management Modules
 - Employee Opinions
 - Employee Supervision
 - Management Accounting
 - Pricing & Sales
 - Operations Management
 - Business Plan Math
 - Risk Management & Insurance
 - Forms of Business Ownership
 - Management Mogul
 - Extra Credit: Turnaround

Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

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Cengage™ Mindtap® Unit:

- Managers and Managing.

The Role and Work of Managers. The Historical Development of Management.

Managing in the Twenty-first Century.

- Management, Supervision, and Decision Making.

Increasing Management Effectiveness. Effective Supervision. Managing with Information.

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function.

Gathering and Using Performance Information.

- Characteristics of Business.

The Nature of Business. Changes Affecting Businesses. The Contributions of Business.

- Economic Environment of Business.

Economic Wants. Economic Systems. Fundamentals of Capitalism. Managing the Economy.

- International Environment of Business.

The Importance of International Business. Forms of International Business. Theories of International Trade Investment

Assessments

Formative:

- Classwork and Groupwork
- Teacher Observation
- Graphic Organizer
- Entrance/Exit Cards

Summative:

- Quizzes
- Topic Tests

Alternative:

- Kahoot/Quizizz
- Class Debate of how concepts impact individual/society

Interdisciplinary Connections

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Math:

S.IC.6: Evaluate reports based on data.

ELA:

NJSLSA.R7: Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

RST.11-12.4. Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.

RST.11-12.7. Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

RST.11-12.9. Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible.

Career Readiness, Life Literacies, and Key Skills

Technology Integration

All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.

- 9.4.8.TL.6: Collaborate to develop and publish work that provides perspectives on a real-world problem.

Students will access the Cengage online ebook to further investigate lesson concepts and demonstrate understanding of standards.

- 9.4.8.TL.3: Select appropriate tools to organize and present information digitally.

Students will use internet based game sites such as Quizizz, Kahoot, and Quizlet live to reflect on their learning progress.

- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.

Students will use Cengage Mindtap, Google Slides and Docs in order to present new ideas and reflect on learning progress.

- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.

Students will use Google Sheets in order to enhance learning in utilizing formulas and manipulating cells.

- 9.4.12.TL.1: Assess digital tools based on features such as accessibility

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COURSE: Business Management

options, capacities, and utility for accomplishing a specified task
Students will use Google Classroom and Google Sites to collaborate, work towards solving authentic problems, or participate in an online classroom discussion utilizing pre-learned etiquette about blended learning platforms.

- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem

Career Education

CRP3: Attend to personal health and financial well-being.
CRP5: Consider the environmental, social and economic impacts of decisions.
CRP11: Use technology to enhance productivity.

Time Frame	2 Weeks (10 blocks)
Topic	
What are Different Business Organizations and Management Styles?	
Alignment to Standards	
9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results. 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making. 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities. 9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making. 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.	
Learning Objectives and Activities	
SWBAT answer the following questions: • Why do business startups often fail and how is promotion for startup success accomplished?	

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COURSE: Business Management

- What are the advantages of developing a business plan?
- What are the management issues related to sole proprietorships?
- What are reasons for forming a partnership?
- How are the key groups of people in corporations formed?
- What are the major disadvantages of the corporate form of ownership?
- What is the primary purpose of a nonprofit corporation and does it require revenue?
- Why would a society allow a natural monopoly?
- What federal acts are designed to promote fair competition?
- How does government protect consumers?

SWBAT demonstrate understanding of the following:

- Describe the characteristics of successful entrepreneurs
- Evaluate the role of planning in managing your own business
- Explain the management issues of proprietorships
- Explain the basic structure of a corporation
- Describe organizations that are specialized alliances between companies and individuals
- Describe specialized forms of corporations established for tax or nonprofit reasons
- List examples of ways that local governments regulate business
- Explain how federal laws help regulate monopolies
- Explain how patent, copyright, and trademark protection benefits business
- Describe the ways in which government regulations protect consumers
- Identify and explain the most common types of taxes that affect business

Learning Activities:

Virtual Business® Management Modules

- Recruiting, Resumes & Hiring
- Employee Opinions
- Employee Supervision
- Strikes, Unions & Collective Bargaining
- Management Accounting
- Pricing & Sales
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Forms of Business Ownership
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

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DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

Cengage™ Mindtap® Unit:

- Management, Supervision, and Decision Making.

Increasing Management Effectiveness. Effective Supervision. Managing with Information.

- The Manager as Leader.

The Importance of Leadership. Developing Leadership Skills. Leadership Styles.

Employee Issues and

Work Rules.

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective

Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function.

