



Business Management and Leadership

Grades 11-12

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Hazelwood School District

Mission Statement

In a culture of **high expectation** and **excellence**, our students will become lifelong learners equipped with 21st Century skills for success as global citizens.

Core Value Statements

- High student achievement based on multiple measures as we prepare students to become global citizens.
- A diverse staff that is caring, culturally competent, well trained, and highly effective in their roles.
- Holding ourselves accountable for a culture of excellence with high standards in both academics and behavior.
- Maintaining fiscal responsibility of the district's assets and resources while utilizing best financial practices.
- A supportive learning environment that fosters healthy socio-emotional development for all students.
- Preparing students with global thinking and skills to make them productive in college, career, and life in the 21st century.
- Community involvement that drives high parental and community/stakeholder engagement, effective partnerships, and positive relationships with informative communication.

Goals

Goal 1 – Improve Student Achievement

Goal 2 – Differentiate and Expand Resources and Services for Students

Goal 3 – Enhance Professional Growth

Goal 4 – Maintain Fiscal Responsibility

Goal 5 – Increase Parent and Community Involvement

Curriculum Overview

Business Management and Leadership

Missouri Career Education combines academics and occupational skill training to prepare students of all ages. Training programs are offered in Agriculture, Business, Health Sciences, Family and Consumer Sciences, Skilled Technical Sciences, Technology and Engineering, and Marketing and Cooperative Education. Missouri Career Education prepares Missourians for the 21st century to better serve the needs of students, parents, educators, and employers through challenging, relevant, and accountable programs. Career Clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. These groupings of occupations are used as an organizing tool for curriculum design, a model for guidance and instruction, and a mechanism for seamless transition from secondary education to postsecondary and/or career. The career cluster of Human services meets the needs of students interested in the career fields of Family and Community Services, Early Childhood Development and Services, Counseling and Mental Health Services, Personal Care Services, and Consumer Services. (Taken from Missouri Department of Elementary and Secondary Education's website at: <https://dese.mo.gov>)

Business Management and Leadership is an instructional program that generally describes the planning, organizing and controlling of a business, including organizational and human aspects, with emphasis on various theories of management, the knowledge and understanding necessary for managing people and functions, and decision making. The students will be able to take this foundational knowledge from the course and apply it to various career paths. Students in this pathway are encouraged to become members of Future Business Leaders of America (FBLA) or Distributive Education Clubs of America (DECA). These are Department of Elementary and Secondary Education approved Career and Technical Student Organizations.

COURSE TITLE: Business Management & Leadership

GRADE LEVEL: 11 & 12

CONTENT AREA: Career and Technical Education

Course Description:

This course is designed to help students develop an understanding of skills and resources needed to manage a business. Instruction includes a general overview of American business, forms of business ownership, personnel management, labor-management relations, public and human relations, taxation and government regulations. The use of computers and software as tools in making business decisions in areas such as accounting, sales analysis and inventory control is also introduced.

Course Rationale:

Business management prepares students for administrative and management occupations. Students learn to make decisions based on data, develop leadership skills, and select appropriate management styles for varying employment situations. Not only is this area of study vital to the development of all business students, it also provides skills and knowledge that can be used effectively on many occasions when professional management skills are needed.

Course Scope and Sequence

Unit 1: Economic Systems and Social Responsibility 15 class periods (90 minutes)	Unit 2: Human Resources and Workplace Expectations 10 class periods (90 minutes)
Unit 3: Elements of Marketing 8 class periods (90 minutes)	Unit 4: Business Organization and Management Responsibilities 13 class periods (90 minutes)

Course Materials and Resources:

- South-Western Cengage Learning: *Principles of Business* Textbook 9th Edit. (Cengage)
- Companion Activities and Study Guides (Cengage)
- Companion Website (Cengage)

Unit Objectives

Unit 1

The students will be able to:

1. Compare and contrast basic economic and political systems.
2. Describe and analyze current economic environment and its effect on business.
3. Analyze components of the free enterprise system.
4. Explain the relationship between supply and demand.
5. Analyze the impact of change in the economy (e.g., taxes on supply and demand).
6. Discuss the global environment in which business operates.
7. Discuss the impact of globalization on business.
8. Describe importing and exporting and explain why businesses enter into international trade.
9. Describe ethical behaviors in the workplace.
10. Identify business' responsibilities in the workplace, community, and society.
11. Create a business portfolio.

