



# Township of Ocean Schools

Assistant Superintendent  
Office of Teaching and Learning

## **SPARTAN MISSION:**

*Meeting the needs of all students with a proud tradition of academic excellence.*

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## **Curriculum Documents**

**School:** Ocean Township High School

**Course:** Business Management

**Department:** Math

**Supervisor:** Nichole Wynes

Board Approval	Supervisor	Notes
September 2016	Amanda Maltese	Update Standards
December 2017	Nichole Wynes	Update Standards

*Home of the Spartans!*  
*#spartanlegacy*



Department: Math

Course: Business Management

<b>Week</b>	<b>Marking Period 1</b>	<b>Week</b>	<b>Marking Period 3</b>
1	What Is Managing and What Are Management Responsibilities	11	How Technology and Information Management Affect Organizational Communications
2	What Is Managing and What Are Management Responsibilities	12	How Technology and Information Management Affect Organizational Communications
3	What Is the Importance of Planning to Business Success	13	How Does Financial Management Align with Business Management
4	What Is the Importance of Planning to Business Success	14	How Does Financial Management Align with Business Management
5	What Is the Environment of Business Management	15	How Does Financial Management Align with Business Management
<b>Week</b>	<b>Marking Period 2</b>	<b>Week</b>	<b>Marking Period 4</b>
6	What Is the Environment of Business Management	16	How Production and Marketing Relate to Business Management
7	What is the Economic Environment of Business Locally and Internationally	17	How Production and Marketing Relate to Business Management
8	What is the Economic Environment of Business Locally and Internationally	18	How Production and Marketing Relate to Business Management
9	What are Different Business Organizations and Management Styles	19	What Is the Role of Human Resources Management?
10	What are Different Business Organizations and Management Styles	20	What Is the Role of Human Resources Management?

<b>Time Frame</b>	<b>10 days</b>
<b>Topic</b>	
What Is Managing and What Are Management Responsibilities	
<b>Essential Questions</b>	
<p>What are the differences among theories of management?</p> <p>How is the nature of management changing?</p> <p>What is management strategy?</p> <p>How is management effectiveness increased?</p> <p>How do management information systems and business research help managers with planning and controlling activities?</p>	
<b>Enduring Understandings</b>	
<p>After the completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> <li>● Describe ways the workforce and work are changing</li> <li>● Discuss important factors that influence the management strategy of an organization</li> <li>● Identify important roles successful managers play in organizations</li> <li>● Explain how managers use resources to accomplish the work of an organization</li> <li>● List and explain accepted management principles</li> </ul>	
<b>Alignment to NJSLs</b>	
<p>9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.</p> <p>9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.</p> <p>9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.</p> <p>9.2.8.B.6 Demonstrate understanding of the necessary preparation and legal requirements to enter the workforce</p> <p>ELA-LITERACY.RH.11-12.2 Determine the theme, central ideas or information and/or perspective(s) presented in a primary or secondary source; provide an accurate summary of how key events, ideas and/or author's perspective(s) develop over the course of the text.</p> <p>.ELA-LITERACY.RH.11-12.4 Determine the meaning of words and phrases as they are used in a text, including analyzing how an author uses and refines the meaning of a key term over the course of a text.</p> <p>.ELA-LITERACY.RH.11-12.7 Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.</p> <p>MATH.CONTENT.HS.S.IC.B.3 Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.</p> <p>.MATH.CONTENT.HS.S.IC.B.6 Evaluate reports based on data.</p>	
<b>Key Concepts and Skills</b>	
<p>I. Management Functions Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.</p> <p>II. Management Theories Achievement Standard: Analyze management theories and their application within the business environment.</p> <p>III. Business Organization</p>	

Achievement Standard: Analyze the organization of a business.

IV. Personal Management Skills

Achievement Standard: Develop personal management skills to function effectively and efficiently in a business environment.

V. Ethics And Social Responsibility

Achievement Standard: Examine the role of ethics and social responsibility in decision making.

**Learning Activities**

Virtual Business® Management Modules

- Recruiting, Resumes & Hiring
- Employee Opinions
- Employee Supervision

Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

Cengage™ Mindtap® Unit:

- Managers and Managing.

The Role and Work of Managers. The Historical Development of Management. Managing in the Twenty-first Century.

- Management, Supervision, and Decision Making.

Increasing Management Effectiveness. Effective Supervision. Managing with Information.

- The Manager as Leader.

The Importance of Leadership. Developing Leadership Skills. Leadership Styles. Employee Issues and Work Rules.