Gathering and Using Performance Information.

- Social and Ethical Environment of Business.

Human Resources. Societal Values. Ethical Issues and Social Responsibility.

- Managing the Form of Business Ownership.

Entrepreneurs and Proprietorships. Partnerships. Corporate Forms of Business Ownership. Specialized

Types of Organizations.

- Legal Aspects of Business.

Regulations Maintaining Competition. Regulations Protecting Business and the Public. Business Taxes.

- Organizational Communications.

Managing Production and Operations.

Assessments

Formative:

- Classwork and Groupwork
- Teacher Observation
- Entrance/Exit Cards

Summative:

- Quizzes
- Topic Tests

Alternative:

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- Kahoot/Quizizz
- Virtual Business - Assess concepts using online simulation

Interdisciplinary Connections

ELA:

RST.11-12.9. Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible.

NJSLSA.W2. Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

NJSLSA.W6. Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

W.9-10.1: When students are justifying their reasoning on short answer and extended constructed response questions they write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

Career Readiness, Life Literacies, and Key Skills

Technology Integration

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COURSE: Business Management

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- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem

Career Education

CRP4: Communicate clearly and effectively with reason.

CRP9: Model integrity, ethical leadership and effective management.

CRP12: Work productively in teams while using cultural global competence.

Time Frame	2 Weeks (10 blocks)
Topic	
How Technology and Information Management Affect Organizational Communications	
Alignment to Standards	
9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making. 9.3.ST.2 Use technology to acquire, manipulate, analyze and report data.	
Learning Objectives and Activities	
SWBAT answer the following questions: ● What is the difference between data and information? ● What are the different types of information systems? ● How does technology improve business efficiency? ● What is the communication model and the factors that lead to poor communication? ● What are different types of communication networks? ● How can managers resolve conflicts?	

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Assistant Superintendent
Office of Teaching and Learning

SPARTAN MISSION:

Meeting the needs of all students with a proud tradition of academic excellence.

DEPARTMENT: Business

COURSE: Business Management

- What are the types of communication barriers managers may encounter doing business abroad?
- Why should managers use data to aid them in decision making?
- How are descriptive statistics different from inferential statistics?
- Why should tables, charts and graphs be used when analyzing and communicating information?

SWBAT demonstrate understanding of the following:

- Describe the basic technology infrastructure used by businesses
- Detail the information systems that managers use to aid in their decision making
- Describe technology's impact on strategy
- Explain the communication process and barriers to effective communication
- Explain how an organization can attempt to change its culture and how to manage teams effectively
- Describe the different ways to resolve communication conflicts
- Identify ways to improve communication in organizations
- Describe the ways that mathematics is used by managers to improve decision making
- Demonstrate understanding of basic mathematical operations
- Explain why statistics is important to managers and identify types of statistics

Learning Activities:

Virtual Business® Management Modules

- Management Accounting
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

Cengage™ Mindtap® Unit:

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective

Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling

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COURSE: Business Management

Function.

- Technology and Information Management.

Electronic Technology Fundamentals. Information Management. Technology and Business Strategy.

- Organizational Communications.

The Communication Process. Communication Management. Organizational Communication.

- Data Analysis and Decision Making.

Mathematics and Management. Basic Math and Measurement Systems.

Understanding and Using Basic Statistics. Using Data in Decision Making.

- Business Financial Records.

Types of Financial Records. Budgets and Budgeting. Financial Reports. Analyzing Financial Data.

Assessments

Formative:

- Classwork and Groupwork
- Teacher Observation

Summative:

- Quizzes
- Topic Tests

Alternative:

- Kahoot/Quizizz
- Virtual Business - Assess concepts using online simulation

Interdisciplinary Connections

ELA:

RST.11-12.4. Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.

NJSLSA.W6. Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

WHST.11-12.7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating an understanding of the subject under investigation.

Career Readiness, Life Literacies, and Key Skills

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DEPARTMENT: Business

COURSE: Business Management

Technology Integration

All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.

- 9.4.8.TL.6: Collaborate to develop and publish work that provides perspectives on a real-world problem.

Students will access the Cengage online ebook to further investigate lesson concepts and demonstrate understanding of standards.

- 9.4.8.TL.3: Select appropriate tools to organize and present information digitally.

Students will use internet based game sites such as Quizizz, Kahoot, and Quizlet live to reflect on their learning progress.

- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.

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- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task

Students will use Google Classroom and Google Sites to collaborate, work towards solving authentic problems, or participate in an online classroom discussion utilizing pre-learned etiquette about blended learning platforms.

- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem

Career Education

CRP6: Demonstrate creativity and innovation.

