Business Management
(BE 6136)
One Credit, One Year
Grades 10 - 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION
Students study basic management concepts and leadership styles as they explore business ownership, planning, operations, marketing, finance, economics, communications, the global marketplace and human relations. Quality concepts, project management, problem solving and ethical decision making are an integral part of the course. Student leadership skills may be enhanced by participation in school-based or virtual enterprises, job shadowing, internships, cooperative education and/or the Future Business Leaders of America (FBLA).

CERTIFICATION
Students who qualify are eligible to sit for the NOCTI Virtual Enterprise assessment which can be used for student-selected verified credit.

COOPERATIVE OFFICE EDUCATION (COE)
Cooperative Office Education (COE) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend classes for all or part of the day and work in an approved business/office position part of the day. The teacher-coordinator and business training sponsor develop an individualized training plan that identifies learning experiences according to the student’s career objective. Transportation is the responsibility of the student. Many Business & IT courses are eligible for the cooperative office education method of instruction. Participation in COE is optional for Business and Information Technology students.

STUDENT ORGANIZATION
The Future Business Leaders of America (FBLA) is the co-curricular organization for secondary Business and Information Technology students. The organization enhances occupational preparation for students by helping them attain the following goals: leadership skills; knowledge of the American enterprise system; self-confidence; improvement of home, business, and community; scholarship; citizenship; and career goals.

PREREQUISITE
None

OPTIONS FOR NEXT COURSE
Accounting

REQUIRED STUDENT TEXTBOOK
None
COMPETENCIES FOR BUSINESS MANAGEMENT

Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills

001 Demonstrate positive work ethic.
002 Demonstrate integrity.
003 Demonstrate teamwork skills.
004 Demonstrate self-representation skills.
005 Demonstrate diversity awareness.
006 Demonstrate conflict-resolution skills.
007 Demonstrate creativity and resourcefulness.

Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills

008 Demonstrate effective speaking and listening skills.
009 Demonstrate effective reading and writing skills.
010 Demonstrate critical-thinking and problem-solving skills.
011 Demonstrate healthy behaviors and safety skills.
012 Demonstrate an understanding of workplace organizations, systems and climates.
013 Demonstrate lifelong-learning skills.
014 Demonstrate job-acquisition and advancement skills.
015 Demonstrate time-, task- and resource-management skills.
016 Demonstrate job-specific mathematics skills.
017 Demonstrate customer-service skills.

Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills

018 Demonstrate proficiency with technologies common to a specific occupation.
019 Demonstrate information technology skills.
020 Demonstrate an understanding of Internet use and security issues.
021 Demonstrate telecommunications skills.

Examining All Aspects of an Industry

022 Examine aspects of planning within an industry/organization.
023 Examine aspects of management within an industry/organization.
024 Examine aspects of financial responsibility within an industry/organization.
025 Examine technical and production skills required of workers within an industry/organization.
026 Examine principles of technology that underlie an industry/organization.
027 Examine labor issues related to an industry/organization.
028 Examine community issues related to an industry/organization.
029 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

030 Identify the purposes and goals of the student organization.
031 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
032 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
033 Identify Internet safety issues and procedures for complying with acceptable use standards.

Differentiating the Organization and Characteristics of Business

034 Compare the characteristics of different types of business ownership and organization in both service-based and product-based businesses.
035 Explain the risks and rewards of entrepreneurship through a SWOT (strengths, weaknesses, opportunities, threats) analysis.

036 Describe current and emerging trends in business.

037 Describe the impact of demographic and psychographic issues on business.

038 Identify current laws and regulations affecting the establishment and operation of businesses.

039 Describe the effect of a global marketplace on business.

040 Analyze a business plan.

**Examining Economic Factors Affecting Business**

041 Identify basic micro and macro-economic concepts (i.e., supply and demand, leading economic indicators, business cycle and economic cycle).

042 Compare economic systems, free markets, and economic-political systems.

043 Explain how economic growth can be promoted and how data can be interpreted and measured.

044 Analyze causes and solutions for basic challenges in various economic-political systems.

**Identifying the Scope of Management**

045 Describe management roles, functions, skills, and values.

046 Identify benefits and limitations of a variety of leadership and management styles.

047 Analyze leadership and management styles in a variety of business situations.

048 Compare self-assessment of personal traits with those common to effective managers in various work environments.

049 Develop and communicate a vision, mission, and/or values statement that is realistic for company-wide implementation.

