**COURSE OUTCOME:**

* **Course Description**
* Business Management focuses on the development of the planning, organizing, leading, and controlling functions required for the production and delivery of goods and services. This applied knowledge course addresses the management role of utilizing the businesses’ resources of employees, equipment, and capital to achieve an organization’s goals.
* **Course Competencies**
  + See [CTE Business Management Standards](https://www.tn.gov/assets/entities/education/attachments/cte_std_bus_management.pdf)

**INSTRUCTION:**

* **Topics/Competencies/Skills Covered**
  + Role of Management, Planning and Strategic Management, Business Process Considerations, Marketing Considerations, Organizational Considerations, Human Relations Considerations, Financial Considerations
* **General Pacing (Approximate)**
  + - **Week 1:** Introduction; **Week 2:** What is Business; What is Entrepreneurship; **Week 3:** Management Process; Functions of Management; **Weeks 4:** Sample Business Plans; **Week 5:** Research Existing Business; **Week 6:** Modify and Evaluate a Business Plan; SWOT; **Week 7:** Mission Statement, PEST Analysis; **Weeks 8:** Competition; Target Market; **Week 9:** Products; Pricing; **Weeks 10-11:** Organizational Structure; Types of Business Ownership; Business Risks; **Weeks 12:** Governing Bodies; Contracts; **Weeks 13-14**: Write a Business Plan; **Weeks 15:** Employee Manual Legal and Illegal Strategies used by Labor/Management; **Week 16**: Financial Statements; Financial Control Tools; International Trade; **Week 17:** Portfolio Projects; **Week 18:** Portfolio Presentations, Review, Exam
* **Materials Needed**
  + Folder or Notebook, paper, pens or pencils
* **Fees**
  + The class fee is $10, which helps cover the cost of printer paper, printer toner, notebook and other class supplies used during the semester. While not required, fees are needed in order to adequately supply materials vital for this class.
* **Resources**
* ***Textbooks:*** *Entrepreneurship and Small Business Management (Glencoe), Entrepreneurship Ideas in Action (South-Western), Business Plan Project Workbook (Glencoe), Business Student Projects (American Careers Business Program), Business Management (Cengage Learning), Business Principles and Management (Thomson South-Western), Entrepreneurship: Building a Business, Introduction to Business (Glencoe), and Marketing Essentials (Glencoe)*
* ***Software:*** Adobe CS5, Microsoft Office 2010, PhotoStory3, Movie Maker, Audacity, Virtual Enterprise, Tycoon Software, HR Budget Challenge, various internet tutorials
* ***Outside*: film clip, novels, speakers, video, etc.**: *Joy (PG-13), The Founder (PG-13), It’s A Wonderful Life (NR), Invictus (PG-13), The Social Network (PG-13), Tucker (PG), Mildred Pierce (NR), Door to Door (NR), Captain Phillips (PG-13),**CNBC The Profit, Shark Tank, Undercover Boss, Jobs, Steve Jobs: One Last Thing, Google Boys, Inside Lego, Inside Chipotle, Inside Pixar, Inside McDonalds, Inside Dolce & Gabbana, Inside DeBeers, Inside-The Baidu Billionaire (The Google of China), Inside Linkedin, Inside Fendi, Inside PepsiCo, Burt’s Buzz, Video Games: The Movie, Atari-Game Over, Restaurant and Hotel Impossible, Hungry Investors, Making Stuff 2-NOVA, Something Ventured, National Geographic-Inside North Korea, The Lorax, Jingle All the Way, Paper Clips, Honor Flight, Cyberbully, Pursuit of Happiness, Documentaries on Henry Ford, Milton Hershey, Ray Kroc and other entrepreneurs, Ordinary People Doing Extraordinary Things, Criminals in Cyberspace, Cyberterrorism, Digi-Tech, Video Games: Behind the Fun*
* ***Statement concerning the option of alternatives for material deemed objectionable by parent/student.***

If you do not approve of a specific resource listed in this syllabus, please make your request to me in writing and an alternative assignment and/or materials will be provided. The request should include your name, the child's name, the specific activity/materials in which you do not want your child to participate or to which you do not want them exposed, and the nature of your objection.

* **Safety Procedures**
  + Students will be given instruction in safety procedures when dealing with equipment in office settings. This instruction will include the viewing of a safety video, discussion, and a test over the material presented.
* **ASSESSMENT:**
* **Grading Policy**

**Grading Scale: Grade Components:**

A = 93 - 100 1. Daily assignments, Tests and Quizzes (75% of total grade)

B = 85 - 92 2. End–of-Course Test (25% of total grade)

C = 75 - 84

D = 70 - 74

F = Below 70

* **Assignments/Projects** 
  + Students must complete all assignments on their own. Cheating will be dealt with based on school policies set forth in the student handbook.
* **Make-Up Work Policy/Late Work Policy**
  + Students are responsible for checking for makeup work upon their return from an absence.
  + All work is to be completed at school, and must be completed in the grading period for which it was assigned.
* **Portal Post Policy** 
  + One way in which I am able to communicate with the student and parent is through Parent Portal. In order to give timely feedback, I will update grades at least once per week. Please be aware that at times our class has projects/units that might take more than one week to complete.

**GENERAL EXPECTATIONS:**

**Students:**

* + Students should arrive in the room before the tardy bell rings.
  + FOOD, DRINKS, AND/OR GUM ARE NOT ALLOWED IN THE ROOM.
  + Cell phones must be off and out of sight.
  + Students should treat the classroom equipment and furnishings with respect. The penalty for destruction of school property is detailed in the school handbook.
  + Students should stay on task; any disruption will be subject to disciplinary action.
  + Email (other than for instructional purposes), chat rooms, and games are not allowed.
  + STUDENTS WILL NOT BE ALLOWED TO USE THE COMPUTER FOR ANY REASON IF THEY CHOOSE TO NOT DO THEIR WORK.
  + All students must have a Computer User’s Form on file with the school (this form should have followed you from middle school).

**Teacher:**

* **Communication Strategy:**
* Planning Period: Third Block
* Phone Number: (865) 689-9130
* email: [leeanne.kepper@knoxschools.org](mailto:leeanne.kepper@knoxschools.org) (Email is the most efficient and easiest way to get in touch with me)
  + website: [**http://knoxschools.org/gibbshs**](http://knoxschools.org/gibbshs)
* **Make-Up/Tutoring:**
  + I am available for makeup/tutoring before or after school providing prior arrangements have been made. Students should see me at least one day prior to the day they wish to stay.