Department of Teaching & Learning
Parent/Student Course Information

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).

| 104 | 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.

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Produced by the Department of Media and Communications for the
Department of Teaching and Learning.
For further information please call (757) 263-1070.

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, 5-7, 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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VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

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