**Assessments**

Unit Comprehensive Project-Based Assessment

Completion of Virtual Business® Management Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

**21<sup>st</sup> Century Skills**

Creativity	Critical Thinking	Communication	Collaboration
Skills	Information Literacy	Media Literacy	

**Interdisciplinary Connections**

Mathematics, Language Arts, Social Studies, and Technology

**Technology Integration**

Virtual Business® Management Simulation Software

Cengage™ Mindtap® Online Resource Material

Google™ Apps for Education

ELMO™ Classroom Visual Presenter

<b>Time Frame</b>	<b>10 days</b>
<b>Topic</b>	
What Is the Importance of Planning to Business Success	
<b>Essential Questions</b>	
<p>What is the difference between strategic and operational planning?</p> <p>What are characteristics of effective goals?</p> <p>What are elements that should be considered when organizing work?</p> <p>How can business organization be made more effective?</p> <p>What are the primary activities managers must perform as part of the leading function?</p> <p>What are the three basic steps in controlling?</p>	
<b>Enduring Understandings</b>	
<p>After the completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> <li>● Recognize the importance of planning to business success</li> <li>● Differentiate between strategic and operational planning</li> <li>● Identify the characteristics of effective goals</li> <li>● Describe several business planning tools and how they are used</li> <li>● Discuss how the characteristics of good organization contribute to a more effective work environment</li> <li>● Describe the strengths and weaknesses of organizational structures</li> <li>● Identify important staffing and leading activities performed by managers</li> <li>● Identify steps managers should follow when implementing change</li> </ul>	
<b>Alignment to NJSLs</b>	
<p>9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.</p> <p>9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.</p> <p>9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.</p> <p>9.2.8.B.6 Demonstrate understanding of the necessary preparation and legal requirements to enter the workforce</p>	
<b>Key Concepts and Skills</b>	
<p>Making an Effective Manager</p> <p>I. Management Functions Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.</p> <p>II. Management Theories Achievement Standard: Analyze management theories and their application within the business environment.</p> <p>III. Business Organization Achievement Standard: Analyze the organization of a business.</p> <p>IV. Personal Management Skills Achievement Standard: Develop personal management skills to function effectively and efficiently in a business environment.</p> <p>V. Ethics And Social Responsibility Achievement Standard: Examine the role of ethics and social responsibility in decision making.</p> <p>VI. Human Resource Management Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.</p> <p>VII.. Operations Management Achievement Standard: Apply operations management principles and procedures to the design of an</p>	

operations plan.

### **Learning Activities**

Virtual Business® Management Modules

- Employee Opinions
- Management Accounting
- Pricing & Sales
- Operations Management
- Business Plan Math
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

Cengage™ Mindtap® Unit:

- Management, Supervision, and Decision Making.

Increasing Management Effectiveness. Effective Supervision. Managing with Information.

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function.

Gathering and Using Performance Information.

- Characteristics of Business.

### **Assessments**

Unit Comprehensive Project-Based Assessment

Completion of Virtual Business® Management Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

### **21<sup>st</sup> Century Skills**

Creativity	Critical Thinking	Communication	Collaboration
	Information Literacy	Media Literacy	

### **Interdisciplinary Connections**

Mathematics, Language Arts, Social Studies, and Technology

### **Technology Integration**

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Google™ Apps for Education

ELMO™ Classroom Visual Presenter

**Time Frame** | 10 days**Topic**

What Is the Environment of Business Management

**Essential Questions**

What are the major differences between different types of businesses  
 What are examples of how innovations affect businesses  
 What are types of changes that present challenges to businesses?  
 Why must companies be concerned about both effectiveness and efficiency?  
 What factors are influencing shifts in the U.S. worker characteristics?  
 How are employers reacting to changing societal issues?  
 What are some sustainability issues businesses face and how are they responding?  
 What are ethical frameworks for business situations?

**Enduring Understandings**

After the completion of this unit, students will be able to:

- Describe the changing nature of the U.S. worker characteristics
- Explain the issues that businesses face with the U.S. labor force
- Discuss and explain how businesses have adapted to changing values
- Describe the dilemma posed by the need for business growth and the need to protect the natural environment
- Identify ways in which businesses can be socially responsible

**Alignment to NJSLs**

9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.

9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.

9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.

9.2.8.B.6 Demonstrate understanding of the necessary preparation and legal requirements to enter the workforce

ELA-LITERACY.RH.11-12.2

Determine the theme, central ideas or information and/or perspective(s) presented in a primary or secondary source; provide an accurate summary of how key events, ideas and/or author's perspective(s) develop over the course of the text.