Unit 2

The students will be able to:

1. Identify career opportunities in business management.
2. Analyze compensation plans, benefit packages and incentive programs available to employees.
3. Describe policies and procedures used in an organization.
4. Describe the history of the labor movement and why unions were organized.
5. Demonstrate effective communication skills (e.g., verbal, nonverbal, and technological communications and effective listening skills)
6. Apply communication skills to produce clearly written traditional and electronic documents
7. Explain the types of international communication issues
8. Differentiate levels and relationships on an organizational chart.
9. Use negotiation skills to resolve conflicts.
10. Describe ways to satisfy clients' or customers' needs.
11. Create a business portfolio.

Unit 3

The students will be able to:

1. Analyze the importance of marketing and its role in business.
2. Describe the marketing mix elements.
3. Describe integrated marketing communication (e.g. promotion, advertising, public relations).
4. Describe distribution channels.
5. Describe pricing strategies.

6. Describe product mix and product life cycle.
7. Analyze the importance of marketing in a global economy.
8. Create a business portfolio.

Unit 4

The students will be able to:

1. Discuss the role of business in the U.S. economy
2. Determine when each form of business ownership is most appropriate
3. Understand important principles in designing an effective organization
4. Recognize the importance of entrepreneurship in the economy
5. Recognize the competitive advantage of small businesses
6. Recognize important factors to be considered when starting a business
7. Discuss various roles of management, management functions, and styles (e.g., figurehead, spokesperson, problem solver).
8. Identify situations in which managers perform in these various roles.
9. Apply the functions of management and styles that are needed to complete a given task.
10. Identify different leadership/management styles and their characteristics.
11. Describe the need for leadership skills and influence along with the characteristics of an effective leader.
12. Recognize ethical management and ethical workplace behavior.
13. Create a business portfolio.

Essential Terminology/Vocabulary

Unit 1: Capitalism, command economy, consumer, demand, economic resources, goods, market economy, market price, mixed economy, needs, opportunity cost, producers, scarcity, services, supply, trade-off, traditional economy, wants, bond, budget deficit, budget surplus, business cycle, capital project, deflation, depression, CDP per capita, gross domestic product, inflation, national debt, personal income, price index, productivity, prosperity, recession, recovery, stock, unemployment rate, balance of payments, balance of trade, embargo, exchange rate, exports, imports, infrastructure, joint venture, quota, tariff, trade barriers, antitrust laws, business ethics, code of ethics, contract, copyright, public utility, social responsibility

Unit 2: Benefits, compensation, diversity, downsizing, glass ceiling, incentive systems, human resources categories, industry categories, job analysis, labor union, organizational culture, outsourcing, performance management, promotion, salary, wages, termination, transfer, work environment, workforce, ability, application form, career, cover letter, employment interview, interview, exit interview, mentor, mobility, resume, talent, values

Unit 3: Advertising, buying motives, channel of distribution, consumer decision-making process, distribution, effective communication, marketing, marketing ethics, marketing functions, marketing mix, marketing research, marketing strategy, merchandising, personal selling, price, promotion, retailer, services, target market, value and price

Unit 4: Contingent worker, corporation, franchise, goal, intermediaries, mission statement, organization chart, partnership, partnership agreement, proprietorship, policies, procedures, service business, business plan, entrepreneur, entrepreneurship, improvement, innovation, long-term financing, short-term financing, small business, Small Business Administration (SBA), start-up financing, venture capital, core values, ethical business practices, formal influence, human relations, implementing, influence, informal influence, leadership, management, management levels, management style, organizing, planning, staffing