

**B.E. Publishing**  
**Title Submitted: Foundations of Business**

**BUSINESS PRINCIPLES AND MANAGEMENT**  
**COURSE CODE: 5092**

**COURSE DESCRIPTION:** In the Business Principles and Management course, students will develop a thorough understanding of the role and activities of businesses, and in the many activities, problems, and decisions that are essential to the management of a successful business. Students will analyze characteristics of businesses, social and ethical environments, business economics, international business, forms and types of business, ethical and legal responsibilities, communication, decision-making, leadership, personnel, professional development, and related careers. By gaining an understanding of these areas, students will be prepared to enhance the business decisions of tomorrow. This course prepares students for the Entrepreneurship certification offered by Certiport.

**OBJECTIVE:** Given the necessary equipment, supplies, and facilities, the student will complete all of the following core standards successfully.

<b>RECOMMENDED GRADE LEVEL:</b>	10-12
<b>COURSE CREDIT:</b>	1 unit (120 hours)
<b>PREREQUISITE:</b>	Digital Literacy Course
<b>COMPUTER REQUIREMENT:</b>	one computer per student
<b>RESOURCES:</b>	<a href="#">MySCTextbooks</a>

**A. SAFETY**

**Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Review school safety policies and procedures.
  - Not addressed
2. Review classroom safety rules and procedures.
  - Not addressed
3. Review safety procedures for using equipment in the classroom.
  - Not addressed
4. Identify major causes of work-related accidents in office environments.

- Ch. 9, pg. 196-199: “Safety in the Workplace; Ch. 9: “Listen and Speak”
5. Demonstrate safety skills in an office/work environment.
    - Ch. 9, pg. 196-199: “Safety in the Workplace; Ch. 9: “Listen and Speak”

## **B. STUDENT ORGANIZATIONS**

**Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
  - Ch. 8, pg. 178-179: “Professional Development”
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
  - Ch. 8, pg. 178-179: “Professional Development”
3. Explain the benefits and responsibilities of being a member of a CTSO.
  - Ch. 8, pg. 178-179: “Professional Development”
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
  - Ch. 8, pg. 178-179: “Professional Development”; Ch. 22, pg. 443-444: “Acquiring Employability Skills”
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.
  - Not addressed

## **C. TECHNOLOGY KNOWLEDGE**

**Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
  - Ch. 8, pg. 171-173: “Technology in the Workplace”; In addition, this text challenges students to demonstrate technology skills through the completion of Chapter Review Activities including Read and Write, Create and Design, and Student Start-Up, which rely on technology skills to create professional documents using common business computer applications including word processing and presentations software.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.

- Ch. 8, pg. 171-173: “Technology in the Workplace”; Ch. 13, pg. 266-267: “Social Media Marketing Plan”
- 3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
  - Not addressed, although ethical behavior by employees in other related situations is covered in Ch. 6, pg. 122-123: “Employee Ethics”
- 4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
  - Not addressed, although ethical behavior by employees in other related situations is covered in Ch. 6, pg. 122-123: “Employee Ethics”
- 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
  - Ch. 6, pg. 124-127: “Navigating Copyright and Intellectual Property” and “Copyright, Trademarks, and Legal Items”; Ch. 6: “Student Start-Up”
- 6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
  - Ch. 6, pg. 122-123: “Employee Ethics”; Ch. 6: “Listen and Speak”
- 7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.
  - Not addressed

#### **D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS**

**Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate punctuality.
  - Punctuality is not identified by name, however the importance of professionalism more broadly is addressed in Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism” and Ch. 22, pg. 440-442: “Skills Needed for Employment”
2. Demonstrate self-representation.
  - Self-representation is not identified by name, however the importance of professionalism more broadly is addressed in Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism” and Ch. 22, pg. 440-442:

**“Skills Needed for Employment”**

3. Demonstrate work ethic.
  - Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism”
4. Demonstrate respect.
  - Ch. 8, pg. 156: “The Concept of Management”; Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism”
5. Demonstrate time management.
  - Ch. 8, pg. 164: “Time Management Skills”; Ch. 22, pg. 441-442: “Time Management”
6. Demonstrate integrity.
  - Ch. 8, pg. 165: “Working with Customers and Clients”; Ch. 6, pg. 121-123: “Ethical, Moral, and Legal Decision-Making in Business”
7. Demonstrate leadership.
  - Ch. 8, pg. 160-164: “The Concept of Leadership”; Ch. 8: “Read and Write” and “Create and Design”
8. Demonstrate teamwork and collaboration.
  - Ch. 8, pg. 167-169: “Working in Teams”; Ch. 8: “Create and Design”
9. Demonstrate conflict resolution.
  - Ch. 8, pg. 167-169: “Working in Teams”
10. Demonstrate perseverance.
  - Ch. 7, pg. 133-134: “Entrepreneurial Concepts”; Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism”
11. Demonstrate commitment.
  - Commitment is not identified by name, however the importance of professionalism more broadly is addressed in Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism” and Ch. 22, pg. 440-442: “Skills Needed for Employment”
12. Demonstrate a healthy view of competition.
  - Ch. 3, pg. 44-45: “Competition”
13. Demonstrate a global perspective.
  - Ch. 8, pg. 167-169: “Working in Teams”
14. Demonstrate health and fitness.
  - Not addressed
15. Demonstrate self-direction.
  - Self-direction is not identified by name, however the importance of professionalism more broadly is addressed in Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism” and Ch. 22, pg. 440-442: “Skills Needed for Employment”
16. Demonstrate lifelong learning.
  - Ch. 8, pg. 178-179: “Professional Development”

## **E. PROFESSIONAL KNOWLEDGE**

**Effective professionals know the academic subject matter, including positive**

October, 2017

**work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate effective speaking and listening skills.
  - Ch. 8, pg. 174-175: “Communication Skills,” pg. 177-178: “Listening”; Ch. 8: “Create and Design”
2. Demonstrate effective reading and writing skills.
  - Ch. 8, pg. 175-177: “Writing” ; Ch. 8: “Create and Design”
3. Demonstrate mathematical reasoning.
  - Not addressed
4. Demonstrate job-specific mathematics skills.
  - Not addressed
5. Demonstrate critical-thinking and problem-solving skills.
  - Ch. 7, pg. 137: “Problem-Solving Skills”; Ch. 8, pg. 167-169: “Working in Teams”; Ch. 22, pg. 441: “Critical Thinking”
6. Demonstrate creativity and resourcefulness.
  - Ch. 7, pg. 132-133: “What is Entrepreneurship?”
7. Demonstrate an understanding of business ethics.
  - Ch. 1, pg. 11: “Business Ties to Technology”; Ch. 6, pg. 120-123: “The Nature of Business Ethics”; Ch. 6: “Listen and Speak”
8. Demonstrate confidentiality.
  - Ch. 6, pg. 122-123: “Employee Ethics”; In addition the importance of professionalism more broadly is addressed in Ch. 8, pg. 160-164: “The Concept of Leadership” and “Professionalism” and Ch. 22, pg. 440-442: “Skills Needed for Employment”
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
  - Ch. 8, pg. 154-156: “Organizational Structure of Business,” pg. 170: “Types of Professional Groups,” pg. 180-181: “Student Start-Up”
10. Demonstrate diversity awareness.
  - Ch. 5, pg. 97-98: “Cross-Cultural Communication in a Global Environment”; Ch. 8, pg. 160-162: “The Concept of Leadership”; Ch. 5: “Create and Design”; Ch. 8: “Read and Write”
11. Demonstrate job acquisition and advancement skills.
  - Ch. 8, pg. 178-179: “Professional Development”; Ch. 21, pg. 420-423: “Educational and Career Opportunities,” pg. 435-436: “Finding Employment”; Ch. 22, pg. 444-453: “Interviewing for Employment”; Ch. 22: “Listen and Speak” and “Student Start-Up”
12. Demonstrate task management skills.
  - Ch. 8, pg. 164: “Time Management Skills”; Ch. 22, pg. 441-442: “Time Management”; Ch. 22: “Read and Write”
13. Demonstrate customer-service skills.

