



Advanced Business Management

Campus: Torrey Pines High School

CTE Industry Sector: Business & Finance

CTE Pathway: Business Management

Course Sequence: Course 2

Prerequisites: none

10 credits, UC Approved Area G

Recommended Pathway Sequence:

Course 1 - Concentrator	Course 2- Capstone	Enrichment
Introduction to Business Management or Marketing Principles	Advanced Business Management	Introduction to Law Accounting Principles WBL - Internships

Brief Course Description:

Today's changing economy requires creative, resourceful and visionary students. This course will pick up where the Introduction to Business and Marketing classes left off. This Capstone class will invite students to apply their Business knowledge to projects and case studies as well as an intense look at today's business environment. Students will use their developing leadership skills to run a business, cooperate with peers on group exercises, and study the current business environment through field trips. Students will become fluent in the reading of business websites like Fortune.com, Inc.com, Advertising Age, Business Week, Yahoo Finance and the Wall Street Journal. Students will hone presentation skills through class presentations and community interactions. Software & languages that may be used: Microsoft Excel, Word and PowerPoint, Adobe Photoshop, Illustrator, Google docs. Approximately 180 hours are needed to complete this course

Teacher Syllabus: [Shannon Essrig](#)

Work load: (High, Medium, Low)

Class setting: (Highly independent, Moderately Independent, Structured).

Students will be engaged in classroom discussions, problem-solving, critical thinking and writing, and standard book-related assignments.

Hands-on projects accompany each unit.

*Each year all CTE courses are reviewed by industry professionals within the pathway to ensure the most current, relevant experience for our students

Textbooks or Supplemental Materials for this course: *Business Management* by Burrow and Kleindl

Software, program knowledge specific to this course: Google Docs, Google Slides, Google Pages

Industry Connections: Junior Achievement

Units of Study, Large Projects, Work-based Learning Connections.

1. Management Responsibilities - Business Development Project aligned with Junior Achievement Company Program
2. Business Organization and Management - Business Development Project aligned with Junior Achievement Company Program
3. Financial Management - Business Development Project aligned with Junior Achievement Company Program
4. Production and Marketing Management - Business Development Project aligned with Junior Achievement Company Program
5. Human Resource Management - Business Development Project aligned with Junior Achievement Company Program

The following Model Curriculum Standards connected to this course:

Standards for Career Ready Practice

1. Apply appropriate technical skills and academic knowledge.
2. Communicate clearly, effectively, and with reason.
4. Apply technology to enhance productivity.
5. Utilize critical thinking to make sense of problems and persevere in solving them.
8. Model integrity, ethical leadership, and effective management.
9. Work productively in teams.
10. Demonstrate creativity and innovation.

Framework Concept	<u>Business and Finance Standards</u>
Management Responsibilities	A2.0 Plan, organize, secure, and manage resources of a project to achieve specific goals. A2.1 Determine Specific, Measurable, Achievable, Realistic and Time-bound (SMART) goals for a specific project. A2.2 Develop a project schedule, including the constraints of cost, time, and scope, to illustrate project structure using Gantt, Program Evaluation Review Technique (PERT),

