

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP (Articulated course with Chaffey College, in partnership with CSUSB)

Cajon High School

Basic Course Information

Title:	BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
Transcript abbreviations:	Business M&E 10 (Tex Acosta will create Aeries account)
Length of course:	Full Year Lecture Hours: Normal: 54 Range: 48 - 54 Outside of Class Hours: Normal: 108 Range: 96 - 108
Subject area:	College-Preparatory Elective ("g") / Interdisciplinary
UC honors designation?	NO
Articulated?	- YES WITH BUSINESS 10 Yes with Chaffey College in Partnership with CSUSB -Chaffey College will offer 3 units of articulated credit for this class. -CSUSB has guaranteed direct transferrable credit for course. -Both Department Chairs and Deans of Chaffey College (Dr. Vanessa Thomas and CSUSB (Dr. Tony Coulson) have agreed to oversee articulation each year in partnership with SBCUSD.
Prerequisites:	Student should be in Logistics & Business Management Pathway
Co-requisites:	N/A
Integrated (Academics / CTE)?	No; but course is taught by CTE Teacher
Grade levels:	11th, 12th
Course learning environment:	Classroom Based

Course Overview (Chaffey Catalogue Description)

A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals.

This course is the 3rd year of the Logistics and Business Management Pathway that is connected w/ CSUSB Department Business and Public Administration in Supply Chain and Transportation Management. Overview for this course continues from 2nd year course of Global Logistics and Concepts:

- Industries are in the third phase of development. The first phase was when companies worked to optimize the individual functions within companies. They tried to make marketing, operations or finance all work well. Some 30 years ago managers recognized that simply optimizing functions within a company wasn't adequate. They had to find a way to optimize the total firm. Therefore, concepts such as "reengineering the corporation" advanced the kind of cross-functional process thinking that became popular in the 1980s and 1990s. They "broke down silos" and implemented process thinking.
- As good as these efforts were, today's enlightened companies are recognizing that when a company purchases 50% to 70% of the cost of its final product from outside suppliers, there is a limit as to how well you can make your individual company perform. If a company really is to manage its total costs, quality, cycle time, and even technology, it needs to be able to manage its supply chains, logistics and transportation. And, managing a supply chain and logistics means not just your direct suppliers, but their suppliers, right down sometimes to the most basic raw materials. As a result, supply chain management (SCM) and logistics is now becoming mandatory at many companies.

- Current market conditions are creating lucrative opportunities for firms that provide supply-chain/logistics consulting, implementation, operations management, training support, and e-supply-chain/logistics services.
- In summary, this course explains the importance of effective and efficient logistical system within the broad spectrum of global supply chain. And, it is aimed at presenting the management and the science of moving, storing and distributing goods within supply chain.
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CSUSB & CHAFFEY COURSE OBJECTIVES:

- This course treats SCM/Logistics as the continuous process of integrating suppliers and trading partners into an organization's operations to optimize resources and streamline the flow of information, goods, and services from the point of origination to the point of sale.
- Its objective is to make student think about how SCM/logistics impacts all areas of the firm, and to show how managers can improve their competitive position by addressing the major issues in SCM/logistics which include a wide array of topics as purchasing, operation, and distribution.
- The course focuses on the operations and logistics parts of a supply chain, where resources are transformed into goods and services. Emphasis is on management, an interactive cycle of planning, organizing, staffing, execution and control for continuing improvement. Relevant quantitative techniques that are essential to management decision-making process are emphasized and discussed in detail.
- Specific Objectives include:
 - A. Determine the importance of effective and efficient utilization of information for logistics management including general types of information systems and their logistical applications.
 - B. Compare and contrast customer service objectives.
 - C. Analyze the utilization of unit loads in materials handling.
 - D. Identify functions performed by packaging.
 - E. Evaluate the role of freight forwarders and other transportation specialists.
 - F. Assess a site's specialized location characteristics.
 - G. Differentiate various inventory flow patterns.
 - H. Analyze the issue of employee safety in warehousing.
 - I. Compare and contrast the various alternatives available in warehouse design.
 - J. Differentiate between transportation and inventory considerations in international trade distribution

CSUSB & CHAFFEY COURSE LEARNING OUTCOMES:

Upon successful completion of this course, students should be able to:

- Compare and contrast the rolls, relationships and effects of small and large businesses on society and the environment.
- Assess local, national and global regulatory and competitive environments and develop operational strategies.
- Compare start-up and growth strategies for management of human, financial and operational resources.
- Differentiate between the management of supply chain, Logistics and Transportations and their value added activities.
- Understand the relations between an effective supply chain/logistics design and operational efficiencies.
- Value and understand the relevant functions of logistic elements in different organizational settings and industries.
- Appreciate and relate the role of different technologies in e-commerce, manufacturing, and service industries

Course Content:

SEMESTER 1: QUARTER 1

UNIT 1: Understanding Economic Systems and Business

Writer-ER Kackery/Cajon/SBCUSD

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- How do businesses and not-for-profit organizations help create our standard of living?
- What are the sectors of the business environment, and how do changes in them influence business decisions?
- What are the primary features of the world's economic systems, and how are the three sectors of the U.S. economy linked?
- How do economic growth, full employment, price stability, and inflation indicate a nation's economic health?
- How does the government use monetary policy and fiscal policy to achieve its macroeconomic goals?
- What are the basic microeconomic concepts of demand and supply, and how do they establish prices?
- What are the four types of market structure? Which trends are reshaping the business, microeconomic, and macroeconomic environments and competitive arena?

