

Global Management I

August 2014

I. COURSE DESCRIPTION

This course will offer coursework for students who wish to concentrate on strategies for career development through operational/management of their own business. Students will develop characteristics, habits and practices that will give them effective leadership skills to achieve business success. Students who choose to complete the Business Management track will be introduced to important business concepts such as Business Management, Accounting, Marketing, Personal/Business Finance and will become skillful in computer literacy using Microsoft business applications such as Word, Excel and PowerPoint in a project-based learning environment. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.

During the freshman year students developed the Leadership and Communication skills necessary to compliment the core business coursework in the Business Management track. Keyboarding skills are introduced early on to achieve usable and/or employable skill levels that can be applied throughout the remainder of the Business Management track. As students acquire computer software application skills they will also be eligible to become Microsoft Office Certified which solidifies their competency in the world of business. Whether furthering their education or embarking on a new career in a business environment, our students will be well prepared with the application and vast technology know-how that will prepare them to compete and achieve success.

Business Management: The focus on Business Management is to introduce students to the fundamental management functions necessary to start their own business including planning, organizing, leading, and controlling in a Global multi-cultural Business environment. Emphasis is placed on management and leadership skills as well as application of underlying technologies that improve the efficiency in operating a business in a multi-cultural economic environment.

Principles of Accounting: With accounting, students will develop an understanding of debit and credit rules, journal entries, while applying accounting principles for a business. Accounting offers students the opportunity to learn about the financial operations of modern business enterprises and prepares students to make better financial decisions for the future. After students complete Principles of Accounting during their sophomore year, they will be able to earn six college credits by completing College Accounting I and College Accounting II during their junior year.

Principles of Marketing: The Marketing unit focuses on the importance to do market research, identify competition and how to publicize your business. Students will describe the impact of consumer motives on purchasing choices. This unit develops student understanding and skills in the functional areas of marketing including market planning, promotion, and selling. Students acquire an understanding and appreciation of each of the marketing functions and their ethical and legal issues.

Personal / Business Finance: Students will develop the study of financial literacy and study money management as it pertains to budgeting, taxes, maintaining credit and debt, and become an informed consumer on the topics of insurance, savings, investments and identity theft. Additional topics include: careers, budgeting, consumer awareness, how to use and maintain a checking account, types of taxes, and simple investments. Students will develop the skills needed to achieve

desired financial growth while analyzing the relationship between education, income, career, and desired lifestyle.

Personal Business Learning Portfolio (PBLP): In addition, students build a Personal Business Learning Portfolio (PBLP) which includes a collection of papers/artifacts/reflections used by students as a capstone of accomplishments, skills, strengths including a business plan, conventional formatted business correspondence, student career planning documents such as a resume, and certificates of accomplishments are all imbedded in the PBLP.

Personal Development

- ✓ Interests and skills assessments
- ✓ Personality and learning style assessments
- ✓ Portfolio (personal profile of activities, volunteer internships, job shadow, awards, presentations, etc. to showcase student work and involvement)
- ✓ Study guidelines

Career Development

- ✓ Plan for career goals (short term and long term)
- ✓ Career exploration and assessment
- ✓ Reflections
- ✓ Resume and cover letter
- ✓ Certificates
- ✓ Letter (s) of recommendation

Business Management coursework documents

- ✓ Business Plan
- ✓ Marketing Plan
- ✓ Organizational Chart
- ✓ Business Card
- ✓ Business memo, letter, invoice, MLA report, table, etc.
- ✓ Ad hoc projects

Business Math using Excel: Students will continue to reinforce the skills they learned using Microsoft Excel projects.

