

BUSINESS MANAGEMENT SYLLABUS

Course Title: Business Management

Department: Business

Primary Course Materials: Rue, Leslie W. and Byars, Lloyd L. Business Management, 2001 Glencoe.

Course Description: This semester course introduces basic functions and how organizations (*businesses*) are owned, managed, and controlled. The managerial roles of planning, leading, organizing and controlling provide the framework that course materials will be built around. Areas of concentration include legal and ethical considerations in management, decision-making and communication skill development, and leadership principles

Essential Questions:

1. Does the student understand and demonstrate the higher-level thinking skills required to successfully manage people and therefore organizations?
2. Does the student understand and appreciate the importance of ethical and corporate responsibility?
3. Can the student recognize how the role of management has changed over time and why?
4. Does the student understand the necessity of incorporating global perspectives in business today?

Course Objectives:

- Characteristics of Business
- Ethics and Social Responsibility
- Business, Workers, and the Law
- The Business Cycle
- Decision Making Skills
- Communication Skills
- Planning and Strategic Management
- Organizational Structure
- Motivation and Leadership
- Managing Conflict and Stress
- Managing Change

Common Goals:

Thinking and Communicating

- 1) X Read information critically to develop understanding of concepts, topics and issues.
- 2) X Write clearly, factually, persuasively and creatively in Standard English.
X Speak clearly, factually, persuasively and creatively in Standard English.
- 3) X Use computers and other technologies to obtain, organize and communicate information and to solve problems.

- 4) X Conduct research to interpret issues or solve complex problems using a variety of data and information sources.

Gain and Apply Knowledge in and across the Disciplines

- 5) Gain and Apply Knowledge in:
 - a) X Literature and Language
 - b) X Mathematics
 - c) X Science and Technology
 - d) X Social Studies, History and Geography
 - e) X Visual and Performing Arts
 - f) Health and Physical Education

Work and Contribute

- 6) X Demonstrate personal responsibility for planning one's future academic and career options.
- 7) X Participate in a school or community service activity.
- 8) X Develop informed opinions about current economic, environmental, political and social issues affecting Massachusetts, the United States and the world and understand how citizens can participate in the political and legal system to affect improvements in these areas.

Learning Standards from the National Curriculum Framework:

I. Management Functions

Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.

II. Management Theories

Achievement Standard: Analyze management theories and their application within the business environment.

III. Business Organization

Achievement Standard: Analyze the organization of a business.

IV. Personal Management Skills

Achievement Standard: Develop personal management skills to function effectively and efficiently in a business environment.

V. Ethics And Social Responsibility

Achievement Standard: Examine the role of ethics and social responsibility in decision making.

VI. Human Resource Management

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

VII. Organized Labor

Achievement Standard: Describe the role of organized labor and its influence on government and business.

VIII. Technology and Information Management

Achievement Standard: Utilize information and technology tools to conduct business effectively and efficiently.

IX. Industry Analysis

Achievement Standard: Analyze a business organization's competitive position within the industry.

X. Financial Decision Making

Achievement Standard: Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

XI. Operations Management

Achievement Standard: Apply operations management principles and procedures to the design of an operations plan.

XII. Global Perspective

Achievement Standard: Examine the issues of corporate culture and managing in the global environment.

From the National Standards for Business Education © 2007 by the National Business Education Association, 1914 Association Drive, Reston, VA 20191.

I. Foundations of Communication

Achievement Standard: Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.

II. Societal Communication

Achievement Standard: Apply basic social communication skills in personal and professional situations.

III. Workplace Communication

Achievement Standard: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.

IV. Technological Communication

Achievement Standard: Use technology to enhance the effectiveness of communication.

From the National Standards for Business Education © 2007 by the National Business Education Association, 1914 Association Drive, Reston, VA 20191.

Additional Learning Objectives Beyond the Curriculum Framework:

Content Outline:

UNIT		CHAPTER	TITLE
1	Management Today	1	Intro.
		2	Development of Modern Management
2	Management Environment	4	Ethics & Social Responsibility

		5	Business, Workers and the Law
		6	Economics
3	Foundation Skills	8	Decision Making
		9	Communication Skills
4	Planning Skills	10	Strategic Management
		11	Operations Management
5	Organizing Skills	13	Organizational Structure
		15	Working with Employees
6	Leadership Skills	16	Motivation and Leadership
		17	Managing Conflict
		18	Managing Change
7	Quality Control Skills	19	Management Control

Major Evaluation Strategies:

Name of Assessment	Type of Assessment		Common Goals Assessed	Standards Assessed	Other Objectives Assessed
	Test	Performance Assessment			
Introduction to Management	X	<input type="checkbox"/>	1, 2, 6d, 7,9	I, III, IVXII	
Ethics and Social Responsibility	X	<input type="checkbox"/>	1, 2, 6d, 7,9	V, IV,	
CodeBreakers Movie	<input type="checkbox"/>	X	2, 4, 6a,6d,6e,7,9	I, V, VI, XI	Communication I,II, III, IV
Business, Workers and the Law	X	<input type="checkbox"/>	1, 2, 6d, 7,9	I, III, VI, VII, X, XI, XII	
Business Ownership Project	<input type="checkbox"/>	X	1,2,3,4,6a,7,9	I, III, IX	Communication I, II, III, IV
Communication Skills	X	<input type="checkbox"/>	1, 2, 6d, 7,9	I, IV, XII	
Planning and Strategic Management	X	<input type="checkbox"/>	1, 2, 6d, 7,9	I, II, III, VI, IX, X, XI, XII	
Walmart in Wichita	<input type="checkbox"/>	X	1, 2, 3, 4, 6a, 6d, 7,9	I, III, IV, X, XI	Communication I, II, III, IV
Organizing and Work	X	<input type="checkbox"/>	1, 2, 6d, 7,9	I, II, XI, VI, XII, X	
Working with Employees	X	<input type="checkbox"/>	1, 2, 6d, 7,9	I, III, IV, VI, VII, X, XI, XII	
Leadership and Motivation	X	<input type="checkbox"/>	1, 2, 6d, 7,9	I, II, IV, V, VI, VII, XI, XII	
Army Crew Team Case Study		X	1,2,3,4,,6a,6d,6e,7,9	I, II, III, IV, V, VI, XI	Communication I, II, III, IV
One Minute Manager	<input type="checkbox"/>	X	1,2,3,4,,5,6a,7,9	I, II, III, IV, VI, XI, XII	Communication I, II, III, IV
Ethical Dimension of Leadership-My Lai Incident	<input type="checkbox"/>	X	1,2,3,4,6a,6d,7,9	I, III, IV, V, VII, XI, XII	Communication I, II, III, IV

Additional Learning Skills Beyond the Curriculum Framework

Instructional practices support the achievement of 21st C. Learning Expectations by:
(check those that apply to the Course)

- personalizing instruction
- engaging students in cross disciplinary learning
- engaging students as active and self directed learners
- emphasizing inquiry, problem solving and higher order thinking
- applying knowledge and skills in authentic tasks
- engaging students in self assessment and reflection
- integrating technology