ELA-LITERACY.RH.11-12.4

Determine the meaning of words and phrases as they are used in a text, including analyzing how an author uses and refines the meaning of a key term over the course of a text.

ELA-LITERACY.RH.11-12.7

Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.

MATH.CONTENT.HS.S.IC.B.3

Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.

MATH.CONTENT.HS.S.IC.B.6

Evaluate reports based on data.

**Key Concepts and Skills**

I. Management Functions

Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.

II. Management Theories

Achievement Standard: Analyze management theories and their application within the business

environment.

### III. Business Organization

Achievement Standard: Analyze the organization of a business.

### IV. Personal Management Skills

Achievement Standard: Develop personal management skills to function effectively and efficiently in a business environment.

### V. Ethics And Social Responsibility

Achievement Standard: Examine the role of ethics and social responsibility in decision making.

### VI. Human Resource Management

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

### VII. Organized Labor

Achievement Standard: Describe the role of organized labor and its influence on government and business.

### VIII. Technology and Information Management

Achievement Standard: Utilize information and technology tools to conduct business effectively and efficiently.

## Learning Activities

### Virtual Business® Management Modules

- Employee Opinions
- Employee Supervision
- Management Accounting
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Forms of Business Ownership
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

### Discussion

#### Cooperative Learning Exercise

#### Virtual Field Trip Activity

#### DECA Role Play Activity

#### Cengage™: The 16 Career Clusters: A Project-Based Orientation

#### Cengage™ Mindtap® Unit:

- Managers and Managing.

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- Management, Supervision, and Decision Making.

Increasing Management Effectiveness. Effective Supervision. Managing with Information.

- The Manager as Leader.

The Importance of Leadership. Developing Leadership Skills. Leadership Styles. Employee Issues and Work Rules.

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function. Gathering and Using Performance Information.

- Characteristics of Business.



The Nature of Business. Changes Affecting Businesses. The Contributions of Business.

- Social and Ethical Environment of Business.

Mathematics and Management. Basic Math and Measurement Systems. Understanding and 21. Product Development and Distribution.

Product Management. Distribution Management. Channel Design.

22. Pricing and Promotion.

The Business Buying Decision. Pricing & Costs. Promotion.

UNIT 6: HUMAN RESOURCES MANAGEMENT.

23. Managing Human Resources.

Human Resources in Business. The Employment Process. Employment Law.

24. Rewarding and Developing Employees.

Compensation Planning. Employee Benefits. Improving Employee Performance.

25. Developing an Effective Organization.

The Changing Organizational Environment. Managing Organizational Change. Career Development.

Personal Career Planning.

### **Assessments**

Unit Comprehensive Project-Based Assessment

Completion of Virtual Business® Management Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

	Creativity		Critical Thinking		Communication		Collaboration
	Skills		Information Literacy		Media Literacy		

### **Interdisciplinary Connection**

Mathematics, Language Arts, Social Studies, and Technology

### **Technology Integration**

Virtual Business® Management Simulation Software

Cengage™ Mindtap® Online Resource Material

Google™ Apps for Education

ELMO™ Classroom Visual Presenter

**Time Frame****10 days****Topic**

What is the Economic Environment of Business Locally and Internationally

**Essential Questions**

What are the basic resources used by a producer?

Why is capital formation important to our economy?

How does a market economy differ from a command economy?

What are different examples of political-economy systems?

Why is private property essential to a capitalistic system?

How does competition help keep the prices of goods and services down?

What are basic ways of encouraging economic growth?

What are problems that occur when the economic growth rate jumps ahead or drops back too quickly?

Why is international trade important to the United States?

Why has there been growth in international business?

What are different forms of international businesses?

What is the comparative advantage theory and product life cycle theory?

What skills do international managers need to be successful?

After the completion of this unit, students will be able to:

- Describe the economic concepts that apply to satisfying economic wants
- Explain the role of capital formation in an economy
- Explain why a business considers the political-economy system of a country
- Describe why private property is important to capitalism
- Describe how prices are set in a capitalistic system
- List basic economic problems that exist and state what government can do to correct the problems
- Describe the nature, growth, and importance of international trade and investment
- Distinguish between the different forms through which international business is conducted
- Explain theories of international trade

**Alignment to NJSLs**

9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.

9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.

9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.

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ELA-LITERACY.RH.11-12.7

Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.