CRP8: Utilize critical thinking to make sense of problems and persevere in solving them.

CRP9: Model integrity, ethical leadership and effective management.

CRP11: Use technology to enhance productivity.





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COURSE: Business Management

Time Frame	3 Weeks (15 blocks)
Topic	
How does Financial Management Align with Business Management?	
Alignment to Standards	
9.1.12.PB.2 Prioritize financial decisions by systematically considering alternatives and possible consequences. 9.1.8.FP.5: Determine how spending, investing, and using credit wisely contributes to financial well-being. 9.1.8.PB.3: Explain how to create budget that aligns with financial goals. 9.1.8.PB.2: Explain how different circumstances can affect one's personal budget. 9.1.12.FI.3: Develop a plan that uses the services of various financial institutions to prepare for long term personal and family goals (e.g., college, retirement). 9.1.8.FI.3: Evaluate the most appropriate financial institutions to assist with meeting various personal financial needs and goals. 9.1.12.FI.4: Research benefits and drawbacks of products offered by financial and non-financial companies (e.g., banks, credit unions, check-cashing stores, product warranty insurance).	
Learning Objectives and Activities	
SWBAT answer the following questions: • What are reasons businesses need to maintain financial records? • Why is it important for businesses to prepare a cash budget and a capital budget? • What are examples of comparative analysis that a manager should use? • How is the book value of a stock determined? • What are the three main types of banks? • Why do banks usually require collateral when loaning money to businesses and consumers? • Why would a business want to establish its own private credit card system? • What are the four Cs of credit? • What ways can managers anticipate and reduce the effects of risks to their business without obtaining insurance? SWBAT demonstrate understanding of the following: • Describe why businesses need to maintain financial records and identify and discuss the purpose of several types of these records • Describe the uses of several types of business budgets and the reasons managers prepare more than one budget estimate • Describe the purpose of financial statements, balance sheets, income statements and	

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COURSE: Business Management

cash flow statements

- Explain methods of financing a business and describe the differences in equity financing based on the ownership structure of a business
- Describe factors that affect the value of a company's stock
- Explain factors that businesses should consider when choosing debt financing
- Identify several types of banks and explain how they are regulated
- Discuss the ways in which technology is changing banking services
- Describe how investment decisions can be made to meet financial goals
- Describe procedures for managing and collecting unpaid accounts
- Discuss several ways that businesses can attempt to reduce risks

Learning Activities:

- Virtual Business® Management Modules
 - Recruiting, Resumes & Hiring
 - Employee Opinions
 - Employee Supervision
 - Strikes, Unions & Collective Bargaining
 - Management Accounting
 - Pricing & Sales
 - Operations Management
 - Business Plan Math
 - Risk Management & Insurance
 - Forms of Business Ownership
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Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function. Gathering

and Using Performance Information.

- Characteristics of Business.

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COURSE: Business Management

The Nature of Business. Changes Affecting Businesses. The Contributions of Business.

- Economic Environment of Business.

Economic Wants. Economic Systems. Fundamentals of Capitalism. Managing the Economy.

Regulations Maintaining Competition. Regulations Protecting Business and the Public. Business Taxes.

- Data Analysis and Decision Making.

Mathematics and Management. Basic Math and Measurement Systems.

Understanding and Using Basic Statistics. Using Data in Decision Making.

- Business Financial Records.

Types of Financial Records. Budgets and Budgeting. Financial Reports. Analyzing Financial Data.

- Financing a Business.

Types of Business Capital. Raising Capital Through Stock Sales. Short- and Long-Term Debt Financing.

- Financial Services.

Financial Institutions. Common Financial Services. Investing and Investments.

- Credit and Insurance.

Credit Principles and Practices. Managing Credit. Insurance Principles. Types of Business Insurance.

Assessments

Formative:

- Classwork and Groupwork
- Teacher Observation
- Entrance/Exit Cards

Summative:

- Quizzes
- Topic Tests
- Class Debate of how concepts impact individual/society

Alternative:

- Kahoot/Quizizz
- Virtual Business - Assess concepts using online simulation

Interdisciplinary Connections

ELA:

RST.11-12.7. Integrate and evaluate multiple sources of information presented in

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DEPARTMENT: Business

COURSE: Business Management

diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

NJSLSA.W2. Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

Career Readiness, Life Literacies, and Key Skills

Technology Integration

All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.