- Ch. 8, pg. 165-167: “Working with Customers and Clients”; Ch. 8: “Listen and Speak”

## **F. CHARACTERISTICS OF BUSINESS**

**Effective business professionals demonstrate an understanding of business and its different forms as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Define basic business terms.
  - Ch. 1, pg. 4-7: “Introduction to Business and Economics” and “Business Activities”; Ch. 2, pg. 16-29: “Business Models,” “Types of Business,” and “Forms of Business Ownership”; In addition, business terms are introduced through the text in each chapter. Each chapter’s “Define Key Terms” Chapter Review Activity challenges students to define the terms presented in the text.
2. Research the nature of business activities, i.e. production, marketing, finance.
  - Ch. 1, pg. 5-7: “Business Activities”; Ch. 3, pg. 34-36: “Understanding Economics”; Ch. 1: “Listen and Speak”
3. Compare and contrast the four general types of businesses, i.e. retail, wholesale, manufacturing, and service.
  - Ch. 4, pg. 66-70: “Sectors in a Private Enterprise System” and “Distribution Channel”; Ch. 13, pg. 259-260: “Place”; Ch. 4: “Listen and Speak”; Ch. 13: “Listen and Speak”
4. Analyze how social, economic, and technological trends affect business.
  - Ch. 1, pg. 10-11: “The Relationship between Business and Economics”; Ch. 3, pg. 42-51: “Principle of Supply and Demand” and “Measuring Economic Activity”
5. Identify basic business ownership, i.e. sole proprietorship, partnership, and corporation.
  - Ch. 2, pg. 20-29: “Forms of Business Ownership”; Ch. 2: “Listen and Speak”
6. Identify variations of ownership forms, i.e. franchise, limited partnership, Limited Liability Company, S Corporation, and C Corporation.
  - Ch. 2, pg. 20-29: “Forms of Business Ownership” ; Ch. 2: “Listen and Speak”

## **G. SOCIAL AND ETHICAL ENVIRONMENT OF BUSINESS**

**Effective business professionals demonstrate an understanding of the social and ethical environment in which businesses operate as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Describe the changing nature of the U. S. population and how it impacts

businesses.

- Ch. 3, pg. 45-51: “Measuring Economic Activity”
- 2. Analyze workplace diversity and its impact on business practices.
  - Ch. 5, pg. 97-98: “Cross-Cultural Communication in a Global Environment”; Ch. 8, pg. 160-162: “The Concept of Leadership”; Ch. 5: “Create and Design”; Ch. 8: “Read and Write”
- 3. Research issues that businesses face with the U.S. labor force, i.e. skill sets, training, attrition and retention, and present findings.
  - Ch. 3, pg. 49: “Unemployment Rate”; Ch. 10, pg. 204-209: “Human Resource Functions”; Ch. 10: “Read and Write”
- 4. Assess how businesses have adapted to changing values.
  - Ch. 6, pg. 120-123: “The Nature of Business Ethics”; Ch. 1, pg. 11: “Business Ties to Technology”
- 5. Evaluate the need for a business to grow and the resulting positive and negative impact on the community and natural environment.
  - Ch. 6, pg. 112: “Environmental Laws,” pg. 120-123: “The Nature of Business Ethics”; Ch. 1, pg. 11: “Business Ties to Technology”; Ch. 3, pg. 60: “Externality Management”
- 6. Define the term “corporate culture” and analyze how it drives business practices.
  - Ch. 5, pg. 97-98: “Cross-Cultural Communication in a Global Environment”
- 7. Debate how personal ethics and business ethics conflict in business.
  - Ch. 6, pg. 120-123: “The Nature of Business Ethics”; Ch. 10, pg. 214-215: “Ethics”; Ch. 14, pg. 280-281: “Ethical and Legal Considerations”; Ch. 6: “Listen and Speak”
- 8. Recommend ways in which businesses can be socially responsible.
  - Ch. 6, pg. 112: “Environmental Laws,” pg. 120-123: “The Nature of Business Ethics”; Ch. 1, pg. 11: “Business Ties to Technology”
- 9. Create a mission statement and code of ethics for a simulated business.
  - Ch. 6, pg. 120-123: “The Nature of Business Ethics”; Ch. 8, pg. 152-154: “Mission, Vision, and Goals”; Ch. 23: “Student Start-Up”