II. Outline of course

PCTI Curriculum Unit 1 Planner

| | | | |
|---|--|--------------|-----------|
| Content Area: | Global Management I | Grade | 10 |
| Unit Plan Title: | Business Management | | |
| CCS Standards Addressed | | | |
| <ul style="list-style-type: none"> • 9.1.12.C.3 • 9.1.12.D.1 • 9.1.12.D.3 • 9.1.12.F.2 • 9.1.12.F.5 • 9.3.12.C.1 • 9.3.12.C.2 • 9.3.12.C.3 • 9.3.12.C.4 • 9.3.12.C.5 • 9.3.12.C.6 • 9.3.12.C.7 • 9.3.12.C.8 | <ul style="list-style-type: none"> • 9.3.12.C.9 • 9.3.12.C.10 • 9.3.12.C.17 • 9.3.12.C.19 • 9.2.12.A.1 • 9.2.12.A.2 • 9.2.12.A.3 • 9.2.12.A.6 • 9-10.RST.5 • 9-10.RST.6 • 9-10.RST.8 • 9-10.WHST.2 • 9-10.WHST.4 • 9-10.WHST.8 | | |
| Essential Questions | | | |
| <ul style="list-style-type: none"> • What are the Business Management skills needed for success in the 21st Century? • What is the social and ethical environment of a business? • What is the historic role of management in the 21st Century? • Explain what makes managers successful and effective. • How can a manager become an effective leader? | | | |
| Anchor Texts | | | |
| <ul style="list-style-type: none"> • Business Management, 13e by Burrow and Kleindl (South-Western Cengage) Ch 1, 2, and 3. | | | |
| Informational Texts | | | |
| <ul style="list-style-type: none"> • Disneyland has troubles in China (Achieve 3000). • Build Your Management Team (www.entrepreneur.com). • A One Page Business Plan in Five Steps (www.entrepreneur.com). • http://businesscasestudies.co.uk/coca-cola-great-britain/the-importance-of-social-responsibility/introduction.html#axzz317u4IHBB • The importance of social responsibility. • A Coca-Cola Great Britain case study. • http://businesscasestudies.co.uk/kelloggs/using-aims-and-objectives-to-create-a-business-strategy/introduction.html#axzz317u4IHBB • Using aims and objectives to create a business strategy. • A Kellogg's case study. • http://ba.tepper.cmu.edu/ethics/AA/mgtmini.htm | | | |

- Family Business (Compensation; discrimination).
- Safety? What Safety? (Corporate social responsibility).
- Sticky Fingers (Due process).
- Little enough or Too Much (Environmental protection).
- Something's Rotten in Hondo (Environment).
- A Good Team Player (Leadership).
- Stubbs (Production--product and workplace safety).
- Sexual Harassment (human resource management; sexual harassment).
- Cost Justified? (Strategic planning; policy and control).
- Might Makes Right (Leadership).

Career and Life Skills

- Plan for a career based on research, self-knowledge, and informed choices.
- Apply critical thinking and problem-solving strategies to manage risk.
- Explore the relationship between personal behavior and employability.
- Explain the five theories of motivation.
- Identify the leadership skills necessary for effective management.

Suggested Writing Assessments

- Write down your personal weaknesses and strengths as an entrepreneur and names ways to overcome your shortcomings.
- Write down the difference between legal and illegal questions that can be asked on an interview and provide two examples of each.
- Determine and write a report on the leadership style that is used by a character in a movie. Provide specific examples and quotes to support the character's leadership style.
- Write a description on a job that you consider boring. Name ways that a manager can motivate the employee. Explain what affects motivation and describe the relationship between leadership and motivation.
- Write a mission statement for your business.
- Research the skills necessary to be a highly effective leader and write your finding in a document using MLA format.
- Research a current business news event, domestic or global, and summarize in a well-written document.
- Read and write a report on Walmart Inside Out: from stockboy to stockholder, by Ron Loveless.
- Read and write a report on Indra Nooyi - A Biography of the CEO of PepsiCo.

Resources

- The Wall Street Journal Student Edition.
- Business Week.
- Business Insider.
- Entrepreneur Magazine.
- Harvard Business Review.
- Business Textbook on leadership called "[How to Win Friends and Influence People](#)", by Dale Carnegie.
- Newsela, a web site featuring real life news stories, in multiple Lexile levels.

- Blackboard.
- PCTI media center databases Ebsco, Gale's Virtual reference, SIRs Researcher.
- Google+ classroom.
- Naviance Career and Personal Assessment tools.
- On Your Own: A Personal Budgeting Simulation, 3e (South-Western Cengage): Project-Based Learning.