MATH.CONTENT.HS.S.IC.B.3

Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.

MATH.CONTENT.HSS.IC.B.6

Evaluate reports based on data.

### **Key Concepts and Skills**

#### I. Management Functions

Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.

#### II. Management Theories

Achievement Standard: Analyze management theories and their application within the business environment.

#### III. Business Organization

Achievement Standard: Analyze the organization of a business.

#### IV. Personal Management Skills

Achievement Standard: Develop personal management skills to function effectively and efficiently in a business environment.

#### V. Ethics And Social Responsibility

Achievement Standard: Examine the role of ethics and social responsibility in decision making.

#### VI. Human Resource Management

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

#### VII. Organized Labor

Achievement Standard: Describe the role of organized labor and its influence on government and business.

#### VIII. Technology and Information Management

Achievement Standard: Utilize information and technology tools to conduct business effectively and efficiently.

#### IX. Industry Analysis

Achievement Standard: Analyze a business organization's competitive position within the industry.

#### X. Financial Decision Making

Achievement Standard: Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

#### XI. Operations Management

Achievement Standard: Apply operations management principles and procedures to the design of an operations plan.

#### XII. Global Perspective

Achievement Standard: Examine the issues of corporate culture and managing in the global environment.

### **Learning Activities**

#### Virtual Business® Management Modules

- Employee Opinions
- Employee Supervision
- Management Accounting
- Pricing & Sales
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Forms of Business Ownership
- Management Mogul
- Extra Credit: Turnaround

- Extra Credit: Mega Management Mogul

Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

Cengage™ Mindtap® Unit:

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- Planning and Organizing.

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- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function. Gathering and Using Performance Information.

- Characteristics of Business.

The Nature of Business. Changes Affecting Businesses. The Contributions of Business.

- Economic Environment of Business.

Economic Wants. Economic Systems. Fundamentals of Capitalism. Managing the Economy.

- International Environment of Business.

The Importance of International Business. Forms of International Business. Theories of International Trade Investment.

### **Assessments**

Unit Comprehensive Project-Based Assessment

Completion of Virtual Business® Management Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

### **21<sup>st</sup> Century Skills**

Creativity	Critical Thinking	Communication	Collaboration
Skills	Information Literacy	Media Literacy	

### **Interdisciplinary Connections**

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### **Technology Integration**

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ELMO™ Classroom Visual Presenter

<b>Time Frame</b>	<b>10 days</b>
<b>Topic</b>	
What are Different Business Organizations and Management Styles	
<b>Essential Questions</b>	
<p>Why do business startups often fail and how is promotion for startup success accomplished?</p> <p>What are advantages of developing a business plan?</p> <p>What are management issues related to sole proprietorships?</p> <p>What are reasons for forming a partnership?</p> <p>How are the key groups of people in corporations formed?</p> <p>What are major disadvantages of the corporate form of ownership?</p> <p>What is the primary purpose of a nonprofit corporation and does it require revenue?</p> <p>Why would a society allow a natural monopoly?</p> <p>What federal acts are designed to promote fair competition?</p> <p>How does government protect consumers?</p>	
<b>Enduring Understandings</b>	
<p>After the completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> <li>● Describe the characteristics of successful entrepreneurs</li> <li>● Evaluate the role of planning in managing your own business</li> <li>● Explain the management issues of proprietorships</li> <li>● Explain the basic structure of a corporation</li> <li>● Describe organizations that are specialized alliances between companies and individuals</li> <li>● Describe specialized forms of corporations established for tax or nonprofit reasons</li> <li>● List examples of ways that local governments regulate business</li> <li>● Explain how federal laws help regulate monopolies</li> <li>● Explain how patent, copyright, and trademark protection benefits business</li> <li>● Describe the ways in which government regulations protect consumers</li> <li>● Identify and explain the most common types of taxes that affect business</li> </ul>	
<b>Alignment to NJSLs</b>	
<p>9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.</p> <p>9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.</p> <p>9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.</p> <p>9.2.8.B.6 Demonstrate understanding of the necessary preparation and legal requirements to enter the workforce.</p> <p>ELA-LITERACY.RH.11-12.2 Determine the theme, central ideas or information and/or perspective(s) presented in a primary or secondary source; provide an accurate summary of how key events, ideas and/or author's perspective(s) develop over the course of the text..</p> <p>ELA-LITERACY.RH.11-12.4 Determine the meaning of words and phrases as they are used in a text, including analyzing how an author uses and refines the meaning of a key term over the course of a text.</p> <p>ELA-LITERACY.RH.11-12.7 Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.</p> <p>MATH.CONTENT.HS.S.IC.B.3 Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.</p>	

MATH.CONTENT.HS.S.IC.B.6

Evaluate reports based on data.