Unit 1 Key Assignments:

- **Predicting Your Success:** TED TALK, GRIT: The Power of Passion and Perseverance; submit a written response on to Google Classroom.
- **Unit 1& 2 Team Activity** Form five to seven teams. Each team is responsible for one of the sectors of the external business environment discussed in the chapter (economic, political/legal, demographic, social, competitive, global, and technological). Your boss, the company president, has asked each team to report on the changes in that area of the external environment and how they will affect the firm over the next five years. The firm is the Boeing Company. Each team should use the library, the internet, and other data sources to make its projections. Each team member should examine at least one data source. The team should then pool the data and prepare its response. A spokesperson for each team should present the findings to the class. (Interpersonal, Resources, Information)

UNIT 2: Making Ethical Decisions and Managing a Socially Responsible Business

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What philosophies and concepts shape personal ethical standards?
- How can organizations encourage ethical business behavior?
- What is corporate social responsibility?
- How do businesses meet their social responsibilities to various stakeholders?
- What are the trends in ethics and corporate social responsibility?

Unit 2 Key Assignments:

- **Quiz #1: Twenty core concepts from Unit 1 and 2**
- **Critical Thinking Case Study-- UBER Hits a Bumpy Road:**
 - Critical Thinking Activity Questions:
 - Question 1. According to recent data, only 36 percent of Uber's current employees are women. How do you think this situation helped perpetuate a flawed corporate culture?
 - Question 2. What can Uber do to ensure its competitors are not chipping away at its dominant market share as a result of such bad press?
 - Question 3. Do you think installing an experienced female CEO would help the company change its culture and workplace environment? Explain your reasoning.
(Written Submission in Google Classroom and/or TurnItIn.com & Present)
- **Continued...Unit 1& 2 Team Activity** Form five to seven teams. Each team is responsible for one of the sectors of the external business environment discussed in the chapter (economic, political/legal, demographic, social, competitive, global, and technological). Your boss, the company president, has asked each team to report on the changes in that area of the external environment and how they will affect the firm over the next five years. The firm is the Boeing Company. Each team should use the library, the internet, and other data sources to make its projections. Each team member should examine at least one data source. The team should then pool the data and prepare its response. A spokesperson for each team should present the findings to the class. (Interpersonal, Resources, Information)

UNIT 3: Competing in the Global Marketplace

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- Why is global trade important to the United States, and how is it measured?
- Why do nations trade? What are the barriers to international trade?
- How do governments and institutions foster world trade?
- What are international economic communities?
- How do companies enter the global marketplace?
- What threats and opportunities exist in the global marketplace?
- What are the advantages of multinational corporations?
- What are the trends in the global marketplace?

Unit 3 Key Assignments:

- **Unit 3 & 4 Team Activity** Divide the class into teams. Each team should choose a country and research its infrastructure to determine how it will help or hinder trade. Include a variety of countries, ranging from the most highly developed to the least developed. Report your findings.
-(Resources, Interpersonal, Information, Technology)
- **Critical Thinking Case Study-- We Want Our MTV (International):**
 - Critical Thinking Questions:
 - Question 1. Do you think that MTV's future lies mostly in its international operations? Explain your reasoning.
 - Question 2. What types of political, economic, and competitive challenges does MTV Networks International face by operating worldwide?
 - Question 3. How has MTV Networks International overcome cultural differences to create a world brand? (Written Submission in Google Classroom and/or TurnItIn.com & Present)

UNIT 4: Forms of Business Ownership

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What are the advantages and disadvantages of the sole proprietorship form of business organization?
- What are the advantages of operating as a partnership, and what downside risks should partners consider?
- How does the corporate structure provide advantages and disadvantages to a company, and what are the major types of corporations?
- What other options for business organization does a company have in addition to sole proprietorships, partnerships, and corporations?
- What makes franchising an appropriate form of organization for some types of business, and why does it continue to grow in importance?
- Why are mergers and acquisitions important to a company's overall growth?
- What current trends will affect the business organizations of the future?

Unit 4 Key Assignments:

- **Quiz #2: Twenty Core Concepts on Unit 3 & 4**
- **...Continued Unit 3 & 4 Team Activity** Divide the class into teams. Each team should choose a country and research its infrastructure to determine how it will help or hinder trade. Include a variety of countries, ranging from the most highly developed to the least developed. Report your Findings
-(Resources, Interpersonal, Information, Technology)
- **Preparing for Tomorrow's Workplace Skills:**
 - Do you have what it takes to be a successful franchisee? Start by making a list of your interests and skills, and do a self-assessment using some of the suggestions in this chapter.
 - Next you need to narrow the field of thousands of different franchise systems. At Franchise Handbook Online (<http://www.franchisehandbook.com>) , you'll find articles with checklists to help you thoroughly research a franchise and its industry, as well as a directory of franchise opportunities.
 - Armed with this information, develop a questionnaire to evaluate a prospective franchise. (Resources, Interpersonal, Information)
- **Working the Net:**
 - Select three franchises that interest you.
 - Research them at sites such as the Franchise Handbook Online (<http://www.franchisehandbook.com>), Entrepreneur magazine's Franchise 500 (<http://www.entrepreneur.com>), and Be the Boss (www.betheboss.com).

- Prepare a chart comparing your selections, including history, number and location of units, financial requirements (initial franchise fee, other start-up costs, royalty and advertising fees), and any other information that would help you evaluate the franchises
- Present your findings

SEMESTER 1: QUARTER 2

UNIT 5: Entrepreneurship: Starting and Managing Your Own Business

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- Why do people become entrepreneurs, and what are the different types of entrepreneurs?
- What characteristics do successful entrepreneurs share? How do small businesses contribute to the U.S. economy?
- What are the first steps to take if you are starting your own business?
- Why does managing a small business present special challenges for the owner?
- What are the advantages and disadvantages facing owners of small businesses?
- How does the Small Business Administration help small businesses?
- What trends are shaping entrepreneurship and small-business ownership?