Suggested Time Frame:

10 weeks

PCTI Curriculum Unit 2 Planner

| | | | |
|---|---------------------------------|--------------|-----------|
| Content Area: | Global Management I | Grade | 10 |
| Unit Plan Title: | Principles of Accounting | | |
| CCS Standards Addressed | | | |
| <ul style="list-style-type: none"> • 9.3.12.C.7 • 9.3.12.C.6 • 9-10.RST.3 • 9-10.RST.4 • 9-10.WHST.9 | | | |
| Essential Questions | | | |
| <ul style="list-style-type: none"> • How do you identify the elements of a proprietorship and the financial changes that affect the accounting equation? • How do you analyze transactions into debit and credit parts? • How do you journalize transactions? • How do you post transactions to a General Ledger? • How do you control Cash Systems? • How do you prepare accounting worksheets for a service business? • How do you prepare and analyze financial statements for a proprietorship? • How do you record adjusting and closing entries for a service business? • What careers are available in the field of Accounting? | | | |
| Anchor Text | | | |
| <ul style="list-style-type: none"> • General Journal Century 21 Accounting (9e) South-Western Cengage Learning. | | | |
| Informational Texts | | | |

- What is an audit?
- <http://businesscasestudies.co.uk/kpmg/trading-places/what-is-an-audit.html#axzz317tKGvAb>
- Accounting: the big picture.
- <http://businesscasestudies.co.uk/acca/interpreting-and-understanding-accounts/accounting-the-big-picture.html#axzz317tKGvAb>
- What is a budget?
- <http://businesscasestudies.co.uk/zurich/the-benefits-of-budgeting/what-is-a-budget.html#axzz3184IJu8X>
- Content of accounts
- <http://businesscasestudies.co.uk/kpmg/trading-places/content-of-accounts.html#axzz3184IJu8X>
- Benefits of budgeting.
- <http://businesscasestudies.co.uk/zurich/the-benefits-of-budgeting/benefits-of-budgeting.html#axzz3184IJu8X>
- <http://www.investopedia.com/university/accounting/>
- Accounting Basics: Introduction.
- Accounting Basics: History Of Accounting.
- Accounting Basics: Branches Of Accounting.
- Accounting Basics: The Basics.
- Accounting Basics: The Accounting Process.
- Accounting Basics: Financial Statements.
- Accounting Basics: Financial Reporting.

Career and Life Skills

- Develop an understanding of the accounting cycle.
- Explore careers in the field of accounting.

Suggested Writing Assessments

- Search the Small Business Administration website at www.sba.org and search for advice about starting a business. List at least five aids that the SBA site provides to help a person start a business and briefly explain which aid you feel is most helpful.
- Write a one-page report on the Financial Accounting Standards Board (FASB).
- Visit the American Institute of Certified Public Accountants (AICPA) at www.aicpa.org and search for their mission statement. Summarize the mission statement and the objectives of the AICPA.
- Write a paragraph describing why you think proprietorships are the most common form of business organization.
- Chapter Analysis of case studies.

Resources

- Automated Accounting.
- PowerPoint Presentations.
- Student Edition, Gilbertson/Lehman's Century 21 Accounting Working Papers.
- <http://accountingextra.swlearning.com> – On-line activities.
- Chapter Analysis of case studies.
- Software by www.Sagesoftware.com.

- Bookkeeping application QuickBooks. More information at www.Quickbooks.intuit.com.
- Occupational Outlook Handbook from the Bureau of Labor Statistics website at www.bls.gov.