**Key Concepts and Skills****I. Management Functions**

Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.

**II. Management Theories**

Achievement Standard: Analyze management theories and their application within the business environment.

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Achievement Standard: Examine the role of ethics and social responsibility in decision making.

**VI. Human Resource Management**

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

**VII. Financial Decision Making**

Achievement Standard: Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

**VIII. Operations Management**

Achievement Standard: Apply operations management principles and procedures to the design of an operations plan.

**Learning Activities****Virtual Business® Management Modules**

- Recruiting, Resumes & Hiring
- Employee Opinions
- Employee Supervision
- Strikes, Unions & Collective Bargaining
- Management Accounting
- Pricing & Sales
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Forms of Business Ownership
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

**Discussion****Cooperative Learning Exercise****Virtual Field Trip Activity****DECA Role Play Activity****Cengage™: The 16 Career Clusters: A Project-Based Orientation****Cengage™ Mindtap® Unit:**

- Management, Supervision, and Decision Making.

**Increasing Management Effectiveness. Effective Supervision. Managing with Information.**

- The Manager as Leader.

**The Importance of Leadership. Developing Leadership Skills. Leadership Styles. Employee Issues and**

Work Rules.

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function. Gathering and Using Performance Information.

- Social and Ethical Environment of Business.

Human Resources. Societal Values. Ethical Issues and Social Responsibility.

- Managing the Form of Business Ownership.

Entrepreneurs and Proprietorships. Partnerships. Corporate Forms of Business Ownership. Specialized Types of Organizations.

- Legal Aspects of Business.

Regulations Maintaining Competition. Regulations Protecting Business and the Public. Business Taxes.

- Organizational Communications.

Managing Production and Operations.

**Assessments**

Unit Comprehensive Project-Based Assessment

Completion of Virtual Business® Management Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

**21<sup>st</sup> Century S**

	Creativity		Critical Thinking		Communication		Collaboration
			Information Literacy		Media Literacy		

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**Time Frame** | 10 days**Topic**

How Technology and Information Management Affect Organizational Communications

**Essential Questions**

What is the difference between data and information?  
 What are different types of information systems?  
 How does technology improve business efficiency?  
 What is the communication model and the factors that lead to poor communication?  
 What are different types of communication networks?  
 How can managers resolve conflicts?  
 What are types of communication barriers managers may encounter doing business abroad?  
 Why should managers use data to aid them in decision making?  
 How are descriptive statistics different from inferential statistics?  
 Why should tables, charts and graphs be used when analyzing and communicating information?

**Enduring Understandings**

After the completion of this unit, students will be able to:

- Describe the basic technology infrastructure used by businesses
- Detail the information systems that managers use to aid in their decision making
- Describe technology's impact on strategy
- Explain the communication process and barriers to effective communication
- Explain how an organization can attempt to change its culture and how to manage teams effectively
- Describe the different ways to resolve communication conflicts
- Identify ways to improve communication in organizations
- Describe the ways that mathematics is used by managers to improve decision making
- Demonstrate understanding of basic mathematical operations
- Explain why statistics is important to managers and identify types of statistics

**Alignment to NJSLs**

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9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.

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MATH.CONTENT.HS.S.IC.B.3

Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.

MATH.CONTENT.HS.S.IC.B.6



Evaluate reports based on data.

### Key Concepts and Skills

#### I. Human Resource Management

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

#### II. Technology and Information Management

Achievement Standard: Utilize information and technology tools to conduct business effectively and efficiently.

#### III. Industry Analysis

Achievement Standard: Analyze a business organization's competitive position within the industry.

#### IV. Operations Management

Achievement Standard: Apply operations management principles and procedures to the design of an operations plan.

### Learning Activities

#### Virtual Business® Management Modules

- Management Accounting
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

#### Discussion

#### Cooperative Learning Exercise

#### Virtual Field Trip Activity

#### DECA Role Play Activity

#### Cengage™: The 16 Career Clusters: A Project-Based Orientation

#### Cengage™ Mindtap® Unit:

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function.

- Technology and Information Management.

Electronic Technology Fundamentals. Information Management. Technology and Business Strategy.

- Organizational Communications.

The Communication Process. Communication Management. Organizational Communication.

- Data Analysis and Decision Making.