Unit 5 Key Assignments:

- **Preparing for Tomorrow's Workplace Skills: Interview**
 - What does it really take to become an entrepreneur?
 - Find out by interviewing a local entrepreneur or researching an entrepreneur you've read about in this chapter or in the business press.
 - Get answers to the following questions, as well as any others you'd like to ask:
 - How did you research the feasibility of your idea?
 - How did you develop your vision for the company?
 - How long did it take you to prepare your business plan?
 - Where did you obtain financing for the company?
 - Where did you learn the business skills you needed to run and grow the company?
 - What are the most important entrepreneurial characteristics that helped you succeed?
 - What were the biggest challenges you had to overcome?
 - What are the most important lessons you learned by starting this company?
 - What advice do you have for would-be entrepreneurs?
- **Preparing Working the Net: Business Plan**
 - Visit Sample Business Plans at <http://www.bplans.com> to review examples of all types of business plans.
 - Select an idea for a company in a field that interests you and, using information from the site, prepare an outline for its business plan.

UNIT 6: Management and Leadership in Today's Organizations

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What is the role of management?
- What are the four types of planning?
- What are the primary functions of managers in organizing activities?
- How do leadership styles influence a corporate culture?
- How do organizations control activities?
- What roles do managers take on in different organizational settings?
- What set of managerial skills is necessary for managerial success?
- What trends will affect management in the future?

Unit 6 Key Assignments:

- **Quiz #3-** Comprehension of Twenty Core Concepts from Unit 5 & 6
- **Preparing for Tomorrow's Workplace Skills:** Self Reflection (1 paragraph per question submitted into Google Classroom)
 - **Question 1:** Would you be a good manager? Do a self-assessment that includes your current technical, human relations, and conceptual skills. What skills do you already possess, and which do you need to add? Where do your strengths lie? Based on this exercise, develop a description of an effective manager. (Resources, Information)
 - **Question 2:** Successful managers map out what they want to do with their time (planning), determine the activities and tasks they need to accomplish in that time frame (organizing), and make sure they stay on track (controlling). How well do you manage your time? Do you think ahead, or do you tend to procrastinate? Examine how you use your time, and identify at least three areas where you can improve your time management skills. (Resources)
 - **Question 3:** Often researchers cast leadership in an inspirational role in a company and management in more of an administrative role. That tendency seems to put leadership and management in a hierarchy. Do you think one is more important than the other? Do you think a company can succeed if it has bad managers and good leaders? What about if it has good managers and bad leaders? Are managers and leaders actually the same? (Systems)
 - **Question 4:** Today's managers must be comfortable using all kinds of technology. Do an inventory of your computer skills, and identify any gaps. After listing your areas of weakness, make a plan to increase your computer competency by enrolling in a computer class on or off campus. You may want to practice using common business applications such as Microsoft Excel by building a spreadsheet to track your budget, Microsoft PowerPoint by creating slides for your next class project, and Microsoft Outlook by uploading your semester schedule. (Information, Technology)

UNIT 7: Designing Organizational Structures

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What are the traditional forms of organizational structure?
- What contemporary organizational structures are companies using?
- Why are companies using team-based organizational structures?
- What tools do companies use to establish relationships within their organizations?
- How can the degree of centralization/decentralization be altered to make an organization more successful?
- How do mechanistic and organic organizations differ?
- How does the informal organization affect the performance of the company?
- What trends are influencing the way businesses organize?

Unit 7 Key Assignments:

- **Unit 7 Ethics Activity-Ethics Report;** Training IT Replacement
 - Using a web search tool, locate articles about this topic and then write responses to the following questions. Be sure to support your arguments and cite your sources.
 - Ethical Dilemma: Are UCSF and other companies justified in outsourcing technology jobs to India? Do they have any obligation to find other jobs or provide training for displaced workers? Should organizations ask employees who are being laid off to train their replacements?
- **Working the Net**
 - Using a search engine, look for the term "company organizational charts," and find at least three examples of organizational charts for corporations, not-for-profits, or government agencies.
 - Analyze each entity's organizational structure. Is it organized by function, product/service, process, customer type, or geographic location?
 - Submit your answers onto the google docs graphic organizer provided.

UNIT 8: Managing Human Resources and Labor Relations

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What is the human resource management process, and how are human resource needs determined?
- How do firms recruit applicants?
- How do firms select qualified applicants?

- What types of training and development do organizations offer their employees?
- How are performance appraisals used to evaluate employee performance?
- What are the types of compensation and methods for paying workers?
- What is a labor union and how is it organized, what is collective bargaining, and what are some of the key negotiation issues?
- How are grievances between management and labor resolved, and what tactics are used to force a contract settlement?
- What are the key laws and federal agencies affecting human resource management and labor relations?
- What trends and issues are affecting human resource management and labor relations?

Unit 8 Key Assignments:

- **Quiz #4-Comprehension of Twenty Core Concepts from Unit 7 & 8**
- **Critical Thinking Case Study- Discrimination in the Workplace Continues—submit on Google Docs**
 - Critical Thinking Questions: Using the knowledge you gained from Unit 8 to answer Qs below:
 - 1. Why is workplace diversity so important in today's business environment?
 - 2. What are the major sources of workplace discrimination? Cite specific examples from the case.
 - 3. What steps are companies taking to ensure that employees are not discriminated against?