## **H. ECONOMIC ENVIRONMENT OF BUSINESS**

**Effective business professionals demonstrate an understanding of the economic environment in which businesses operate as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Define basic economic terms.
  - Ch. 1, pg. 4-7: “Introduction to Business and Economics” and “Business Activities,” pg. 10-11: “The Relationship between Business and Economics”; Ch. 3, pg. 34-36: “Understanding Economics”; In addition, economic terms are introduced through the text in each chapter. Each chapter’s “Define Key Terms” Chapter Review Activity challenges students

- to define the terms presented in the text.
- 2. Compare and contrast different types of economic systems.
  - Ch. 3, pg. 38-41: “Types of Economic Systems”; Ch. 3: “Listen and Speak” and “Create and Design”
- 3. Critique the impact of a country’s economic-political system on a business’ decision to invest or trade.
  - Ch. 3, pg. 38-41: “Types of Economic Systems”; Ch. 3: “Listen and Speak,” “Create and Design” and “Student Start-Up”
- 4. Analyze the role capital formation plays in an economy.
  - Ch. 1, pg. 11: “Capital”; Ch. 3, pg. 45-51: “Measuring Economic Activity”
- 5. Compare and contrast how prices are set among different types of economic systems, (e.g., supply and demand).
  - Ch. 3, pg. 38-44: “Types of Economic Systems” and “Principle of Supply and Demand”; Ch. 3: “Listen and Speak” and “Create and Design”
- 6. Explain how economic growth is measured, i.e. Consumer Price Index and GDP.
  - Ch. 3, pg. 45-51: “Measuring Economic Activity”; Ch. 3: “Listen and Speak” and “Create and Design”
- 7. Analyze the role of government to promote or correct economic conditions.
  - Ch. 3, pg. 38-41: “Types of Economic Systems,” pg. 45-51: “Measuring Economic Activity”; Ch. 3: “Listen and Speak” and “Create and Design”

## **I. INTERNATIONAL ENVIRONMENT OF BUSINESS**

**Effective business professionals demonstrate an understanding of the international environment in which businesses operate as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Define terms related to international business.
  - Ch. 5, pg. 82-91: “Business in a Global Society,” “Overview of Domestic World Trade,” Trade Policies, Laws, and Regulations,”
2. Differentiate between the nature, growth, and importance of international trade and investment in a global economy.
  - Ch. 5, pg. 93-95: “Exchange Rates and the Domestic Economy”; Ch. 5: “Read and Write”
3. Distinguish between the different forms through which international business is conducted, i.e. licensing technology, importing/exporting, and multinational firms.
  - Ch. 5, pg. 82-87: “Business in a Global Society” and “Overview of Domestic World Trade,” pg. 100: “Market-Entry Strategies for Conducting Business Internationally”; Ch. 5: “Read and Write”
4. Discuss the concepts of balance of trade and balance of payments and their impact on business.



- Ch. 5, pg. 84-87: “Overview of Domestic and World Trade”; Ch. 5: “Read and Write”

## **J. FORMS OF BUSINESS OWNERSHIP**

**Effective business professionals demonstrate an understanding of the different forms of businesses as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Analyze the advantages and disadvantages of different forms of business ownerships, i.e. proprietorship, partnership, and corporation.
  - Ch. 2, pg. 20-29: “Forms of Business Ownership”; Ch. 2: “Listen and Speak” and “Student Start-Up”
2. Describe the types of businesses suited to each form of ownership.
  - Ch. 2, pg. 20-29: “Forms of Business Ownership”; Ch. 2: “Listen and Speak” and “Student Start-Up”
3. Describe how a corporation is formed and organized.
  - Ch. 2, pg. 20-29: “Forms of Business Ownership”; Ch. 2: “Listen and Speak” and “Student Start-Up”; Ch. 7, pg. 141-142: “Venture Planning”
4. Analyze the basic business structures between unincorporated and incorporated companies.
  - Ch. 2, pg. 20-29: “Forms of Business Ownership”; Ch. 2: “Read and Write” and “Listen and Speak”; Ch. 8, pg. 154-156: “Organizational Structure of Business”
5. Justify the rationale for the selection of a specialized form of corporation, i.e. S Corporation, C Corporation, LLC, and non-profit.
  - Ch. 2, pg. 20-29: “Forms of Business Ownership”; Ch. 2: “Listen and Speak” and “Student Start-Up”

