



Career Education
**Course: Business Organization
 and Management**
High School: Grade 9-12

Essential Course Information

- Course Revision
- Full-Year Course
- 5.0 credits
- Grades 9-12

Course Overview

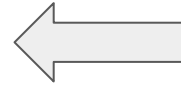
Students will learn how the business world operates and is managed by enrolling in this project-based class. Students will put into practice 21st century skills needed to be successful in a global marketplace such as critical thinking skills, creativity, communication, and collaboration. Projects and assignments will cover topics such as; business structures, management and leadership styles, personnel management and development, payroll, interviewing and basic marketing just to name a few. Students will also have the opportunity to explore careers and post high school options while learning how to plan for their future.

Unit	Estimated Class Time	Overview
Unit 1 Risk vs. Reward	3 weeks	Business formations are largely impacted by one's risk tolerance. Assessing one's desire for control, profits, growth and personal protection will help determine the type of business formation which is chosen. Students will understand how various types of business formations affect the management and profits of a business with specific focus on taxation, liability and administrative control as they all pertain to overall organizational control, asset protection and profits.
Unit 2 Leadership and Management Style	4 weeks	Leadership and Management are not mutually inclusive. Students will be given the opportunity to explore their leadership style and potential as well as ways to improve their skills in the area. Managerial styles will show students the various strategies one may use in the role. Students will evaluate how successful managers must create a "toolkit" of skills using strategies from all types of managerial and leadership styles and practice applying them to different scenarios. It will become clear that leadership styles influence managerial practices and that managers should be skilled in all managerial styles as each scenario/problem they encounter may be as unique as the people involved.
Unit 3 The Hiring Process	5 weeks	Interviewing is an important step in the employee selection process. When done effectively, the interview enables the employer to determine if an applicant's skills, experience and personality meet the job's requirements. Students will review the interview process including how to determine the business' needs, evaluate job postings and learn how to conduct interviews. Students will also learn the important distinction between hard and soft skills and how an employee who is a technical expert in their field but lacks the soft skills to work well with others likely won't be as beneficial to the business as someone who has those added traits. Finally, students will be given the opportunity to create their own resume for future use.
Unit 4 Compensation Planning and Payroll	9 Weeks	It is important for management to know the difference between gross and net pay and how their employees' taxes are calculated so they can: 1. Accurately determine how much money each employee will receive in their paycheck 2. How much money will be collected by the IRS and 3. Know what funds are in their budget which can be allocated to various business expenses and endeavors. Students will see how understanding gross pay vs. net pay and other compensation planning elements (benefits) is essential in allowing a business to accurately create and maintain an operating budget and building an attractive employee compensation package.
Unit 5 Staffing and Employee Motivation	3 weeks	It is important to maintain a fair employee schedule, to create employee satisfaction. Inattention to properly crafting an employee work schedule could have major negative implications on a business including but not limited to reduced employee morale, turnover, a drain of financial and human resources and more. Through analyzing schedules as well as creating them, students will see how to avoid these pitfalls and keep a business' employees satisfied and productive while helping maintain financial and business goals.
Unit 6 Planning a Business	10 weeks	It is vital for potential entrepreneurs to know the basics of what is needed to start a business. Students will be given the opportunity to synthesize all various business and management topics learned throughout the course via the creation of their own business. Students will utilize tools including market segmentation, SWOT analysis and mission statements for businesses. Students will understand how these concepts affect customer perception and how a business' success is greatly impacted by initial stages of research and development. Students will discuss the differences between brick-and-mortar, web-based businesses and how the pandemic has afforded businesses to create a "hybrid" of the two. It is also imperative to investigate how the use of social media can be used for a businesses profit and how its use or lack thereof can create a positive or negative image. Students will create a unique business, and prepare a "pitch" presentation to prospective investors

Content Continuum

9

Business Organization and Management



10

Concepts of Entrepreneurship

11

Marketing Semester 1
Advertising Semester 2

12

Honors Virtual Enterprise

INSTRUCTIONAL / SUPPLEMENTAL MATERIALS

- Business Management, 14e, Burrow, Kleindl, Becraft, South-Western Cengage Learning, 2017
- Edpuzzle.com
- Kahoot.com
- Quizizz.com
- Peardeck
- Canva.com

KEY FEATURES OF REVISION

- Alignment to new standards
- Incorporated PBAs
- Utilizing Webb's Depth of Knowledge
- Updated concepts to reflect current trends in business and society

This course is part of the CTE Entrepreneurship Program of Studies at West Orange High School

Career Education
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