Semester Final Assessments:

- **Part 1: Ethics Self-Assessment**
 - Students will complete an ethics self-assessment to help clarify their ethics and will use the self-assessment to develop their business code of ethics. They will examine ways to incorporate social responsibility into their business. They will create a Code of Ethics for their business and will add it to the appendix of their business plan for Semester 2.
- **Part 2: Comprehensive Final on Key Concepts from Unit 1-8**
 - Students will be in 8 teams of 4 assigned to 1 Unit each.
 - They will choose the key concepts from each unit to teach and add to the final. (A form of Reciprocal Teaching)

SEMESTER 2: QUARTER 3

UNIT 9: Motivating Employees

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What are the basic principles of Frederick Taylor's concept of scientific management?
- What did Elton Mayo's Hawthorne studies reveal about worker motivation?
- What is Maslow's hierarchy of needs, and how do these needs relate to employee motivation?
- How are McGregor's Theories X and Y and Ouchi's Theory Z used to explain worker motivation?
- What are the basic components of Herzberg's motivator-hygiene theory?
- What four contemporary theories on employee motivation offer insights into improving employee performance?
- How can managers redesign existing jobs to increase employee motivation and performance?
- What initiatives are organizations using today to motivate and retain employees?

Unit 9 Key Assignments:

- **Preparing for Tomorrow's Workplace Skills**
 - Are you motivated more by intrinsic rewards (satisfaction, sense of accomplishment, etc.) or by extrinsic rewards (money, bonuses, etc.)? Explain.
 - Interview some friends and classmates to find out what motivates them. Discuss your differences in perspective. (Interpersonal, Information) (Submit to Google Classroom through the provided Graphic Organizer.
- **Team Activity**
 - Assemble a team of three to five students. Imagine that you are the management team for a start-up business with limited resources but a need for a highly motivated, skilled workforce.
 - Brainstorm ways you could motivate your employees other than large bonuses and high salaries. Present Findings to Class. (Resources)

UNIT 10: Achieving World-Class Operations Management

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- Why is production and operations management important in both manufacturing and service firms?
- What types of production processes do manufacturers and service firms use?
- How do organizations decide where to put their production facilities?
- What choices must be made in designing the facility?
- Why are resource-planning tasks such as inventory management and supplier relations critical to production?
- How do operations managers schedule and control production? How can quality-management and lean-manufacturing techniques help firms improve production and operations management?
- What roles do technology and automation play in manufacturing and service-industry operations management?
- What key trends are affecting the way companies manage production and operations?

Unit 10 Key Assignments:

- **Quiz #5:** *Comprehension of Twenty Core Concepts from Unit 9 & 10*
- **Preparing for Tomorrow's Workplace Skills**
 - Use the Google search engine, <http://www.google.com>, to conduct a search for "supplier information," and visit the websites of several firms (for example, Walmart, Northrop Grumman, Verizon, etc.). Compare the requirements companies set for their suppliers. How do they differ? How are they similar?
 - Create a comparison chart with sources cited.
- **Preparing for Tomorrow's Workplace Skills**
 - Pick a small business in your community.
 - Make a list of the resources critical to the firm's production and operations.
 - Be sure to, either, interview owners digitally or in person.
 - What would happen if the business suddenly couldn't acquire any of these resources? Divide the class into small groups and discuss strategies that small businesses can use to manage their supply chain. (Resources, Information, Interpersonal)
 - Present Solutions

UNIT 11: Creating Products and Pricing Strategies to Meet Customers' Needs

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What is the marketing concept and relationship-building?
- How do managers create a marketing strategy?
- What is the marketing mix?
- How do consumers and organizations make buying decisions?
- What are the five basic forms of consumer and business market segmentation?
- What is a product, and how is it classified? How do organizations create new products?
- What are the stages of the product life cycle?
- What strategies are used for pricing products, and what are the future trends?
- What trends are occurring in products and pricing?

Unit 11 Key Assignments:

- **Preparing for Tomorrow's Workplace Skills**
 - Pick a specific product that you use frequently, such as a cosmetic or toiletry item, snack food, article of clothing, book, computer program, or video game.
 - What is the target market for this product, and does the company's marketing strategy reflect this?
 - Now consider the broader category of your product. How can this product be changed and/or the marketing strategy adjusted to appeal to other market segments? (Systems)
- **Using the Net**
 - Considering a career in marketing?
 - Read articles about different marketing topics of interest and visit the Marketing Jobs and Career Services and Student Resources areas at the American Marketing Association site, <http://www.marketingpower.com>
 - Pick a specific marketing technique and explain its appeal to you. Submit as a reflective journal in Google Classroom.

UNIT 12 Distributing and Promoting Products and Services

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What is the nature and function of distribution (place)?
- What is wholesaling, and what are the types of wholesalers? What are the different kinds of retail operations?
- How can supply-chain management increase efficiency and customer satisfaction?
- What is promotion, and what are the key elements of a promotional mix?
- How are advertising media selected?
- What is personal selling?
- What are the goals of a sales promotion, and what are several types of sales promotion?
- How does public relations fit into the promotional mix?
- What is social media, and how has it changed promotion?
- What is e-commerce, and how does it affect promotion?