Mathematics and Management. Basic Math and Measurement Systems. Understanding and Using Basic Statistics. Using Data in Decision Making.

- Business Financial Records.

Types of Financial Records. Budgets and Budgeting. Financial Reports. Analyzing Financial Data.

### Assessments

#### Unit Comprehensive Project-Based Assessment

#### Completion of Virtual Business® Management Formative Assessments

#### Practical Demonstration Formative Assessment

#### Self-Assessment Quizzes

### 21<sup>st</sup> Century Skills

Creativity

Critical Thinking

Communication

Collaboration

**Interdisciplinary Connections**

Mathematics, Language Arts, Social Studies, and Technology

**Technology Integration**

Virtual Business® Management Simulation Software

Cengage™ Mindtap® Online Resource Material

Google™ Apps for Education

ELMO™ Classroom Visual Presenter

**Time Frame** 15 days**Topic**

How Does Financial Management Align with Business Management

**Essential Questions**

What are reasons businesses need to maintain financial records?

Why is it important for businesses to prepare a cash budget and a capital budget?

What are examples of comparative analysis that a manager should use?

How is the book value of a stock determined?

What are the three main types of banks?

Why do banks usually require collateral when loaning money to businesses and consumers?

Why would a business want to establish its own private credit card system?

What are the four Cs of credit?

What ways can managers anticipate and reduce the effects of risks to their business without obtaining insurance?

**Enduring Understandings**

After the completion of this unit, students will be able to:

- Describe why businesses need to maintain financial records and identify and discuss the purpose of several types of these records
- Describe the uses of several types of business budgets and the reasons managers prepare more than one budget estimate
- Describe the purpose of financial statements, balance sheets, income statements and cash flow statements
- Explain methods of financing a business and describe the differences in equity financing based on the ownership structure of a business
- Describe factors that affect the value of a company's stock
- Explain factors that businesses should consider when choosing debt financing
- Identify several types of banks and explain how they are regulated
- Discuss the ways in which technology is changing banking services
- Describe how investment decisions can be made to meet financial goals
- Describe procedures for managing and collecting unpaid accounts
- Discuss several ways that businesses can attempt to reduce risks

**Alignment to NJSLs**

9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.

9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.

9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.

9.2.8.B.6 Demonstrate understanding of the necessary preparation and legal requirements to enter the workforce

ELA-LITERACY.RH.11-12.2

Determine the theme, central ideas or information and/or perspective(s) presented in a primary or secondary source; provide an accurate summary of how key events, ideas and/or author's perspective(s) develop over the course of the text.

ELA-LITERACY.RH.11-12.4

Determine the meaning of words and phrases as they are used in a text, including analyzing how an author uses and refines the meaning of a key term over the course of a text.

ELA-LITERACY.RH.11-12.7

Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.

MATH.CONTENT.HS.S.IC.B.3

Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.

MATH.CONTENT.HS.S.IC.B.6

Evaluate reports based on data.

### **Key Concepts and Skills**

#### **I. Management Functions**

Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.

#### **II. Management Theories**

Achievement Standard: Analyze management theories and their application within the business environment.

#### **III. Human Resource Management**

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

#### **IV. Industry Analysis**

Achievement Standard: Analyze a business organization's competitive position within the industry.

#### **V. Financial Decision Making**

Achievement Standard: Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

### **Learning Activities**

#### **Virtual Business® Management Modules**

- Recruiting, Resumes & Hiring
- Employee Opinions
- Employee Supervision
- Strikes, Unions & Collective Bargaining
- Management Accounting
- Pricing & Sales
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Forms of Business Ownership
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

#### **Discussion**

#### **Cooperative Learning Exercise**

#### **Virtual Field Trip Activity**

#### **DECA Role Play Activity**

#### **Cengage™: The 16 Career Clusters: A Project-Based Orientation**

#### **Cengage™ Mindtap® Unit:**

- Planning and Organizing.

The Planning Function. Using Planning Tools. The Organizing Function. Developing Effective Organizations.

- Implementing and Controlling.

The Implementing Function. Motivation and Change Management. The Controlling Function. Gathering and Using Performance Information.

- Characteristics of Business.

The Nature of Business. Changes Affecting Businesses. The Contributions of Business.

- Economic Environment of Business.

Economic Wants. Economic Systems. Fundamentals of Capitalism. Managing the Economy.

Regulations Maintaining Competition. Regulations Protecting Business and the Public. Business Taxes.

- Data Analysis and Decision Making.

