

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.

RECOMMENDED GRADE LEVEL:	10-12
COURSE CREDIT:	1 unit (120 hours)
PREREQUISITE:	Digital Literacy Course
COMPUTER REQUIREMENT:	one computer per student
RESOURCES:	MySCTextbooks

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.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

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).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

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.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
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).
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.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

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.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

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 effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

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.
2. Research the nature of business activities, i.e. production, marketing, finance.
3. Compare and contrast the four general types of businesses, i.e. retail, wholesale, manufacturing, and service.
4. Analyze how social, economic, and technological trends affect business.
5. Identify basic business ownership, i.e. sole proprietorship, partnership, and corporation.
6. Identify variations of ownership forms, i.e. franchise, limited partnership, Limited Liability Company, S Corporation, and C Corporation.

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.
2. Analyze workplace diversity and its impact on business practices.
3. Research issues that businesses face with the U.S. labor force, i.e. skill sets, training, attrition and retention, and present findings.
4. Assess how businesses have adapted to changing values.
5. Evaluate the need for a business to grow and the resulting positive and negative impact on the community and natural environment.
6. Define the term “corporate culture” and analyze how it drives business practices.
7. Debate how personal ethics and business ethics conflict in business.
8. Recommend ways in which businesses can be socially responsible.
9. Create a mission statement and code of ethics for a simulated business.

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.
2. Compare and contrast different types of economic systems.
3. Critique the impact of a country’s economic-political system on a business’ decision to invest or trade.
4. Analyze the role capital formation plays in an economy.
5. Compare and contrast how prices are set among different types of economic

- systems, (e.g., supply and demand).
6. Explain how economic growth is measured, i.e. Consumer Price Index and GDP.
 7. Analyze the role of government to promote or correct economic conditions.

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.
2. Differentiate between the nature, growth, and importance of international trade and investment in a global economy.
3. Distinguish between the different forms through which international business is conducted, i.e. licensing technology, importing/exporting, and multinational firms.
4. Discuss the concepts of balance of trade and balance of payments and their impact on business.

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.
2. Describe the types of businesses suited to each form of ownership.
3. Describe how a corporation is formed and organized.
4. Analyze the basic business structures between unincorporated and incorporated companies.
5. Justify the rationale for the selection of a specialized form of corporation, i.e. S Corporation, C Corporation, LLC, and non-profit.

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.
2. Analyze various laws regulating businesses.
3. Explain how federal laws help regulate monopolies and promote fair competition.

4. Research and present the benefits of patent, copyright, and trademark protection laws.
5. Describe the ways in which government regulations protect consumers.
6. Describe three methods used by state and local governments to regulate businesses.
7. Analyze the types of taxation on a business to determine if they are progressive, proportional, or regressive.
8. Explain how taxation impacts businesses and consumers.

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.
2. Describe various communication channels.
3. Explain the significance of corporate culture and how it influences formal and informal communication networks.
4. Identify and demonstrate the characteristics of conducting an effective business meeting.
5. Role-play different ways to resolve communication conflicts and barriers that can occur from cross-cultural communications.

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).
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.
3. Discuss ways that businesses can improve the skills of supervisors and employees.
4. Explain how management information systems and business research help managers with planning and controlling various business activities.
5. Analyze and apply various problem-solving methods to support a decision, (e.g., SWOT, cost/benefit, 4-step problem-solving process).
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.

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.
2. Contrast characteristics between effective and ineffective leaders.
3. Brainstorm ways in which a leader demonstrates important human relations skills and social responsibility.
4. Describe four types of power available to leaders, i.e. position, reward, identify, and expert.
5. Discuss why businesses value leadership skills of managers and employees.
6. Given various scenarios or situations, determine personal leadership style demonstrated and evaluate its effectiveness.
7. Describe three views of employees that affect the amount of management supervision.
8. Recognize when and how to deal with the personal problems of employees.
9. Discuss why work rules are needed in organizations and how managers should respond to employee rules violations.
10. Given various scenarios or situations, apply various team building techniques to accomplish goals, (e.g., consensus building, negotiation, motivation, to encourage teamwork).

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.
2. Differentiate between strategic and operational planning.
3. Identify the characteristics of effective goals, i.e. SMART.
4. Describe factors or tools that managers should consider when organizing or planning work.
5. Describe the strengths and weaknesses of four types of organizational structures.
6. Analyze how the characteristics of a good organization lead to a more effective and efficient work environment.
7. Discuss ways in which businesses can improve their business practices and activities.

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.
2. Identify important implementation activities performed by managers, i.e. working in teams, employee motivation, and effective communications.
3. Describe the main points of three theories of motivation.
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.
5. Analyze various factors which can affect cost in businesses operations and how they can be controlled.

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.
2. Analyze the role of ethics in human resource management and identify the reasons why it is important to business and employees.
3. Describe the steps a business should follow to hire employees.
4. Determine what constitutes poor performance on the job, including but not limited to, attendance issues, failure to meet work quotas, and unethical behavior.
5. Discuss effective procedures for promoting, transferring, and discharging employees.
6. Analyze various state and federal employment legislation that protect employees and employee information.
7. Analyze discrimination and the steps that government and businesses have taken to remove discrimination in employment opportunities.

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.
2. Establish and monitor progress of effective goals for personal growth over a period of time.
3. Research the job market and specific potential employers using personal and electronic networks.
4. Compose a cover letter/envelope, resume' (print and scannable), and follow-up letter.
5. Complete an employment application form.
6. Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
7. Role-play job interviews and demonstrate appropriate nonverbal and verbal communication.

[Course Materials and Resources](#)

[Course Academic Standards and Indicators](#)