Suggested Time Frame:

10 months

PCTI Curriculum Unit 3 Planner

| | | | |
|---|--------------------------------|--------------|-----------|
| Content Area: | Global Management I | Grade | 10 |
| Unit Plan Title: | Principles of Marketing | | |
| CCS Standards Addressed | | | |
| <ul style="list-style-type: none"> • 9.1.12.F.2 • 9.1.8.D.S • 9.4.12.N.(1).1 • 9.4.12.N.(1).2 • 9.4.12.N.(1).3 • 9.4.12.N.(1).4 • 9.4.12.N.(1).5 • 9.4.12.N.(1).6 • 9-10.RST.5 • 9-10.RST.6 • 9-10.WHST.5 • 9-10.WHST.7 | | | |
| Essential Questions | | | |

- Why is a marketing strategy necessary for a business's success?
- What are the components of a marketing plan?
- What are the employment opportunities in marketing as an option for career planning?
- How does technology and social media influence the global marketing strategy?
- Describe various online social media tools and discuss how they are used.
- Discuss unique e-business factors and identify e-businesses that use them.
- Describe common e-business models and explain how each model generates revenue.

Anchor Text

- Discovering the Internet Complete (4th Edition) by Shelly/Campbell.
- Marketing (3rd Edition). James L. Burrow. Cengage 2012.

Informational Texts

- If the Shoe Fits (achieve 3000).
- A New Way to Save (Achieve 3000).
<http://businesscasestudies.co.uk/kelloggs/building-a-brand-in-order-to-sustain-its-life-cycle/preparing-to-make-a-strategic-change.html#axzz303CSsMiL>,
- Building a brand in order to sustain its life cycle.
<http://businesscasestudies.co.uk/nestle/responding-to-changing-customer-requirements-the-drive-towards-wellness/introduction.html#axzz303CSsMiL> ,
- Responding to changing customer requirements: the drive towards Wellness.
- <http://businesscasestudies.co.uk/cadbury-schweppes/poland-a-developing-market/poland-a-developing-market.html#axzz303CSsMiL> ,
- Poland - a developing market; A Cadbury Schweppes case study.
<http://businesscasestudies.co.uk/mcdonalds-restaurants/the-marketing-process/introduction.html#axzz30IIs1JPX>
- The marketing process; A McDonald's Restaurants case study
<http://businesscasestudies.co.uk/gillette/developing-the-new-products/first-mover-advantages-and-risks.html#axzz30IIs1JPX>
- Developing new products; A Gillette case study.
<http://businesscasestudies.co.uk/heinz/developing-a-uniform-global-marketing-presence/introduction.html#axzz30IIs1JPX>
- Developing a uniform global marketing presence; A Heinz case study.
<http://businesscasestudies.co.uk/red-bull/engaging-consumers-through-word-of-mouth-marketing/introduction.html#axzz30IIs1JPX>
- Engaging consumers through word of mouth marketing; A Red Bull case study.
<http://businesscasestudies.co.uk/ikea/swot-analysis-and-sustainable-business-planning/swot-analysis.html#axzz30IIs1JPX>
- SWOT analysis and sustainable business planning; An IKEA case study.

Career and Life Skills

- Describe a target market and ways to understand your customers.
- Identify career opportunities in the marketing field.
- Develop a marketing plan for a business.
- Discuss the importance of a business marketing strategy.
- Describe the different marketing strategies that can be adopted by a startup business.
- Describe the 4 P's of marketing, an essential industry standard, (product, price, place, promotion), the fundamental underpinning of all marketing processes.

Suggested Writing Assessments

- Marketing Careers Research Project: Students will research a future career in the marketing industry. They will then create a 10-slide PowerPoint presentation outlining the following: Summary of the career, the education/skills required to obtain that position, the average salary, future growth prospects (according the Bureau of Labor Statistics) for their selected career path, and the student’s plan for acquiring their selected career.
- Marketing Plan Project: Students will develop a professional marketing plan for a business/product of their choosing. Students may use the “Sample Marketing Plan” link found under Resources and their textbook for guidance on the framework of a marketing plan. Plans should be presented as part of the project’s requirements.
- Marketing Mix Analysis:
Students will select one product that’s currently available to be purchased in stores. After identifying this product, students will use the Marketing Mix (Product, Place, Price, Promotion) to write an essay analyzing the company’s plan for marketing its product.

Resources

Website resources:

- PCTI Media Center Teacher Resources: <http://library.pcti.tec.nj.us/page/teachers.htm>
- Career & Technical Educational Partnership of NJ: Teacher Resources. <http://ctepmarketingtoolkit.org/teachers-2/resources/>
- <http://www.careeronestop.org> to explore careers by industry.
- Guest Speakers.
- Career Cluster Marketing Curriculum Problem-Based Learning cases at <http://ctepmarketingtoolkit.org/>.