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- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task

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- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem

Career Education

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COURSE: Business Management

CRP1: Act as a responsible and contributing citizen and employee.
CRP2: Apply appropriate academic and technical skills.
CRP5: Consider the environmental, social and economic impacts of decisions.
CRP8: Utilize critical thinking to make sense of problems and persevere in solving them.
CRP9: Model integrity, ethical leadership and effective management.
CRP11: Use technology to enhance productivity.

Time Frame	3 Weeks (15 blocks)
Topic	
How Production and Marketing Relate to Business Management	
Alignment to Standards	
9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills 9.2.12.CAP.13: Analyze how the economic, social, and political conditions of a time period can affect the labor market 9.2.12.CAP.21: Explain low-cost and low-risk ways to start a business. 9.2.12.CAP.22: Compare risk and reward potential and use the comparison to decide whether starting a business is feasible. 9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.4.5.IML.4: Determine the impact of implicit and explicit media messages on individuals, groups, and society as a whole.	
Learning Objectives and Activities	
SWBAT answer the following questions: • What are the steps a business must take in order to offer new products to consumers? • What are alternative ways a product can be manufactured? • What are the basic characteristics of a service business? • What are the most common marketing activities? • Why can certain characteristics be used to identify markets? What are they?	

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DEPARTMENT: Business

COURSE: Business Management

- What are the three levels of product design?
- What are the types of marketing channel discrepancies?
- How is net profit calculated?
- What are different strategies that businesses use?
- How do businesses promote products?

SWBAT demonstrate understanding of the following:

- Describe the steps in new product development and the differences between alternative manufacturing processes.
- Describe the factors that influence the organizing and production process
- Discuss the important considerations in locating a manufacturing business
- Identify the characteristics of services that makes them different from products
- Discuss the importance of marketing and its role in the economy
- Define basic marketing concepts and the elements of the marketing mix
- Describe the role of a marketing plan
- Identify the consumer goods categories
- Explain how products, product lines, and product assortments are developed
- Describe the different channels of distribution
- Describe the steps in the business buying process
- Distinguish between various types of discounts and price components
- Discuss ways that companies try to control costs that can lead to higher price
- Explain how businesses use advertising to promote their products

Learning Activities:

Virtual Business® Management Modules

- Employee Opinions
- Employee Supervision
- Management Accounting
- Pricing & Sales
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Forms of Business Ownership
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

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DEPARTMENT: Business

COURSE: Business Management

Cengage™ Mindtap® Unit:

- Characteristics of Business.

The Nature of Business. Changes Affecting Businesses. The Contributions of Business.

- Economic Environment of Business.

Economic Wants. Economic Systems. Fundamentals of Capitalism. Managing the Economy.

- International Environment of Business.

The Importance of International Business. Forms of International Business. Theories of International

Trade Investment.

Data Analysis and Decision Making.

Mathematics and Management. Basic Math and Measurement Systems.

Understanding and Using Basic

Statistics. Using Data in Decision Making.

- Managing Production and Operations.

Developing New Products. Planning a Manufacturing Business. Service Businesses.

- Nature and Scope of Marketing.

Nature of Marketing. Elements of Marketing. Marketing Plan.

- Product Development and Distribution.

Product Management. Distribution Management. Channel Design.

- Pricing and Promotion.

The Business Buying Decision. Pricing & Costs. Promotion.

Assessments

Formative:

- Classwork and Groupwork
- Teacher Observation
- Graphic Organizer
- Entrance/Exit Cards

Summative:

- Quizzes
- Topic Tests

Alternative:

- Virtual Business - Assess concepts using online simulation

Interdisciplinary Connections

ELA:

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COURSE: Business Management

RST.11-12.7. Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

NJSLSA.W6. Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

W.9-10.1: When students are justifying their reasoning on short answer and extended constructed response questions they write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

CS&DT: 8.1.12.DA.1: Create interactive data visualizations using software tools to help others better understand real world phenomena, including climate change.

Career Readiness, Life Literacies, and Key Skills

Technology Integration

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- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task

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COURSE: Business Management

pre-learned etiquette about blended learning platforms.

- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem

Career Education

CRP4: Communicate clearly and effectively with reason.

CRP6: Demonstrate creativity and innovation.

CRP8: Utilize critical thinking to make sense of problems and persevere in solving them.

CRP11: Use technology to enhance productivity.

CRP12: Work productively in teams while using cultural global competence.