Unit 12 Key Assignments:

- **Quiz #6-** *Comprehension of Twenty Core Concepts from Unit 11 & 12*
- Think of a product that you use regularly. Find several examples of how the manufacturer markets this product, such as ads in different media, sales promotions, and publicity. Assess each example for effectiveness in meeting one or more of the six promotional goals described in the chapter. Then analyze them for effectiveness in reaching you as a target consumer. Consider such factors as the media used, the style of the ad, and ad content. Present your findings to the class. (Information)
- **Working the Net**
 - Visit Industry Week's website at <http://www.industryweek.com>. Under Archives, do a search using the search term "supply-chain management."
 - Choose an article from the results that describes how a company has used supply-chain management to improve customer satisfaction, performance, or profitability.
 - Give a brief presentation to your class on your findings.
- **Working the Net**
 - What are some of the logistics problems facing firms that operate internationally?
 - Visit the Logistics Management magazine website at <http://www.logisticsmgmt.com>, and see if you can find information about how firms manage global logistics. Summarize the results using Google Slides

SEMESTER 2: QUARTER 4

UNIT 13 Using Technology to Manage Information

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- How has information technology transformed business and managerial decision-making?
- Why are computer networks an important part of today's information technology systems?
- What types of systems make up a typical company's management information system?
- How can technology management and planning help companies optimize their information technology systems?
- What are the best ways to protect computers and the information they contain?
- What are the leading trends in information technology?

Unit 13 Key Assignments:

- **Preparing for Tomorrow's Workplace Skills**
 - **Team Activity**
 - Should companies outsource IT? Some executives believe that IT is too important to outsource and that application service providers don't have a future. Yet spending for ASP subscriptions, MSPs, and other forms of IT outsourcing such as cloud computing continue to grow.
 - What's your position?
 - Divide the class into groups designated "for" or "against" outsourcing and/or ASPs.

- Have them research the current status of ASPs using publications such as CIO and Computerworld and websites such as Enterprise Apps Today, <http://www.enterpriseappstoday.com>. (Interpersonal, Information)
 - Present Findings using Prezi
- **Working the Net**
 - Learn more about the CERT Coordination Center (CERT/CC), which serves as a center of internet security expertise.
 - Explore its website, <https://www.cert.org/index.cfm>.
 - What are the latest statistics on incidents reported, vulnerabilities, security alerts, security notes, mail messages, and hotline calls?
 - What other useful information does the site provide to help a company protect IT assets?
 - Submit findings to Class Blog

- **Working the Net**
 - How can someone steal your identity?
 - Using information at the Federal Trade Commission's central website for information about identity theft, <https://www.consumer.ftc.gov/features/feature-0014-identity-theft>, compile a list of the ways thieves can access key information to use your identity.
 - What steps should you take if you've been a victim of identity theft? Summarize key provisions of federal laws dealing with this crime and the laws in your state.
 - Submit findings to Class Blog

UNIT 14: Using Financial Information and Accounting

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- Why are financial reports and accounting information important, and who uses them?
- What are the differences between public and private accountants, and how has federal legislation affected their work?
- What are the six steps in the accounting cycle?
- In what terms does the balance sheet describe the financial condition of an organization?
- How does the income statement report a firm's profitability?
- Why is the statement of cash flows an important source of information?
- How can ratio analysis be used to identify a firm's financial strengths and weaknesses?
- What major trends affect the accounting industry today?

Unit 14 Key Assignments:

- **Quiz #7-** *Comprehension of Twenty Core Concepts from Unit 13 & 14*
- **Working the Net**
 - With one partner, visit the website of one of the following major U.S. public accounting firms: Deloitte (<http://www.deloitte.com>), Ernst & Young (<http://www.ey.com>), KPMG (<http://www.kpmg.com>), PricewaterhouseCoopers (<http://www.pwc.com>), Grant Thornton (<http://www.grantthornton.com>), or BDO (<http://www.bdo.com>).
 - Explore the site to learn the services the firm offers.
 - What other types of resources does the firm have on its website?
 - How well does the firm communicate via the website with existing and prospective clients?
 - Summarize your findings in a brief report, and in a two-minute verbal minute overview.

UNIT 15: Understanding Money and Financial Institutions

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- What is money, what are its characteristics and functions, and what are the three parts of the U.S. money supply?
- How does the Federal Reserve manage the money supply?
- What are the key financial institutions, and what role do they play in the process of financial intermediation?
- How does the Federal Deposit Insurance Corporation (FDIC) protect depositors' funds?
- What roles do U.S. banks play in the international marketplace?
- What trends are reshaping financial institutions?

Unit 15 Key Assignments:

- **Unit 15 & Unit 16 Key Assignment:**
 - **Build Key Portfolio Stock Project:** your Investment Firm has just received \$100,000 to invest in 5 stocks