Other resources:

- Newsela, a web site featuring real life news stories, in multiple Lexile levels.
- Blackboard.
- PCTI media center databases Ebsco, Gale's Virtual reference, SIRs Researcher.
- Naviance Career and Educational assessment tools.

Suggested Time Frame:

10 weeks

PCTI Curriculum Unit 4 Planner

| | | | |
|--|----------------------------------|--------------|-----------|
| Content Area: | Global Management I | Grade | 10 |
| Unit Plan Title: | Personal/Business Finance | | |
| CCS Standards Addressed | | | |
| <ul style="list-style-type: none">• 9.1.12.A.1• 9.1.12.A.4• 9.2.12.C.7• 9.2.12.E.8• 9.2.12.A.1• 9.2.12.D.7• 9.2.12.A.9• 9.3.12.C.5• 9-10.RST.3 | | | |

- 9-10.RST.6
- 9-10.WHST.6
- 9-10.WHST.9

Essential Questions

- What technology is used to access, manage, and integrate financial information to meet personal goals?
- What are the financial responsibilities of the individual?
- What are the financial requirements necessary to start a business venture?
- What are the financial strategies needed to manage, integrate and invest for your financial future?

Anchor Text

- Personal Financial Literacy by Joan S. Ryan (South-Western Cengage Learning).
- Family Financial Management, 8e (South-Western Cengage Learning): Project Based Learning.
- Discovering the Internet complete, 4e by Shelly Cashman (Course Technology Cengage Learning).

Informational Texts

- <http://www.smallbusinessweek2009.co.uk/part-three-sources-and-costs-of-personal-finance/personal-finance/credit-cards.php>
- **Credit Cards - Small Business 2**
- <http://www.smallbusinessweek2009.co.uk/part-three-sources-and-costs-of-personal-finance/personal-finance.php>
- **Other Sources of Credit – Small Business 2**
- **Money Tips for Teens** - The Associated Press
- <http://portal.achieve3000.com/kb/lesson/?lid=15414&step=11&c=57&asn=>
- **Right on the Money** - The Associated Press
- <http://portal.achieve3000.com/kb/lesson/?lid=15480&step=11&c=57&asn=>
- <http://smallbusiness.chron.com/requirements-starting-small-business-2211.html>
- The Requirements of Starting a Small Business

Career and Life Skills

- How taxes and the cost of employee benefits can affect the amount of disposable income.
- Compare risk, return, and liquidity of various investment options to assist with financial planning.
- Relate consumer fraud to laws that protect consumers who wish to use it.
- Manage credit and make informed credit decisions to manage debt responsibly.

Suggested Writing Assessments

- Take a credit IQ test at <http://www.themint.org/teens/what-is-your-credit-card-iq.html>. Take the quiz and answer the questions.
- Go to website at <http://video.creditcards.com> and choose three videos to watch tagged with "credit cards/credit" in the title. Write a paragraph explaining each credit user and summarize their experience.
- Prepare a personal budget in excel.
- Create a survey and report your finding in an excel worksheet with visual enhancements.
- Explain the advantages and disadvantages of starting your own business as a proprietorship.
- Create a financial newsletter on emerging markets investments.
- Create a company profile for an investment portfolio.

- Write a mission statement for your business.

Resources

Resource magazines/publications:

- Kiplinger's Personal Finance.
- Fortune Magazine.
- Money Magazine.
- Time Magazine.

Websites:

- www.econelink.com
- www.investor.gov (U.S. Securities and Exchange Commission).
- www.federalreserveeducation.org (Federal Reserve).
- www.fffl.councilforeconed.org (Financial Fitness for Life by the Council for Economic Education).
- www.practicalmoneyskills.com
- www.themint.org

Other resources:

- Newsela, a web site featuring real life news stories, in multiple Lexile levels.
- Blackboard.
- PCTI media center databases Ebsco, Gale's Virtual reference, SIRs Researcher.
- Google+ classroom.
- Naviance Career and Personal Assessment tools.

