

Business Management 1 & 2
Scope & Sequence: Year 1

Semester 1		Semester 2	
Quarter 1	Quarter 2	Quarter 3	Quarter 4
<p>Technical Standards: 8.2, 8.3, 8.6, 8.8, 8.9 Professional Standards: 1.0, 4.0, 6.0</p> <p><u>Unit 1</u> Communication</p> <ul style="list-style-type: none"> • Introduction to Microsoft Office products • Multimedia software to produce and deliver presentations • Videoconferencing • Business etiquette • Leadership/CTSO: FBLA <p>Technical Standards: 4.1-4.5 Professional Standards: 1.0, 2.0, 4.0, 6.0</p> <p><u>Unit 2</u> General Management, Leadership & Teamwork</p> <ul style="list-style-type: none"> • Management levels • Organizational charts • Leadership styles • Management functions • SWOT Analysis • Business Risk • Risk Management 	<p>Technical Standards: 4.7, 4.13 Professional Standards: 8.0</p> <p><u>Unit 3</u> Legal and Ethical Issues</p> <ul style="list-style-type: none"> • Business' responsibility to employees, shareholders, society, and the environment • Describe how government policies influence business management decisions <p>Technical Standards: 1.5, 2.1-2.4 Professional Standards: 4.0, 7.0</p> <p><u>Unit 4</u> Business and Financial Management</p> <ul style="list-style-type: none"> • Explain the role of entrepreneurs and their importance to the economy. • Budget for an enterprise • Types of business ownership. • Various financial statements used for decision-making and planning. • Banking services • Business risk vs. Risk management 	<p>Technical Standards: 5.9, Professional Standards: 3.0, 4.0, 5.0, 7.0</p> <p><u>Unit 5</u> Human Resources</p> <ul style="list-style-type: none"> • Staffing needs • Job descriptions • HR cycle from Hire to Retire • Labor laws • Performance Evaluations • Workplace culture • Ergonomics <p>Technical Standards: 3.1, 3.3, 3.4, 3.7-3.9, 8.1, 8.4, 8.5, 8.7 Professional Standards: 4.0</p> <p><u>Unit 6</u> Marketing Concepts</p> <ul style="list-style-type: none"> • Target market • Market segmentations • Marketing mix • Understanding customer needs/wants • Goods and services • Market share • Identify ways that technology impacts business. • Use multimedia software to generate and deliver presentations. 	<p>Technical Standards: 1.7-1.9 Professional Standards: 9.0</p> <p><u>Unit 7</u> Economic Concepts</p> <ul style="list-style-type: none"> • Analyze the foundations of Economics, • Compare current economic systems of the United States and the world • Describe the functions of markets <p>Technical Standards: 1.1, 1.2, 1.6 Professional Standards: 9.0</p> <p><u>Unit 8</u> Personal Finance</p> <ul style="list-style-type: none"> • Education and career choices and impact on family obligations and future income • Short and long-term financial goals • Personal banking • Investment options