	<p>or other project planning tools.</p> <p>A2.3 Optimize allocation of resources necessary to achieve predefined objectives.</p> <p>A2.4 Evaluate beneficial change, or added value, of a specific project.</p> <p>A3.0 Investigate the functions and techniques of management and organizational structure and distinguish between small and large companies.</p> <p>A3.1 Explain the organizational structure of various business environments.</p> <p>A3.2 Describe management's role in demonstrating leadership, motivating employees, resolving conflict, addressing stress, and recognizing formal and informal employee groups.</p> <p>A3.3 Recognize a business' responsibility to employees, shareholders, society, and the environment.</p> <p>A3.4 Summarize techniques for managing human resources to maximize operational efficiencies and effectiveness.</p>
Business Ownership	<p>A1.0 Explain entrepreneurship and the fundamentals of developing a new business.</p> <p>A1.1 Recognize personal traits and leadership styles of entrepreneurs and business leaders.</p> <p>A1.2 Analyze management theories and their application within the business environment.</p> <p>A1.3 Develop personal management skills to function effectively, efficiently, and collaboratively in a business environment.</p> <p>A1.4 Determine the type of business organization most appropriate for various business profiles.</p> <p>A1.5 Construct and defend a business plan (components may include an executive summary, organizational structure, market analysis, Strengths Weaknesses Opportunities and Threats (SWOT) analysis, marketing plan, operating procedures, financial data, and feasibility and supporting documentation).</p>
Business Organization, Practices and Management	<p>A4.0 Apply economic concepts as they relate to business.</p> <p>A4.1 Identify factors of production needed to create wealth.</p> <p>A4.2 Explain the role of business in a free-enterprise system.</p> <p>A4.3 Recognize the determinants of supply and demand and their impact on pricing.</p> <p>A4.4 Calculate productivity with various levels of input.</p> <p>A4.5 Illustrate the business cycle elaborating on leading, coinciding, and lagging economic indicators.</p> <p>A4.6 Show the relationship between economic conditions and financial markets, including exchange rates.</p> <p>C1.0 Describe the fundamental concepts of international business.</p> <p>C1.1 Identify forms of business ownership and entrepreneurial opportunities available in international business.</p> <p>C1.2 Conduct market research for a product or service traded internationally.</p> <p>C1.3 Illustrate the process of buying, selling, and promoting products in a modern global trade.</p> <p>C1.4 Analyze how domestic and international competition in a market economy affects goods and services produced and the quality, quantity, and price of those products.</p> <p>C1.5 Construct and defend a business plan for a product or service traded internationally</p>
Financial Management	<p>B1.0 Create and use budgets to guide financial decision making.</p> <p>B1.1 Identify various forms of income and analyze factors that affect income as part of the</p>

	<p>career decision making process.</p> <p>B1.2 Evaluate the opportunity costs of savings and investment options to meet short and long term goals.</p> <p>B1.3 Apply a decision making model to maximize consumer satisfaction when buying consumer goods and service.</p> <p>B1.4 Analyze factors that affect the choice, cost, and legal aspects of using credit.</p> <p>B1.5 Develop and defend a spending/savings plan.</p> <p>B1.6 Develop tax planning strategies for financial planning.</p> <p>B1.7 Devise a plan to protect against identity theft.</p> <p>B4.0 Interpret financial data, analyze results, and make sound business decisions to promote a financially healthy business.</p> <p>B4.1 Apply differential analysis and present value concepts to make decisions.</p> <p>B4.2 Interpret financial ratios and other metrics, such as cash flow and breakeven analysis, concentration risk, return on investment, leveraged debt, market share, and opportunity costs.</p> <p>B4.3 Analyze an annual report and financial statement to predict profitability.</p> <p>B4.4 Develop a working knowledge of individual income tax procedures and requirements to comply with tax laws and regulations.</p>
<p>Production and Marketing Management</p>	<p>A8.0 Construct a Marketing Plan.</p> <p>A8.1 Describe effective marketing techniques.</p> <p>A8.2 Explore how products and services are conceived, developed, maintained, and improved in response to market opportunities.</p> <p>A8.3 Conduct market analysis and assess the business organization’s position within their industry.</p> <p>A8.4 Interpret how market research is used to develop strategies for marketing.</p> <p>A8.5 Differentiate the components of a promotional plan (e.g., advertising, public relations, and sales promotion) and describe how the plan is used to achieve a stated outcome.</p> <p>A8.6 Practice selling techniques used to aid customers and clients in making buying decisions.</p> <p>A9.0 Apply principles of supply chain management and SCM 2.0 to a business model.</p> <p>A9.1 Describe Logistics Management systems.</p> <p>A9.2 Illustrate the management of the complete flow of materials and activities in the supply chain from suppliers to customers.</p> <p>A9.3 Summarize materials management, including effective inventory management practices, E= Procurement, and continuous control practices.</p> <p>A9.4 Create a master plan for resources that addresses market demand, sales, and operations planning.</p> <p>A9.5 Change variables in a master plan for resources, analyze its effect, and recommend corrective actions.</p>
<p>Human Resource Management</p>	<p>A6.0 Explain the importance of risk management and regulatory compliance in business.</p> <p>A6.1 Identify, assess, and prioritize risks.</p> <p>A6.2 Describe the concept and process of risk management, including the use of risk management tools such as insurance.</p> <p>A6.3 Compare and contrast the various types of taxes in terms of the business structure.</p>