Suggested Time Frame:

10 weeks

III. Methods of Student Evaluation (including assessment and evaluation)

To determine whether the learning objectives have been met, a combination of formal and informal assessment methods is used.

Formal Assessment

- Theory, tests, and quizzes.
- Calculations.
- Essays.
- Homework.
- Research paper.
- Oral presentations.
- Comprehensive portfolio.
- Projects.

Informal Assessment

- Classroom participation.
- Teacher observations.
- Questioning.
- Do Now and Exit Slip tickets.
- Peer teaching.
- 5 Minute Quiz.
- Notebook/Journal reflections.

IV. Instructional Strategies Based on Instructional Goals (Applying Universal Design for Learning)

Below is a brief listing of teaching strategies that promote active engagement and participation of students in the classroom.

- Effective discussion.
- Concept sketches.
- Case studies.
- Debates.
- Role playing.
- Summarizing and note taking.
- Homework and practice.
- Cooperative learning.
- Generating and testing hypotheses.
- Questions, cues, and advance organizers.
- Graphic organizers.

A combination of various instructional strategies is used based on student styles and the subject content. Examples of strategies are listed below.

- A combination collaborating with teammates to complete projects.
- Discussing text materials, newspaper articles, supplementary materials, PowerPoint presentations and videos.
- Reading materials from a variety of reliable sources.
- Interviewing industry experts.
- Watching and responding to videos and presentations.
- Brainstorming to solve critical issues in the project.
- Journal writing.
- Free writing in response to written, visual materials and oral presentations.
- Researching current economic, finance, and marketing events.
- Researching solutions to authentic problems.
- Providing peers with constructive feedback.

V. SCOPE AND SEQUENCE

| SKILLS TO BE LEARNED | I = Introduce D = Develop in Depth R = Reinforce M = Master |
|---|--|
| <ul style="list-style-type: none"> Plan for a career based on research, self-knowledge, and informed choices. | L , D |
| <ul style="list-style-type: none"> Apply critical thinking and problem-solving strategies to manage risk. | I |
| <ul style="list-style-type: none"> Explore the relationship between personal behavior and employability. | I |
| <ul style="list-style-type: none"> Explain the five theories of motivation. | I |
| <ul style="list-style-type: none"> Identify the leadership skills necessary for effective management. | L , D |
| <ul style="list-style-type: none"> Complete the various steps of the accounting cycle and explain the purpose of each step and the accounting system. | I |
| <ul style="list-style-type: none"> Define the generally accepted accounting principles and apply them appropriate to the structure of the business. | I |
| <ul style="list-style-type: none"> Demonstrate an understanding of the fundamental accounting equation. | I |
| <ul style="list-style-type: none"> Classify items as either current or long-term assets, liabilities, or owner's equity and to identify their normal balance position. | I |
| <ul style="list-style-type: none"> Describe the purposes of the revenue, expense, and drawing accounts and illustrate the effects on capital/owner's equity. | I |
| <ul style="list-style-type: none"> Analyze business transactions using source documents and their effect on the accounting equation. Journalize the transactions using various journal formats, and post them to the general and subsidiary ledgers. | I |