## **K. LEGAL ASPECTS OF BUSINESS**

**Effective business professionals demonstrate an understanding of the legal aspects involved in business as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Define legal terms used in business.
  - Ch. 6, pg. 106-114: “Role of the Legal System in Business” and “Legal System at Work”; Ch. 6: “Create and Design”
2. Analyze various laws regulating businesses.
  - Ch. 6, pg. 106-117: “Role of the Legal System in Business,” “Legal System at Work,” and “Protecting Employees in the Workplace”; Ch. 6: “Create and Design”
3. Explain how federal laws help regulate monopolies and promote fair competition.

- Ch. 3, pg. 53-60: “Markets in the US Economy” and “The Government’s Role in the US Economy”; Ch. 6, pg. 110-114: “Legal System at Work”; Ch. 6: “Create and Design”
4. Research and present the benefits of patent, copyright, and trademark protection laws.
    - Ch. 6, pg. 124-125: “Navigating Copyright and Intellectual Property”; Ch. 6: “Create and Design” and “Student Start-Up”
  5. Describe the ways in which government regulations protect consumers.
    - Ch. 6, pg. 110-114: “Legal System at Work”
  6. Describe three methods used by state and local governments to regulate businesses.
    - Ch. 3, pg. 56-60: “The Government’s Role in the US Economy”
  7. Analyze the types of taxation on a business to determine if they are progressive, proportional, or regressive.
    - Progressive, proportional, and regressive taxation are not discussed by name, however business taxation is discussed in Ch. 2, pg. 20-29: “Forms of Business Ownership”
  8. Explain how taxation impacts businesses and consumers.
    - Ch. 2, pg. 20-29: “Forms of Business Ownership”; Ch. 17, pg. 326-334: “Tax Withholdings and Deductions” and “The Anatomy of a Pay Stub”; Ch. 17: “Read and Write” and “Listen and Speak”

## **L. ORGANIZATIONAL COMMUNICATIONS**

**Effective business professionals demonstrate an understanding of effective organizational communications as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Analyze the communication process and barriers to effective communication.
  - Ch. 5, pg. 97-98: “Cross-Cultural Communication in a Global Environment”; Ch. 8, pg. 174-178: “Communication Skills”; Ch. 8: “Create and Design”
2. Describe various communication channels.
  - Not addressed
3. Explain the significance of corporate culture and how it influences formal and informal communication networks.
  - Ch. 5, pg. 97-98: Cross-Cultural Communication in a Global Environment”; Ch. 8, pg. 170: “Types of Professional Groups”
4. Identify and demonstrate the characteristics of conducting an effective business meeting.

- Ch. 8, pg. 167-169: “Working in Teams”
5. Role-play different ways to resolve communication conflicts and barriers that can occur from cross-cultural communications.
    - Ch. 5, pg. 97-98: “Cross-Cultural Communication in a Global Environment”; Ch. 8, pg. 174-178: “Communication Skills”

## **M. MANAGEMENT FUNCTIONS AND DECISION MAKING**

**Effective business professionals demonstrate an understanding of management functions and effective decision making which is needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Describe the management process and examine the functions of management (planning, organizing, leading, and controlling).
  - Ch. 8, pg. 156-159: “The Concept of Management”
2. Summarize characteristics of, and distinguish between, different management theories, i.e. Scientific Management, Total Quality Management (TQM), Ouchi’s Theory Z, Six Sigma, etc.
  - Ch. 8, pg. 156-159: “The Concept of Management”
3. Discuss ways that businesses can improve the skills of supervisors and employees.
  - Ch. 10, pg. 204-209: “Human Resource Functions”; Ch. 10: “Read and Write”
4. Explain how management information systems and business research help managers with planning and controlling various business activities.
  - Not addressed
5. Analyze and apply various problem-solving methods to support a decision, (e.g., SWOT, cost/benefit, 4-step problem-solving process).
  - Ch. 9, pg. 188-189: “Product Planning”; Ch. 7, pg. 137: “Problem-Solving Skills”
6. Interpret the data shown on various financial statements (e.g., income statement, balance sheet, cash flow statement, statement of net worth) to make managerial decisions.
  - Ch. 7, pg. 144-145: “Financial Plan”; Ch. 16, pg. 313-319: “Interpreting Financial Statements”; Ch. 16: “Read and Write” and “Student Start-Up”

## **N. THE MANAGER AS LEADER**

**Effective business professionals demonstrate effective leadership skills as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Differentiate between power, authority, and leadership.