Mathematics and Management. Basic Math and Measurement Systems. Understanding and Using Basic Statistics. Using Data in Decision Making.

- Business Financial Records.

Types of Financial Records. Budgets and Budgeting. Financial Reports. Analyzing Financial Data.

- Financing a Business.

Types of Business Capital. Raising Capital Through Stock Sales. Short- and Long-Term Debt Financing.

- Financial Services.

Financial Institutions. Common Financial Services. Investing and Investments.

- Credit and Insurance.

Credit Principles and Practices. Managing Credit. Insurance Principles. Types of Business Insurance.

### Assessments

Unit Comprehensive Project-Based Assessment

Completion of Virtual Business® Management Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

### 21<sup>st</sup> Century Skills

Creativity	Critical Thinking	Communication	Collaboration
Skills	Information Literacy	Media Literacy	

### Interdisciplinary Connectio

Mathematics, Language Arts, Social Studies, and Technology

### Technology Integration

Virtual Business® Management Simulation Software

Cengage™ Mindtap® Online Resource Material

Google™ Apps for Education

ELMO™ Classroom Visual Presenter

<b>Time Frame</b>	<b>15 days</b>
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### Topic

How Production and Marketing Relate to Business Management

### Essential Questions

What are steps a business must take in order to offer new products to consumers?

What are alternative ways a product can be manufactured?

What are basic characteristics of a service business?

What are the most common marketing activities?

Why can certain characteristics be used to identify markets? What are they?

What are the three levels of product design?

What are the types of marketing channel discrepancies?

How is net profit calculated?

What are different strategies that businesses use?

How do businesses promote products?

### **Enduring Understandings**

After the completion of this unit, students will be able to:

- Describe the steps in new product development and the differences between alternative manufacturing processes.
- Describe the factors that influence the organizing and production process
- Discuss the important considerations in locating a manufacturing business
- Identify the characteristics of services that makes them different from products
- Discuss the importance of marketing and its role in the economy
- Define basic marketing concepts and the elements of the marketing mix
- Describe the role of a marketing plan
- Identify the consumer goods categories
- Explain how products, product lines, and product assortments are developed
- Describe the different channels of distribution
- Describe the steps in the business buying process
- Distinguish between various types of discounts and price components
- Discuss ways that companies try to control costs that can lead to higher price
- Explain how businesses use advertising to promote their products

### **Alignment to NJSLs**

9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.

9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.

9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.

9.2.8.B.6 Demonstrate understanding of the necessary preparation and legal requirements to enter the workforce

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Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.

MATH.CONTENT.HS.S.IC.B.3

Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.

MATH.CONTENT.HS.S.IC.B.6

Evaluate reports based on data.

### **Key Concepts and Skills**

I. Personal Management Skills

Achievement Standard: Develop personal management skills to function effectively and efficiently in a business environment.

## II. Human Resource Management

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

## III. Technology and Information Management

Achievement Standard: Utilize information and technology tools to conduct business effectively and efficiently.

## IV. Industry Analysis

Achievement Standard: Analyze a business organization's competitive position within the industry.

## V. Financial Decision Making

Achievement Standard: Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

## VI. Global Perspective

Achievement Standard: Examine the issues of corporate culture and managing in the global environment.

## **Learning Activities**

### Virtual Business® Management Modules

- Employee Opinions
- Employee Supervision
- Management Accounting
- Pricing & Sales
- Operations Management
- Business Plan Math
- Risk Management & Insurance
- Forms of Business Ownership
- Management Mogul
- Extra Credit: Turnaround
- Extra Credit: Mega Management Mogul

### Discussion

#### Cooperative Learning Exercise

#### Virtual Field Trip Activity

#### DECA Role Play Activity

#### Cengage™: The 16 Career Clusters: A Project-Based Orientation

#### Cengage™ Mindtap® Unit:

- Characteristics of Business.

#### The Nature of Business. Changes Affecting Businesses. The Contributions of Business.

- Economic Environment of Business.

#### Economic Wants. Economic Systems. Fundamentals of Capitalism. Managing the Economy.

- 9. International Environment of Business.

#### The Importance of International Business. Forms of International Business. Theories of International Trade Investment.

- Data Analysis and Decision Making.

#### Mathematics and Management. Basic Math and Measurement Systems. Understanding and Using Basic Statistics. Using Data in Decision Making.

- Managing Production and Operations.

#### Developing New Products. Planning a Manufacturing Business. Service Businesses.

- Nature and Scope of Marketing.