<p>To begin this project, you will need to research 5 companies that meet the criteria below.</p> <p>Select the following stocks for your portfolio:</p> <ul style="list-style-type: none"> □ one stock for your portfolio from the Dow Jones Industrial Average stock list (http://money.cnn.com/data/dow30/ (Links to an external site.)), □ three stocks from the New York Stock Exchange (www.nyse.com (Links to an external site.)) and/or the NASDAQ (www.nasdaq.com (Links to an external site.)) □ one of the latest initial public offerings (IPO). IPO selections may be no older than April 2019. You can find an IPO via the NYSE, NASDAQ websites or IPOSCOOP.com (Links to an external site.). (No foreign traded IPO's, US only.) 	<p>You must divide the \$100,000 evenly among each stock (\$20,000 worth of each stock). If there is enough money left over to buy another share of stock from one of your companies, you may do so. Remember to add dividends to your total if one of your stocks issues them.</p> <p>Ex: How to buy \$20,000 of GE Stock:</p> <ol style="list-style-type: none"> 1. Go to https://finance.yahoo.com/ (Links to an external site.) and type GE in search bar then select General Electric 2. Make sure that the market is closed for the day (4pm eastern time) and write down the stock price at closing. For example, GE's price at closing is \$8.71. 3. Then divide your \$20k by \$8.71 to find out how many shares you can buy. ($20,000/8.71=2,296.21$) 4. As you can see, there is 21 cents left. Now, multiply your share price by the shares without the decimal point. (that's \$19,998.16 so the group has some left over money (in this case \$1.84)). When stock prices are in the hundreds of dollars, you may have a lot more money to invest. What you can do now is to add the leftover amount for all five companies and buy extra shares on any of your five companies. <p>Written Report & 5 Minute Video Presentation</p> <ul style="list-style-type: none"> □ Introduction <p>You are acting as an investment firm who received \$100,000 from a client to invest in five stocks.</p> <p>Write a brief description of the companies you have selected (one paragraph or two per company). Briefly explain the reasoning behind your company selections. Create a chart listing of the companies you have selected, the price per share of each stock, and total amount invested.</p>	<ul style="list-style-type: none"> □ Analysis <p>Monitor your stocks daily (Monday through Friday). Note the daily closing price of each stock. Graphically display the trends of each stock on a line graph. Discuss the elements of the business environment that may have an impact on the value of your stocks. Discuss the influences that the internal and external environment has on your companies during the observation period. Consider management decisions and/or changes, economic influences, consumer trends, domestic and global competition, political effects, etc. Take note of the dates that these events occurred and corresponding fluctuation of your companies' stock prices. Avoid plagiarism! <i>You should write at least three pages per company.</i></p> <ul style="list-style-type: none"> □ Conclusion <p><u>Stocks must be sold at close of business on December 6th.</u> Use https://finance.yahoo.com/ (Links to an external site.) for graphs!</p> <p>Provide a list of each stock, the initial (buy) price per share, the closing (sell) price per share, profit/loss for each company stock and your OVERALL gain or loss for your portfolio (in dollars and percentage). Use the Yahoo Finance graph to plot your five stocks and compare them to the S&P 500 and the Dow Industrial Average, then comment on your stock performance to the indices. Comment on which stock (IPO, DOW, NYSE, NASDAQ) performed best? Which stock performed worst? Write a one-page reflection about what you (the group) learned during this assignment. If you were investing real money, would you invest differently? Why or why not.</p> <ul style="list-style-type: none"> □ Works Cited Page • Make sure you note your citations and remember to mention them in your report. • Cite your references correctly (Go to the Writing Center for citation samples). Some points to remember: • Be sure to label your
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		<p>charts, graphs and tables. Remember to refer to them and explain them in your report. • Proofread your paper carefully for spelling and grammatical errors.</p> <p>WRITTEN REPORT (<i>MS Word or PDF only Please</i>) & PPT printout due the day of presentation, prior to your presentation.</p>
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UNIT 16: Understanding Financial Management and Securities Market

SWBAT TO ANSWER THESE LEARNING OUTCOMES:

- How do finance and the financial manager affect a firm's overall strategy?
- What types of short-term and long-term expenditures does a firm make?
- What are the main sources and costs of unsecured and secured short-term financing?
- What are the key differences between debt and equity, and what are the major types and features of long-term debt?
- When and how do firms issue equity, and what are the costs?
- How do securities markets help firms raise funding, and what securities trade in the capital markets?
- Where can investors buy and sell securities, and how are securities markets regulated?
- What are the current developments in financial management and the securities markets?

Unit 16 Key Assignments: Build Key Portfolio Stock Project: your Investment Firm has just received \$100,000 to invest in 5 stocks

To begin this project, you will need to research 5 companies that meet the criteria below.

Select the following stocks for your portfolio:

□ **one** stock for your portfolio from the Dow Jones Industrial Average stock list (<http://money.cnn.com/data/dow30/> (Links to an external site.)),

□ **three** stocks from the New York Stock Exchange (www.nyse.com (Links to an external site.)) and/or the NASDAQ (www.nasdaq.com (Links to an external site.))

□ **one** of the latest initial public offerings (IPO). IPO selections may be no older than April 2019. You can find an IPO via the NYSE, NASDAQ websites or IPOSCOOP.com (Links to an external site.). (No foreign traded IPO's, US only.)

You must divide the \$100,000 evenly among each stock (\$20,000 worth of each stock). If there is enough money left over to buy another share of stock from one of your companies, you may do so. Remember to add dividends to your total if one of your stocks issues them.

Ex: How to buy \$20,000 of GE Stock:

1. Go to <https://finance.yahoo.com/> (Links to an external site.) and type GE in search bar then select General Electric
2. Make sure that the market is closed for the day (4pm eastern time) and write down the stock price at closing. For example, GE's price at closing is \$8.71.
3. Then divide your \$20k by \$8.71 to find out how many shares you can buy. ($20,000/8.71=2,296.21$)
4. As you can see, there is 21 cents left. Now, multiply your share price by the shares without the decimal point. (that's \$19,998.16 so the group has some left over money (in this case \$1.84)). When stock prices are in the hundreds of dollars, you may have a lot more money to invest. What you can do now is to add the leftover amount for all five companies and buy extra shares on any of your five companies.

Written Report & 5 Minute Video Presentation

□ Introduction

You are acting as an investment firm who received \$100,000 from a client to invest in five stocks.

Write a brief description of the companies you have selected (one paragraph or two per company). Briefly explain the reasoning behind your company selections. Create a chart listing of the companies you have selected, the price per share of each stock, and total amount invested.