- Ch. 8, pg. 154-156: “Organizational Structure of Business,” pg. 160-162: “The Concept of Leadership”; Ch. 8: “Read and Write” and “Create and Design”
- 2. Contrast characteristics between effective and ineffective leaders.
  - Ch. 8, pg. 160-162: “The Concept of Leadership”; Ch. 8: “Read and Write” and “Create and Design”
- 3. Brainstorm ways in which a leader demonstrates important human relations skills and social responsibility.
  - Ch. 8, pg. 160-162: “The Concept of Leadership”; Ch. 8: “Read and Write” and “Create and Design”
- 4. Describe four types of power available to leaders, i.e. position, reward, identify, and expert.
  - Not addressed
- 5. Discuss why businesses value leadership skills of managers and employees.
  - Ch. 8, pg. 160-162: “The Concept of Leadership”; Ch. 8: “Read and Write” and “Create and Design”
- 6. Given various scenarios or situations, determine personal leadership style demonstrated and evaluate its effectiveness.
  - Ch. 8, pg. 160-162: “The Concept of Leadership”; Ch. 8: “Read and Write” and “Create and Design”
- 7. Describe three views of employees that affect the amount of management supervision.
  - Not addressed
- 8. Recognize when and how to deal with the personal problems of employees.
  - Not addressed
- 9. Discuss why work rules are needed in organizations and how managers should respond to employee rules violations.
  - Ch. 8, pg. 162-163: “Professionalism”
- 10. Given various scenarios or situations, apply various team building techniques to accomplish goals, (e.g., consensus building, negotiation, motivation, to encourage teamwork).
  - Ch. 8, pg. 160-162: “The Concept of Leadership,” pg. 167-169: “Working in Teams”; Ch. 8: “Read and Write” and “Create and Design”

## **O. THE PLANNING FUNCTION**

**Effective business professionals demonstrate an understanding of the planning function as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Explain the necessity of proper planning for business success.
  - Ch. 7, pg. 136-137: “What Makes an Entrepreneur?” pg. 141-145: “Venture Planning” and “Creating a Business Plan”; Ch. 7: “Listen and Speak”
2. Differentiate between strategic and operational planning.

- Ch. 8, pg. 158-159: “Organization Functions” Ch. 3, pg. 36: “Strategic Planner”; Ch. 9, pg. 200-201: “Student Start-Up”; Ch. 9: “Student Start-Up”
- 3. Identify the characteristics of effective goals, i.e. SMART.
  - Ch. 8, pg. 152-154: “Mission, Vision, and Goals”
- 4. Describe factors or tools that managers should consider when organizing or planning work.
  - Not addressed
- 5. Describe the strengths and weaknesses of four types of organizational structures.
  - Ch. 8, pg. 154-156: “Organizational Structure of Business,” pg. 170: “Types of Professional Groups,” pg. 180-181: “Student Start-Up”
- 6. Analyze how the characteristics of a good organization lead to a more effective and efficient work environment.
  - Ch. 8, pg. 156-159: “The Concept of Management”; Ch. 10, pg.; 220-221: “Defining Workplace Policies”; Ch. 10: “Student Start-Up”
- 7. Discuss ways in which businesses can improve their business practices and activities.
  - Not addressed

