

**Jefferson County High School  
Course Syllabus**

**A. Course** *Business Management*

**B. Department** *Business*

**C. Course Description** *Students will develop a foundation in the many activities, problems and decisions that are intrinsic to the management of a successful business. Areas examined include ethical and legal responsibilities, decision-making, personnel, safety, and professional development. By gaining an understanding of these areas, students will be better prepared to enhance the business decisions of tomorrow.*

**D. Grade Term** *Semester*

**E. Grading Scale**

<u>Range</u>	<u>Honors/ Regular</u>	<u>College-Level</u>	<u>A.P.</u>
93-100 A	4.0	4.5	5.0
85-92 B	3.0	3.5	4.0
75-84 C	2.0	2.5	3.0
70-74 D	1.0	1.5	2.0

**F. Term Dates**

- a. 1<sup>st</sup> 9 Weeks August 5, 2016 – October 7, 2016
- b. 2<sup>nd</sup> 9 Weeks October 8, 2016 – December 16, 2016
- c. 3<sup>rd</sup> 9 Weeks January 5, 2017 – March 15, 2017
- d. 4<sup>th</sup> 9 Weeks March 16, 2017 – May 25, 2017

**G. Textbook(s)** *Business Management Real World Applications and Connections*

**H. Other Required Reading**

**I. Other Resources**

- a. Odysseyware

**J. Major Assignments**

- a. *Case Studies*
- b. *Business Plan*
- c. *Market Opportunity Analysis*
- d. *International Trade*
- e. *Research Papers*
- f. *SWOT Analysis*
- g. *Leadership Project*
- h. *Employee Manual*

## **K. Procedures for Parental Access to Instructional Materials**

- a. Aspen Parent Portal
- b. Instructor's Website
- c. Email Instructor
- d. Parent Teacher Conference
  - a. There are two designated conference dates during the school year. Parents who would like to request additional meetings may make appointments for conferences with the teachers (during their planning periods), counselors, or a principal by telephoning the school office.

## **L. Field Trips**

- a. No scheduled field trips

## **M. Standards & Objectives**

### **First Nine Weeks**

1. I CAN describe the management process and examine the functions of management and relate environmental factors affecting business' functions.
2. I CAN summarize characteristics of, and distinguish between, different management theories and relate how environmental factors have influenced management theories applied in the business environment.
3. I CAN research management skills needed in today's business environment and synthesize research to produce a profile of a strong CANDidate for a business manager, citing specific evidence from text.
4. I CAN analyze business plans and templates and discriminate between elements that govern culture and those that govern operational goals.
5. I CAN use benchmark indicators to analyze and conduct a SWOT analysis of a business using data and evidence collected.
6. I CAN create or update a mission statement for a business by utilizing research on the business.
7. I CAN conduct a PEST analysis of the selected business and make a prediction of areas of weakness to adjust in the business plan for improving the business model.
8. I CAN describe typical prices in the industry for similar products or services, noting how the prices of the business compare to others using cost and expenses, supply and demand, consumer perception, and competition.
9. I CAN describe advantages and disadvantages of the basic forms of business ownership and identify variations of basic forms of business ownership to determine which structure is selected for businesses and why.
10. I CAN diagram and describe the organization structure of the business by creating an organizational chart of a business including job descriptions, number of employees, and outsourced labor.
11. I CAN identify and list appropriate national, state, and local bodies governing the operations of the selected business.

12. I CAN create a new or update an employee manual for a business including: procedures for hiring and release, orientation, performance assessments, handling of grievances, compensation packages.
13. I CAN describe legal and illegal strategies used by labor and management.
14. I CAN interpret data shown on financial statements of a business.
15. I CAN analyze international trade as it relates to small businesses and corporations.

### **Second Nine Weeks**

16. I CAN choose a business to research and describe the business' current target market, primary products or services offered, unique characteristics, current market position, and customer volume.
17. I CAN design, write, modify, and evaluate a business plan for the identified existing business.
18. I CAN identify up to five businesses that could be considered competitors of a selected business in a chart, table, or graphic.
19. I CAN develop and support a claim and counterclaim about the current target market of a selected business.
20. I CAN document existing operations plan of a selected business, describing location, hours of operation, customer accessibility, equipment, storage, and inventory needs, and current supply chain elements.
21. I CAN identify applicable risks to the selected business and research available options for risk management.
22. I CAN analyze the essential parts of a contract by reviewing sample contracts and researching the Uniform Commercial Code for basic commercial law.
23. I CAN evaluate various financial control tools such as budgets, audits, and financial ratios.
24. I CAN assess the short-term and long-term financial needs of a business.
25. I CAN compile a set of recommendations for a selected business based on research including: streamlining operations, increasing profitability and competitiveness, meeting long-term funding needs, or addressing employee concerns in order to ultimately attend to the weakness(es) and/or areas of opportunity.