050 Develop a line-of-sight action plan stating goals, strategies and objectives related to the company's vision, mission, and values.

051 Organize business activities to achieve established action plans.

052 Explore the principles of personal and business ethics and their role in business decisions.

053 Explore the relationship between social media and personal and business ethics in the decision-making process.

**Conducting Financial Activities**

054 Explore differences among various sources of capital.

055 Explain the impact of the stock market on business decisions.

056 Identify the cost of operations.

057 Analyze sales/production records.

058 Interpret basic financial statements (cash flow, income statement and balance sheet).

059 Relate financial information to business decisions.

060 Identify strategies for risk management.

061 Prepare a budget to include short-term and long-term expenditures.

062 Identify the components of information management systems.

063 Describe legal considerations related to credit plans, credit cards, credit policies and collection procedures.

064 Describe the impact on business of credit plans, credit cards, credit policies, collection procedures, credit analysis and laws related to credit.

065 Identify reasons for taxes, types of taxes and the effects taxes have on business decisions.

**Conducting Marketing Activities**

066 Explain the role of marketing in the economy.

067 Determine various applications of marketing research.
068 Explain marketing concepts and the elements of the marketing mix.
069 Explain the four stages of the product life cycle.

**Conducting Business Operations**
070 Describe the impact of evolving technology on the business environment.
071 Illustrate the impact of environmental issues on business operations.
072 Identify workplace safety and security measures.
073 Analyze components included in policies and procedures manuals.
074 Interpret staff interrelationships illustrated in a variety of organizational charts.
075 Organize work teams.
076 Apply time management concepts in scheduling and completing tasks.
077 Plan physical layout, furnishings, and equipment for a business environment.
078 Identify effective information processing systems for various business types.
079 Investigate the impact of implementing quality control measures.

**Administering Human Resources Functions**
080 Identify methods of recruiting employees and publicizing job openings.
081 Develop a job description.
082 Identify the value of a diverse workforce.
083 Explain various methods of interviewing and selecting applicants for employment.
084 Identify the components of an orientation program for a new employee.
085 Outline the procedures used in employee performance documentation, promotion, and termination.
086 Identify federal legislation related to employees in the workplace.
087 Review legal issues (e.g., harassment, employee rights, privacy, drug testing, labor disputes, discrimination, and substance abuse) and the potential impact on the business.
088 Describe the desirable elements of a total compensation package.
089 Explain the purpose and characteristics of staff development and continuing education programs.

**Developing Communication Skills for Business**
090 Demonstrate effective communication techniques in working with individuals and groups.
091 Examine communication barriers and ways to eliminate them.
092 Explain how corporate culture influences formal and informal communication.
093 Examine potential communication challenges in international business.
094 Identify ways to motivate, coach, counsel, and reward individuals and teams.
095 Identify methods for resolving conflicts.
096 Plan an effective meeting.
097 Facilitate a meeting.
098 Make a presentation to an audience.
099 Demonstrate business etiquette techniques.
100 Describe the benefits of developing partnerships within the organization and with the community.

**Preparing for Industry Certification**
101 Describe the process and requirements for obtaining industry certifications related to the Business Management course.
102 Identify testing skills/strategies for a certification examination.
103 Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).
Successfully complete an industry certification examination representative of skills learned in this course (e.g., IC3, NOCTI, W!SE).

Enhancing Career Exploration and Employability Skills

105  Develop a career plan in business management.
106  Conduct a job search.
107  Create a résumé including résumé format suitable for online posting.
108  Create a letter of application or cover letter.
109  Participate in a mock interview.
110  Compose an interview follow-up letter.
111  Identify sources of lifelong education.
112  Identify the steps to follow in resigning from a position.
113  Create a portfolio containing representative samples of student work.
Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 4-5, 5-19, 5-20, 5-44, 6-7, 6-33, 7-48, 7-49, 7-57 and Regulations 2-33.1, 4-4.1, 4-4.2, 4-4.3, 4-6.1, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, counseling services, physical education and athletic, vocational education, instructional materials and extracurricular activities.

To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student’s school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Theresa.Dougherty@vbschools.com.

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