□ Analysis

Monitor your stocks daily (Monday through Friday). Note the daily closing price of each stock. Graphically display the trends of each stock on a line graph. Discuss the elements of the business environment that may have an impact on the value of your stocks. Discuss the influences that the internal and external environment has on your companies during the observation period. Consider management decisions and/or changes, economic influences, consumer trends, domestic and global competition, political effects, etc. Take note of the dates that these events occurred and corresponding fluctuation of your companies' stock prices. Avoid plagiarism! *You should write at least three pages per company.*

□ Conclusion

Stocks must be sold at close of business on December 6th. Use <https://finance.yahoo.com/> (Links to an external site.) for graphs!

Provide a list of each stock, the initial (buy) price per share, the closing (sell) price per share, profit/loss for each company stock and your OVERALL gain or loss for your portfolio (in dollars and percentage). Use the Yahoo Finance graph to plot your five stocks and compare them to the S&P 500 and the Dow Industrial Average, then comment on your stock performance to the indices. Comment on which stock (IPO, DOW, NYSE, NASDAQ) performed best? Which stock performed worst? Write a one-page reflection about what you (the group) learned during this assignment. If you were investing real money, would you invest differently? Why or why not.

□ **Works Cited Page** • Make sure you note your citations and remember to mention them in your report.

-Microsoft Word, Excel & PowerPoint

FINAL (Introduced at the Start of 3rd QTR): Your Career in Business

PART 1:

PERSONAL REFLECTION:

- How can you enhance your interpersonal skills?
- Why is learning to plan so important in school and in the real world?
- What skills should you develop in school that can transfer easily to your professional life and make it a success?
- What are some strategies that will help you find, keep, and advance in your dream job?
- What key attributes do employers look for when interviewing job candidates?

PART 2: Student Companies

- Students will create their start-up cost list. They will be using economic principles
- around supply & demand to regulate needs for the company to begin with.
- Within the start-up cost list, companies will need to identify all of their resources and itemize the list in terms of real world costs. This will take a significant amount of research to uncover everything that is needed at the beginning of the company that is being created.
- Students will examine aspects of responsible business practices, including environmental practices, ethical behavior in the workplace, and employer obligation for creating a safe workplace including the agencies that define safety standards, as well as discuss the many aspects of business privacy and the roles of human resources.
- Students will use use critical thinking and problem solving within the lab and project as well as substantial writing, reading, and listening (videos and unit pod-cast).
- In the first video, students are introduced to modern businesses and corporations which are often built on greed and corruption rather than ethical practices.
- The second video highlights the importance in creating ethical businesses. After viewing each film, students complete questions which target comprehension and understanding of concepts.
- Students watch both videos and answer questions for each which seek to challenge critical thinking and analysis of key factors relating to proper ethical practices in business.
- Students will be learning and identifying not only the aspects of ethical business practices, but challenged to consider their own views and perspectives concerning ethical behavior. This assignment requires judgement and reflection in order to consider all the possible aspects which influence the “right” way to create and run a business.

Other Key Assignments/Assessments:

*Students will be part of a work-based learning internship with Logistics Partner Amazon and any other Logistics partnered company.

INTEGRATED STANDARDS:

CTE Anchor Standards

1. 3.0 Career Planning and Management Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2)
2. 3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.
3. 3.9 Develop a career plan that reflects career interests, pathways, and postsecondary option.
4. 5.1 Identify and ask significant questions that clarify various points of view to solve problems.
5. 5.1 Identify and ask significant questions that clarify various points of view to solve problems.
6. 5.4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions.

Key Common Core ELA Standards

1. Writing 11/12.5: Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purposes and audience.
2. Writing 11/12.6: Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.
3. Writing 11/12.7: Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.
4. Speaking and Listening 11/12.1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 11-12

topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

5. Speaking and Listening 11/12.2: Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.
6. Reading for Informational Text 11/12.3: Analyze a complex set of ideas or sequence of events and explain how specific individuals, ideas, or events interact and develop over the course of the text.
7. Reading for Informational Text 11/12.4: Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings, analyze how an author uses and refines the meaning of a key term or terms over the course of a text.
8. Reading for Informational Text 11/12.7: Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.

SUMMARY OF ALL KEY ASSIGNMENTS

<p>QUARTER 1:</p> <p>UNIT 1 Predicting Your Success: TED TALK, GRIT: The Power of Passion and Perseverance; submit a written response on to Google Classroom.</p> <p>Unit 1& 2 Team Activity Form five to seven teams. Each team is responsible for one of the sectors of the external business environment discussed in the chapter (economic, political/legal, demographic, social, competitive, global, and technological). (Interpersonal, Resources, Information)</p> <p>Quiz #1: Twenty core concepts from Unit 1 & 2</p> <p>Critical Thinking Case Study-- UBER Hits a Bumpy Road.:</p> <p>Unit 3 & 4 Team Activity Divide the class into teams. Each team should choose a country and research its infrastructure to determine how it will help or hinder trade. Include a variety of countries, ranging from the most highly developed to the least developed. Report your findings. -(Resources, Interpersonal, Information, Technology)</p> <p>Critical Thinking Case Study-- We Want Our MTV (International)</p> <p>Quiz #2: Twenty Core Concepts on Unit 3 & 4</p> <p>...Continued Unit 3 & 4 Team Activity Divide the class into teams. Each team should choose a country and research its infrastructure to determine how it will help or hinder trade. Include a variety of countries, ranging from the most highly developed to the least developed. Report your Findings -(Resources, Interpersonal, Information, Technology)</p> <p>Preparing for Tomorrow's Workplace Skills:</p> <ul style="list-style-type: none"> ○ Do you have what it takes to be a successful franchisee? <p>Working the Net:</p> <ul style="list-style-type: none"> ○ Select three franchises that interest you. 	<p>QUARTER 2:</p> <p>Preparing Working the Net: <i>Business Plan</i></p> <ul style="list-style-type: none"> ○ Visit Sample Business Plans at http://www.bplans.com to review examples of all types of business plans. ○ Select an idea for a company in a field that interests you and, using information from the site, prepare an outline for its business plan. <p>Quiz #3- Comprehension of Twenty Core Concepts from Unit 5 & 6</p> <p>Preparing for Tomorrow's Workplace Skills: Self Reflection (1 paragraph per question submitted into Google Classroom)</p> <p>Unit 7 Ethics Activity-Ethics Report; Training IT Replacement</p> <p>Working the Net Using a search engine, look for the term “company organizational charts,” and find at least three examples of organizational charts for corporations, not-for-profits, or government agencies.</p> <p>Unit 8 Key Assignments:</p> <ul style="list-style-type: none"> ● Quiz #4-<i>Comprehension of Twenty Core Concepts from Unit 7 & 8</i> ● Critical Thinking Case Study- <i>Discrimination in the Workplace Continues—submit on Google Docs</i> <p>Semester Final Assessments:</p> <p>Part 1: Ethics Self-Assessment</p> <p>Part 2: Comprehensive Final on Key Concepts from Unit 1-8</p> <ul style="list-style-type: none"> ○ Students will be in 8 teams of 4 assigned to 1 Unit each. ○ They will choose the key concepts from each unit to teach and add to the final. (A form of Reciprocal Teaching)
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- Research them