Time Frame	2 Weeks (10 blocks)
Topic	
What is the Role of Human Resources Management?	
Alignment to Standards	
9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction. 9.3.12.BM-HR.1 Describe and follow laws and regulations affecting human resource operations. 9.3.12.BM-HR.2 Access, evaluate and disseminate information for human resources management decision making. 9.3.12.BM-HR.4 Plan, monitor and manage the use of financial and human resources to ensure a business's financial wellbeing. 9.3.12.BM-HR.5 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction. 9.3.12.BM-HR.6 Plan, monitor and manage day-to-day business activities to foster a healthy and safe work environment. 9.3.12.BM-HR.7 Plan, organize and implement compensation, benefits, health and safety programs.	
Learning Objectives and Activities	
SWBAT answer the following questions:	

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- What do the people involved in human resources management do?
- What are the major human resources activities performed by most companies?
- What is the mission of the Department of Labor?
- What are important laws that regulate employment discrimination and equal employment?
- What are several factors that should be considered by a company when establishing a compensation plan?
- Why do employers offer benefits in addition to wages and salary?
- What are ways that companies control the cost of human resource management?

SWBAT demonstrate understanding of the following:

- Identify the reasons human resources management is important to businesses and employees
- Describe procedures a business should follow to hire an employee
- Discuss effective procedures for promoting, transferring, and releasing employees
- Describe several ways that employees are protected through federal and state employment legislation
- Discuss important factors that affect pay levels in a business
- Recognize how employee benefits add to the total compensation received
- Describe several ways companies can improve HR services while controlling costs
- Describe the procedures for reviewing employee performance
- Describe the challenges facing businesses that require major organizational changes
- Summarize the major steps in planning and implementing an organizational development program
- Discuss design strategies that can increase employee satisfaction
- Describe the requirements for a career development program
- Outline the steps in preparing an individual career plan

Learning Activities:

Virtual Business® Management Modules

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- Employee Opinions
- Employee Supervision
- Strikes, Unions & Collective Bargaining
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Cengage™ Mindtap® Unit:

HUMAN RESOURCES MANAGEMENT.

- Managing Human Resources.

Human Resources in Business. The Employment Process. Employment Law.

- Rewarding and Developing Employees.

Compensation Planning. Employee Benefits. Improving Employee Performance

- Developing an Effective Organization.

The Changing Organizational Environment. Managing Organizational Change. Career Development.

Personal Career Planning.

Assessments

Formative:

- Classwork and Groupwork
- Teacher Observation
- Entrance/Exit Cards

Summative:

- Quizzes
- Topic Tests

Benchmark:

- Cumulative exam with multiple choice and short answer questions.
- Cumulative Project final assessment

Alternative:

- Kahoot/Quizizz
- Virtual Business - Assess concepts using online simulation

Interdisciplinary Connections

ELA:

NJSLSA.R7: Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

RST.11-12.4. Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.

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RST.11-12.9. Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible.

NJSLSA.W2. Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

NJSLSA.W6. Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

W.9-10.1: When students are justifying their reasoning on short answer and extended constructed response questions they write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

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Career Education

CRP4: Communicate clearly and effectively with reason.

CRP9: Model integrity, ethical leadership and effective management.

Modifications (ELL, Special Education, At Risk Students, Gifted & Talented, & 504 Plans)

ELL:

- Work toward longer passages as skills in English increase
- Use visuals
- Introduce key vocabulary before lesson
- Teacher models reading aloud daily
- Provide peer tutoring
- Use of Bilingual Dictionary
- Guided notes and/or scaffold outline for written assignments
- Provide students with English Learner leveled readers.

Supports for Students With IEPs:

- Allow extra time to complete assignments or tests
- Guided notes and/or scaffold outline for written assignments
- Work in a small group
- Allow answers to be given orally or dictated
- Use large print books, Braille, or books on CD (digital text)
- Follow all IEP modifications

At-Risk Students:

- Guided notes and/or scaffold outline for written assignments
- Introduce key vocabulary before lesson
- Work in a small group
- Lesson taught again using a differentiated approach
- Allow answers to be given orally or dictated
- Use visuals / Anchor Charts

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COURSE: Business Management

- Leveled texts according to ability

Gifted and Talented:

- Create an enhanced set of introductory activities (e.g. advance organizers, concept maps, concept puzzles)
- Provide options, alternatives and choices to differentiate and broaden the curriculum
- Organize and offer flexible small group learning activities
- Provide whole group enrichment explorations
- Teach cognitive and methodological skills
- Use center, stations, or contracts
- Organize integrated problem-solving simulations
- Propose interest-based extension activities
- Expose students to beyond level texts.

Supports for Students With 504 Plans:

- Follow all the 504 plan modifications
- Text to speech/audio recorded selections
- Amplification system as needed
- Leveled texts according to ability
- Fine motor skill stations embedded in rotation as needed
- Modified or constrained spelling word lists
- Provide anchor charts with high frequency words and phonemic patterns

