

BUSINESS PRINCIPLES AND MANAGEMENT
COURSE CODE: 5092

COURSE DESCRIPTION: Students in Business Principles and Management will develop a foundation in the many activities, problems, and decisions that are intrinsic to the management of a successful business, as well as an appreciation for the importance of these responsibilities. Areas to be examined include business organization, ethical and legal responsibilities, communication, decision-making, personnel, safety, professional development and related careers. By gaining an understanding of these areas, students will be better prepared to enhance the business decisions of tomorrow.

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

RECOMMENDED GRADE LEVEL: 10-12

COURSE CREDIT: 1 unit

PREREQUISITE: Integrated Business Applications (IBA) I

COMPUTER REQUIREMENT: one computer per student

A. SAFETY AND ETHICS

1. Identify major causes of work-related accidents in offices.
2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
3. Identify potential abuse and unethical uses of computers and networks.
4. Explain the consequences of illegal, social, and unethical uses of information technologies, e.g., piracy; illegal downloading; licensing infringement; and inappropriate uses of software, hardware, and mobile devices.
5. Differentiate between freeware, shareware, and public domain software copyrights.
6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
7. Identify netiquette including the use of email, social networking, blogs, texting, and chatting.
8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.

B. EMPLOYABILITY SKILLS

1. Identify positive work practices, e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, and organization.
2. Demonstrate positive interpersonal skills, e.g., communication, respect, and teamwork.

C. STUDENT ORGANIZATIONS

1. Explain how related student organizations are integral parts of career and technology education courses.
2. Explain the goals and objectives of related student organizations.
3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

D. CHARACTERISTICS OF BUSINESS

1. The student will explain the nature of business activities.
2. Describe the general types of businesses.
3. Describe how innovations affect businesses.
4. Discuss ways in which businesses can improve their business practices.
5. Describe the benefits of business ownership to the nation and individuals.

E. SOCIAL AND ETHICAL ENVIRONMENT OF BUSINESS

1. Describe the changing nature of the U. S. population and how this impacts businesses.
2. Explain the issues that businesses face with the U.S. labor force.
3. Explain how businesses have adapted to changing values.
4. Describe the dilemma posed by the need for business to grow and the need to protect the natural environment.
5. Describe how ethics relates to business practice.
6. Suggest ways in which businesses can be socially responsible.

F. ECONOMIC ENVIRONMENT OF BUSINESS

1. Explain ways economic wants and needs are met.
2. Explain the role of capital formation in an economy.

3. Explain why a business considers the economic-political system of a country.
4. Describe why private property is important to capitalism.
5. Describe how prices are set in a capitalistic system.
6. Explain how economic growth can be promoted and measured.
7. List basic economic problems that exist and state what government can do to correct the problems.

G. INTERNATIONAL ENVIRONMENT OF BUSINESS

1. Describe the nature, growth, and importance of international trade and investment.
2. Explain the reasons for the growth of international business.
3. Distinguish between the different forms through which international business is conducted.
4. Discuss the concepts of balance of trade and balance of payments.
5. Consider career opportunities in international business and understand the factors related to being sent abroad on assignment.

H. PROPRIETORSHIPS AND PARTNERSHIPS

1. Describe the characteristics of successful entrepreneurs.
2. Discuss the responsibilities of owning your own business.
3. Explain the advantages and disadvantages of proprietorships.
4. Describe the types of businesses suited to being proprietorships.
5. Explain advantages and disadvantages of partnerships.
6. Describe the types of businesses suited to the partnership form of business.

I. CORPORATE FORMS OF BUSINESS OWNERSHIP

1. Explain the basic structure of a corporation.
2. Describe how a corporation is formed and organized.
3. Explain the major advantages of the corporate form of business.
4. Explain the major disadvantages of the corporate form of business.
5. Describe specialized forms of corporations formed for tax or non-profit reasons.

J. LEGAL ASPECTS OF BUSINESS

1. Explain how federal laws help regulate monopolies.
2. Explain how federal laws help promote fair competition.
3. Explain how patent, copyright, and trademark protection benefits business.
4. Describe the ways in which government regulations protect consumers.
5. Describe three methods used by state and local governments to regulate businesses.
6. Discuss the nature of taxes and the fairness of progressive, proportional, and regressive taxes.
7. Explain the most common types of taxes that affect business.

K. ORGANIZATIONAL COMMUNICATIONS

1. Describe the communication process and barriers to effective communication.
2. Describe the various communication channels.
3. Explain how corporate culture influences formal and informal communication networks.
4. Describe how to conduct effective meetings.
5. Describe different ways to resolve communication conflicts.
6. Describe the problems that can occur with cross-cultural communication.
7. Identify ways to improve communication in organizations.

L. MANAGEMENT FUNCTIONS AND DECISION MAKING

1. Define management and the functions all managers complete.
2. Differentiate the work of several levels of management.
3. Identify the responsibilities of supervisors.
4. Describe the day-to-day management activities of supervisors.
5. Discuss ways that businesses can improve the skills of supervisors.
6. Explain how management information systems and business research help managers with planning and controlling activities.
7. Identify the four steps in the problem-solving process and how the process supports decision making.

M. THE MANAGER AS LEADER

1. Recognize the importance of leadership and human relations.
2. Identify important leadership characteristics and types of power.
3. Describe four types of power available to leaders.
4. Discuss why businesses value leadership skills of managers and employees.
5. Define five important human relations skills.
6. Describe three views of employees that affect the amount of management supervision.
7. Differentiate among three leadership styles.
8. Recognize when and how to deal with the personal problems of employees.
9. Discuss why work rules are needed in organizations.
10. Describe how managers should respond to employee rules violations.

N. THE PLANNING FUNCTION

1. Recognize the importance of planning to business success.
2. Differentiate between strategic and operational planning.
3. Identify the characteristics of effective goals.
4. Describe several planning tools and how they are used.
5. Describe factors that managers should consider when organizing work.
6. Discuss how the characteristics of good organization contribute to a more effective work environment.
7. Describe the strengths and weaknesses of four types of organizational structures.
8. Make recommendations for improving business organizations.

O. IMPLEMENTING AND CONTROLLING

1. Recognize problems that can occur when plans are implemented.
2. Identify important implementing activities performed by managers.
3. Describe the main points of three theories of motivation.
4. Identify the steps managers should follow when implementing change.
5. List the three basic steps in the controlling function.
6. Describe four types of standards.
7. Describe three corrective actions managers can take as part of controlling performance.
8. Discuss several important areas of cost control in businesses.

P. MANAGING HUMAN RESOURCES

1. Identify the reasons human resources management is important to business and employees.
2. Describe each of the major human resources activities.
3. Describe the steps a business should follow to hire an employee.
4. Discuss effective procedures for promoting, transferring, and discharging employees.
5. Describe several ways that employees are protected through federal and state employment legislation.
6. Discuss the steps that government and businesses have taken to remove discrimination in employment opportunities.

Reviewed February 2010

July 2009