| | |
|--|----------------|
| <ul style="list-style-type: none"> • Explain double-entry system of accounting and apply debit and credit rules when analyzing business transactions. | I |
| <ul style="list-style-type: none"> • Prepare all sections of a worksheet including a trial balance, all appropriate adjustments (accruals and deferrals), the income statement, the balance sheet, and the post-closing trial balance. | I |
| <ul style="list-style-type: none"> • Perform all of the functions of the closing process, journalize and post the closing entries, prepare the post-closing trial balance, and prepare all of the appropriate financial statements and reports. | I |
| <ul style="list-style-type: none"> • Prepare bank reconciliations, establish, maintain, replenish petty cash funds, and maintain a payroll register. | I |
| <ul style="list-style-type: none"> • Describe a target market and ways to understand your customers. | I |
| <ul style="list-style-type: none"> • Identify career opportunities in the marketing field. | I, R |
| <ul style="list-style-type: none"> • Develop a marketing plan for a business. | I, D, R |
| <ul style="list-style-type: none"> • Discuss the importance of a business marketing strategy. | I |
| <ul style="list-style-type: none"> • Describe the 4 P's of marketing, an essential industry standard, (product, price, place, promotion), the fundamental underpinning of all marketing processes. | I |
| <ul style="list-style-type: none"> • Describe the different marketing strategies that can be adopted by a startup business. | I |
| <ul style="list-style-type: none"> • Manage credit and make informed credit decisions to manage debt responsibly. | I |
| <ul style="list-style-type: none"> • Explain how taxes and the cost of employee benefits can affect the amount of disposable income. | I |
| <ul style="list-style-type: none"> • Compare risk, return, and liquidity of various investment options to assist with financial planning. | I |
| <ul style="list-style-type: none"> • Relate consumer fraud to laws that protect consumers who wish to use it. | I |

VI. Global Management I Student Proficiencies Handout

Course Description

This course will offer coursework for students who wish to concentrate on strategies for career development through operational /management of their own business. Students will develop characteristics, habits and practices that will give them effective leadership skills to achieve business success. Students who choose to complete the Business Management track will be introduced to important business concepts such as Business Management, Accounting, Marketing, Personal/Business Finance and will become skillful in computer literacy using Microsoft business applications such as Word, Excel and PowerPoint in a project-based learning environment. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.

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Principles of Marketing: The Marketing unit focuses on the importance to do market research, identify competition and how to publicize your business. Students will describe the impact of consumer motives on purchasing choices. This unit develops student understanding and skills in the functional areas of marketing including market planning, promotion, and selling. Students acquire an understanding and appreciation of each of the marketing functions and their ethical and legal issues.

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Career Development

- ✓ Plan for career goals (short term and long term).
- ✓ Career exploration and assessment.
- ✓ Reflections.
- ✓ Resume and cover letter.
- ✓ Certificates.
- ✓ Letter (s) of recommendation.

Business Management coursework documents

- ✓ Business Plan.
- ✓ Marketing Plan.
- ✓ Organizational Chart.
- ✓ Business Card.
- ✓ Business memo, letter, invoice, MLA report, table, etc.

✓ Ad hoc projects.

Business Math using Excel: Students will continue to reinforce the skills they learned using Microsoft Excel projects.

Global Management I

Proficiencies

Upon successful completion of this course, the student will be able to:

1. Plan for a career based on research, self-knowledge, and informed choices.
2. Apply critical thinking and problem-solving strategies to manage risk.
3. Explore the relationship between personal behavior and employability.
4. Explain the five theories of motivation.
5. Identify the leadership skills necessary for effective management.
6. Complete the various steps of the accounting cycle and explain the purpose of each step and the accounting system.
7. Define the generally accepted accounting principles and apply them appropriate to the structure of the business.
8. Demonstrate an understanding of the fundamental accounting equation.
9. Classify items as either current or long-term assets, liabilities, or owner's equity and to identify their normal balance position.
10. Describe the purposes of the revenue, expense, and drawing accounts and illustrate the effects on capital/owner's equity.
11. Analyze business transactions using source documents and their effect on the accounting equation.
12. Journalize the transactions using various journal formats, and post them to the general and subsidiary ledgers.
13. Explain double-entry system of accounting and apply debit and credit rules when analyzing business transactions.
14. Prepare all sections of a worksheet including a trial balance, all appropriate adjustments (accruals and deferrals), the income statement, the balance sheet, and the post-closing trial balance.
15. Perform all of the functions of the closing process, journalize and post the closing entries, prepare the post-closing trial balance, and prepare all of the appropriate financial statements and reports.
16. Describe a target market and ways to understand your customers.
17. Identify career opportunities in the marketing field.
18. Develop a marketing plan for a business.
19. Discuss the importance of a business marketing strategy.

20. Describe the 4 P's of marketing, an essential industry standard, (product, price, place, promotion), the fundamental underpinning of all marketing processes.
21. Describe the different marketing strategies that can be adopted by a startup business.