#### Nature of Marketing. Elements of Marketing. Marketing Plan.

- 21. Product Development and Distribution.

#### Product Management. Distribution Management. Channel Design.

- Pricing and Promotion.

The Business Buying Decision. Pricing & Costs. Promotion.

**Assessments**

Unit Comprehensive Project-Based Assessment  
 Completion of Virtual Business® Management Formative Assessments  
 Practical Demonstration Formative Assessment  
 Self-Assessment Quizzes

**21<sup>st</sup> Century Skills**

Creativity	Critical Thinking	Communication	Collaboration
Skills	Information Literacy	Media Literacy	

**Interdisciplinary Connections**

Mathematics, Language Arts, Social Studies, and Technology

**Technology Integration**

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 ELMO™ Classroom Visual Presenter

<b>Time Frame</b>	<b>10 days</b>
<b>Topic</b>	
What Is the Role of Human Resources Management?	
<b>Essential Questions</b>	
What do the people involved in human resources management do? What are the major human resources activities performed by most companies? What is the mission of the Department of Labor? What are important laws that regulate employment discrimination and equal employment? What are several factors that should be considered by a company when establishing a compensation plan? Why do employers offer benefits in addition to wages and salary? What are ways that companies control the cost of human resource management?	

**Enduring Understandings**

After the completion of this unit, students will be able to:

- Identify the reasons human resources management is important to businesses and employees
- Describe procedures a business should follow to hire an employee
- Discuss effective procedures for promoting, transferring, and releasing employees
- Describe several ways that employees are protected through federal and state employment legislation
- Discuss important factors that affect pay levels in a business
- Recognize how employee benefits add to the total compensation received
- Describe several ways companies can improve HR services while controlling costs
- Describe the procedures for reviewing employee performance
- Describe the challenges facing businesses that require major organizational changes
- Summarize the major steps in planning and implementing an organizational development program
- Discuss design strategies that can increase employee satisfaction
- Describe the requirements for a career development program
- Outline the steps in preparing an individual career plan

**Alignment to NJSLs**

9.1.12.A.3 Analyze the relationship between various careers and personal earning goals.

9.1.12.A.5 Analyze how the economic, social, and political conditions of a time period can affect the labor market.

9.2.8.B.5 Analyze labor market trends using state and federal labor market information and other resources available online.

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**Key Concepts and Skills****I. Management Functions**

Achievement Standard: Analyze the management functions and their implementation and integration within the business environment.

**II. Management Theories**

Achievement Standard: Analyze management theories and their application within the business environment.

**III. Business Organization**

Achievement Standard: Analyze the organization of a business.

**IV. Personal Management Skills**

Achievement Standard: Develop personal management skills to function effectively and efficiently in a business environment.

**V. Ethics And Social Responsibility**

Achievement Standard: Examine the role of ethics and social responsibility in decision making.

**VI. Human Resource Management**

Achievement Standard: Describe human resource functions and their importance to an organization's successful operation.

**VII. Organized Labor**

Achievement Standard: Describe the role of organized labor and its influence on government and business.

**VIII. Technology and Information Management**

Achievement Standard: Utilize information and technology tools to conduct business effectively and efficiently.

**IX. Industry Analysis**

Achievement Standard: Analyze a business organization's competitive position within the industry.



X. Financial Decision Making

Achievement Standard: Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

XI. Operations Management

Achievement Standard: Apply operations management principles and procedures to the design of an operations plan.

XII. Global Perspective

Achievement Standard: Examine the issues of corporate culture and managing in the global environment.

**Learning Activities**

Virtual Business® Management Modules

- Recruiting, Resumes & Hiring
- Employee Opinions
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- Operations Management
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- Risk Management & Insurance
- Forms of Business Ownership
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Discussion

Cooperative Learning Exercise

Virtual Field Trip Activity

DECA Role Play Activity

Cengage™: The 16 Career Clusters: A Project-Based Orientation

Cengage™ Mindtap® Unit:

HUMAN RESOURCES MANAGEMENT.

- Managing Human Resources.

Human Resources in Business. The Employment Process. Employment Law.

- Rewarding and Developing Employees.

Compensation Planning. Employee Benefits. Improving Employee Performance.

- 25. Developing an Effective Organization.

The Changing Organizational Environment. Managing Organizational Change. Career Development.

Personal Career Planning.

**Assessments**

Unit Comprehensive Project-Based Assessment

Completion of Virtual Business® Management Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Creativity	Critical Thinking	Communication	Collaboration
	Information Literacy	Media Literacy	

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