

## Wallenpaupack Area School District

### Wallenpaupack Area High School

**Course title:** Business Principles and Management

**Length of Course:** Full Semester – 1 credit

---

#### District Policies:

##### **Academic Integrity:**

Academic integrity is essential to the success of an educational community. Students are responsible for learning and upholding professional standards of research, writing, assessment, and ethics in their areas of study. Written or other work which students submit must be the product of their own efforts and must be consistent with appropriate standards of professional ethics. Academic dishonesty, which includes cheating, plagiarism, multiple submissions and other forms of dishonest or unethical behavior, is prohibited.

##### **Assessment:**

The goal of grading is to report student progress and achievement to the parents to strengthen the home-school connection. The grade should accurately reflect the student's performance in mastering the PA Standards and the WASD curriculum.

##### **Attendance:**

Regular school attendance is vitally important to academic success. Not only does attendance reinforce and enrich the learning process; it also establishes patterns and attitudes that will carry forward into adult work habits. Regular, consistent attendance is a prerequisite to successful school life. Children should be absent only in cases of illness or emergency.

#### Course Description:

Business Principles and Management includes how a business operates and is managed to be successful in our global economy. This course includes topics in the areas of business ownership, business management, human resource management, marketing, accounting, global business, ethics, and finance. This course is strongly recommended for students interested in pursuing careers in accounting, management, marketing or finance.

#### Pennsylvania State Standards:

##### *Science and Technology Education:*

**3.4.10.A1:** Illustrate how the development of technologies is often driven by profit and an economic market.

**3.4.10.B3:** Compare and contrast how a number of different factors, such as advertising, the strength of the economy, the goals of a company and the latest fads, contribute to shaping the design of and demand for various technologies.

##### *Business, Computer, and Information Technology Education:*

**15.2.12.A:** Analyze personal characteristics, talents, skills, abilities and career assessment results as related to career pathways, clusters, or occupations.

**15.2.12.D:** Analyze job tasks and responsibilities when working in a virtual versus a traditional work environment.

**15.2.12.G:** Analyze and complete an application (e.g., job, scholarship, financial aid, post-secondary) in a focused and effective manner.

**15.5.12.D:** Create a business plan using appropriate data to support the business concept.

**15.5.12.E:** Evaluate legal forms of business entities when considering entrepreneurship

**15.5.12.L:** Analyze an innovation/ business concept and develop a comprehensive business plan.

**15.8.12.B:** Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.

**15.8.12.G:** Analyze leadership skills necessary for leading at various management levels.

#### Course Objectives:

##### **Students will demonstrate the ability to:**

- Effectively identify the three major business activities.
- Determine how a business can improve effectiveness and efficiency using a case study.
- Define Gross Domestic Product and how it is used to determine a country's worth.
- Use the three major ethics questions to determine good business ethics.
- Compare and contrast several countries and their economic systems.
- Determine correct communication for leaders and managers.
- Recognize the vital parts of a business plan.

**Students will master the skills of:**

- Creating a code of ethics for a business.
- Developing a marketing plan using the 4 P's of marketing.
- Creating, developing, writing and revising a comprehensive business plan for a specific new business.
- Drafting a chronological or job specific resume.

**Major Activities to Support Course Objectives**

**Coursework:** Case studies, ethics in the news worksheets, business code of ethics, economic systems worksheet, marketing plan

**Business Plan:** Financial plan, executive summary, marketing plan, plan presentation.

**Career Unit:** Resume, cover letter, job applications

**Student Responsibilities:****Attendance expectations:**

Attendance is central to your success in this class. Due to the nature of this class, the coursework is completed during the class period; therefore, any absence will result in the student missing work which must be completed.

**Homework expectations:**

Homework is not assigned in this class. All work will be completed in class. However, if more time is needed to complete assignments, students will be required to complete the work at home or during after-school computer lab.

**Make-Up Work:** Students will be given one day for each day you are *excused* from class to turn in make-up work. All assignments and information can be found online or by asking the instructor. They will also receive a missing assignments form with all of the missing assignments, the due date, and your current grade. If you have any trouble completing the assignments please contact me BEFORE class begins for help.

**Late Work:** Any work that is turned in late will lose five (5) points for each day late. If the work is late more than five (5) days, the student will receive a grade of 0%.

**Assessment:****Grading Components:**

- Study Guides— Study Guides are used to organize lecture notes and text book material to increase your comprehension and memory of large amounts of information. Students will be required to complete a study guide for each chapter. Students will follow along with the lectures and complete the notes.
- Class work— Students are required to complete all activities inside of the classroom during the allotted time. Class work consists of worksheets, group projects, individual projects, and computer research. If students do not finish the assigned work during the given class time, they must make it up on their own time.
- Exams—Students should expect an exam at the end of every chapter. Exams will consist of objective, true/false, and matching questions as well as problem-based questions.
- Projects—Students will be assigned random projects based on the content learned. These projects will allow students to exhibit proficiency in skills obtained and learned information within the content area.

**Quarter Grades:**

Classwork (study guides, exercises, projects) = 50-60%

Tests and Quizzes = 50-40%

**Final Exam:**

Final exam is valued at 14% of the student's final average

**Content Pacing Guide:**

<b>Topic</b>	<b>Major Assignments</b>	<b>Estimated Time</b>
Chapter 1: Business and It's Environment	Study Guide, Productivity Article, Business case study,	8 blocks
Chapter 2: Social and Ethical Environment	Study Guide, Case summary, Ethics in the news project, Analyzing and create a business code of ethics	8 blocks
Chapter 3: Economic Environment of Business	Study Guide, Museum walk, Economic Systems project, Vocab in pictures	6 blocks
Chapter 4: Entrepreneurship	Study Guide, Home business worksheet, Business Plan	10 blocks
Chapter 5: Careers	Resume, Cover letter, Job application, Job Search packet	7 blocks
Chapter 6: Marketing	Study Guide, Marketing Plan	5 blocks
Chapter 7: Communication	Study Guide, Levels of communication worksheet	7 blocks
Final Project	Ethics case, marketing plan, resume	10 blocks