QUARTER 3:

Preparing for Tomorrow's Workplace Skills- INTERVIEW

- Are you motivated more by intrinsic rewards (satisfaction, sense of accomplishment, etc.) or by extrinsic rewards (money, bonuses, etc.)? Explain.
- Interview some friends and classmates to find out what motivates them. Discuss your differences in perspective. (Interpersonal, Information) (Submit to Google Classroom through the provided Graphic Organizer.

Team Activity

- Assemble a team of three to five students. Imagine that you are the management team for a start-up business with limited resources but a need for a highly motivated, skilled workforce.

Quiz #5: *Comprehension of Twenty Core Concepts from Unit 9 & 10*

Preparing for Tomorrow's Workplace Skills

Use the Google search engine, <http://www.google.com>, to conduct a search for "supplier information," and visit the websites of several firms (for example, Walmart, Northrop Grumman, Verizon, etc.). Compare the requirements companies set for their suppliers. How do they differ? How are they similar?

Preparing for Tomorrow's Workplace Skills

Pick a small business in your community.

Preparing for Tomorrow's Workplace Skills

Pick a specific product that you use frequently, such as a cosmetic or toiletry item, snack food, article of clothing, book, computer program, or video game.

Using the Net -Considering a career in marketing?

Quiz #6- *Comprehension of Twenty Core Concepts from Unit 11 & 12*-Think of a product that you use regularly.

Working the Net-Visit Industry Week's website at <http://www.industryweek.com>. Under Archives, do a search using the search term "supply-chain management."

QUARTER 4:

Preparing for Tomorrow's Workplace Skills

Team Activity :Should companies outsource IT? Some executives believe that IT is too important to outsource and that application service providers don't have a future. Yet spending for ASP subscriptions, MSPs, and other forms of IT outsourcing such as cloud computing continue to grow.

Working the Net--Learn more about the CERT Coordination Center (CERT/CC), which serves as a center of internet security expertise.

Unit 15 & Unit 16 Key Assignment:

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PART 1:

PERSONAL REFLECTION:

- How can you enhance your interpersonal skills?
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- What skills should you develop in school that can transfer easily to your professional life and make it a success?
- What are some strategies that will help you find, keep, and advance in your dream job?
- What key attributes do employers look for when interviewing job candidates?

PART 2: Student Companies

FINAL ASSESSMENT: WORK-BASED LEARNING INTERNSHIP W/ AMAZON & OTHER PARTNERED LOGISTICS CENTERS

Working the Net-What are some of the logistics problems facing firms that operate internationally?

METHODS OF EVALUATION:

A. Analytical projects	I. Objective exams and quizzes - problem solving
B. Application of knowledge/skill	J. Objective exams and quizzes - short answer
C. Class presentations	K. Objective exams and quizzes
D. Completion of homework assignments	L. Oral reports
E. Demonstrated ability	M. Participation in classroom discussion
F. Essay exams	N. Digital
G. Group projects	O. Research projects
H. Objective exams and quizzes - multiple choice	P. Written reports

Course Materials

<p>MAIN TEXT/DIGITAL</p> <p><i>Introduction to Business</i> from OpenStax, ISBN-10: 1-947172-55-7</p> <p>Authors:</p> <p>Lawrence J. Gitman, San Diego State University - Emeritus Carl McDaniel, University of Texas, Arlington Amit Shah, Frostburg State University Monique Reece Linda Koffel, Houston Community College Bethann Talsma, Davenport University and Grand Rapids Community College James C. Hyatt, University of The Cumberlands</p>	<p>Publish Date: Sep 19, 2018</p> <p>Web Version Last Updated: Jan 21, 2020</p>	<p>Print: ISBN-10: 1-947172-54-9 ISBN-13: 978-1-947172-54-8</p> <p>Digital: ISBN-10: 1-947172-55-7 ISBN-13: 978-1-947172-55-5</p>
<p>OPTIONAL SECONDARY MATERIALS:</p> <p>Course Reader 2: <i>Logistics, a 21st Century Industry</i>, Leo Medina Consulting, 2020. Author: Leo Medina</p>	<p>n/a</p>	<p>n/a</p>