## **P. IMPLEMENTING AND CONTROLLING**

**Effective business professionals demonstrate an understanding of the implementing and controlling functions as needed in their role. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Recognize problems that can occur when plans are implemented and identify steps managers should follow when making changes.
  - Ch. 7, pg. 136-137: “What Makes an Entrepreneur?” pg. 141-145: “Venture Planning” and “Creating a Business Plan”; Ch. 7: “Listen and Speak”; Ch. 8, pg. 158-159: “Organizational Functions”
2. Identify important implementation activities performed by managers, i.e. working in teams, employee motivation, and effective communications.
  - Ch. 8, pg. 167-169: “Working in Teams,” pg. 158-159: “Organizational Functions”
3. Describe the main points of three theories of motivation.
  - Not addressed
4. List the three basic steps in the controlling function, i.e. establishing the four types of standards, measuring and comparing performance against standards, and taking corrective action when performance falls short.
  - Ch. 8, pg. 158-159: “Organizational Functions”; Ch. 10, pg. 215-217: “Laws and Regulations”
5. Analyze various factors which can affect cost in businesses operations and how they can be controlled.

- Not addressed, however operating procedures and processes and factors that impact them are addressed in Chapter 9.

## **Q. MANAGING HUMAN RESOURCES**

**Effective business professionals demonstrate an understanding of the importance of human resource management as needed in business. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Identify and describe each of the major human resources' activities.
  - Ch. 10, pg. 204-209: "Human Resource Functions"; Ch. 10: "Read and Write" and "Listen and Speak"
2. Analyze the role of ethics in human resource management and identify the reasons why it is important to business and employees.
  - Ch. 10, pg. 214-215: "Ethics"; Ch. 10: "Read and Write" and "Listen and Speak"
3. Describe the steps a business should follow to hire employees.
  - Ch. 10, pg. 204-206: "Human Resource Functions"; Ch. 10: "Read and Write" and "Listen and Speak"
4. Determine what constitutes poor performance on the job, including but not limited to, attendance issues, failure to meet work quotas, and unethical behavior.
  - Ch. 10, pg. 207-209: "Human Resource Functions," pg. 215-217: "Laws and Regulations"; Ch. 10: "Read and Write" and "Listen and Speak"
5. Discuss effective procedures for promoting, transferring, and discharging employees.
  - Ch. 10, pg. 207-209: "Human Resource Functions"; Ch. 10: "Read and Write" and "Listen and Speak"
6. Analyze various state and federal employment legislation that protect employees and employee information.
  - Ch. 10, pg. 215-217: "Laws and Regulations"; Ch. 10: "Read and Write," "Listen and Speak," and "Create and Design"
7. Analyze discrimination and the steps that government and businesses have taken to remove discrimination in employment opportunities.
  - Ch. 10, pg. 215-217: "Laws and Regulations"; Ch. 10: "Read and Write," "Listen and Speak," and "Create and Design"

## **R. CAREER DEVELOPMENT**

**Effective business professionals demonstrate appropriate career development skills as needed in business. The following accountability criteria are considered essential for students in all Business programs of study.**

1. Complete various self-assessments to determine career interests, leadership styles, strengths, and areas of improvement.
  - Ch. 21, pg. 424-426: “Factors in Choosing a Career”
2. Establish and monitor progress of effective goals for personal growth over a period of time.
  - Ch. 21, pg. 433-434: “Preparing for Employment”; Ch. 8, pg. 152-154: “Mission, Vision, and Goals”
3. Research the job market and specific potential employers using personal and electronic networks.
  - Ch. 21, pg. 435-436: “Finding Employment”; Ch. 7, pg. 149-150: “What is a Professional Network?”; Ch. 7: “Student Start-Up”
4. Compose a cover letter/envelope, resume’ (print and scannable), and follow-up letter.
  - Ch. 22, pg. 444-453: “Interviewing for Employment”; Ch. 22: “Listen and Speak”
5. Complete an employment application form.
  - Ch. 22, pg. 444-453: “Interviewing for Employment”; Ch. 22: “Listen and Speak”
6. Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
  - Ch. 22, pg. 451-453: “Interview Process”; Ch. 22: “Listen and Speak”
7. Role-play job interviews and demonstrate appropriate nonverbal and verbal communication.
  - Ch. 22, pg. 444-453: “Interviewing for Employment”; Ch. 22: “Listen and Speak”

#### [Course Materials and Resources](#)

#### [Course Academic Standards and Indicators](#)