

Intro to Business: Management and Marketing

Stage 1 Desired Results

ESTABLISHED GOALS:	<i>Transfer</i>	
<u>Competencies:</u>	<i>Students will be able to independently use their learning to make informed management and marketing decisions.</i>	
<ul style="list-style-type: none"> ● <i>Students will demonstrate the ability to incorporate the skills of leading and managing in order to make successful business decisions.</i> ● <i>Students will demonstrate the ability to apply the marketing mix in developing a product in order to make informed decisions when purchasing personal items.</i> ● <i>Students will demonstrate the ability to apply the elements of business in order to develop a complete business plan.</i> ● <i>Students will demonstrate the ability to analyze and summarize text and integrate knowledge to make meaning of discipline-specific materials.</i> ● <i>Students will demonstrate the ability to produce coherent and supported writing in order to communicate effectively for a range of discipline-specific tasks, purposes, and audiences.</i> ● <i>Students will demonstrate the ability to speak purposefully and effectively by strategically making decisions about content, language use, and discourse style.</i> 	<i>Meaning</i>	
<u>Content Standards:</u>	<p>ENDURING UNDERSTANDINGS <i>Students will understand that...</i></p> <ul style="list-style-type: none"> ● the functions of management are influenced by internal and external factors. ● all businesses need planning, organizing, leading and controlling. ● marketing will determine how successful the business will be. ● businesses follow a well prepared business plan for successful decision making and sustainability. 	<p>ESSENTIAL QUESTIONS</p> <ul style="list-style-type: none"> ● Is a good leader always a good manager? ● What motive is there for management to operate a business in an ethical manner?
NBEA - National Business Education Association	<i>Acquisition</i>	
<ul style="list-style-type: none"> ● <u>NBEA Management 1:</u> Analyze the management functions and their implementation and integration within the business environment. ● <u>NBEA Management 2:</u> Analyze management theories and their application within the business environment. ● <u>NBEA Management 3:</u> Analyze the organization of a business. ● <u>NBEA Management 4:</u> Develop personal management skills to function effectively and efficiently in a business environment. ● <u>NBEA Management 5:</u> Examine the role of ethics and social responsibility in decision making. ● <u>NBEA Management 6:</u> Describe human resource functions and their importance to an organization's successful operation. ● <u>NBEA Management 7:</u> Describe the role of organized labor and its influence on government and business. 	<p><i>Students will know...</i></p> <ul style="list-style-type: none"> ● that there are four basic elements in managing a business. ● that planning is necessary for decision making, meeting goals and objectives and successfully preparing and following a business plan. ● that organizing revolves around resources, levels of management, types of business 	<p><i>Students will be skilled at...</i></p> <ul style="list-style-type: none"> ● <i>applying the four elements of management in business.</i> ● <u>planning:</u> <ul style="list-style-type: none"> ○ <i>Identifying the benefits of planning in the decision making process.</i> ○ <i>Analyzing possible outcomes of a decision.</i> ○ <i>Discussing and describing the</i>

- **NBEA Management 8:** Utilize information and technology tools to conduct business effectively and efficiently.
- **NBEA Management 9:** Analyze a business organization's competitive position within the industry.
- **NBEA Management 10:** Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.
- **NBEA Management 11:** Apply operations management principles and procedures to the design of an operations plan.
- **NBEA Marketing 1:** Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business and society.
- **NBEA Marketing 2:** Analyze the characteristics, motivations, and behaviors of consumers.
- **NBEA Marketing 4:** Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process and their role in positioning.
- **NBEA Marketing 5:** Describe the elements, design, and purposes of a marketing plan.
- **NBEA Marketing 6:** Analyze the role of marketing research in decision making.

- ownership, human resource planning and time management.
- that leading involves effective qualities and characteristics of an individual in order to motivate and achieve set goals and objectives.
 - that there is a difference between managing and leading.
 - that there are different management theories.
 - that organizations need to follow a code of ethics and be socially responsible.
 - that identifying customer needs and wants coupled with the marketing mix will produce a successful marketing plan.

vocabulary: planning, organizing, leading, controlling, decision making, mission/vision statements, business goals/objectives, business plan, business ownership, time management, human resources, motivation, management theories, ethical standards, social responsibility, customer needs and wants, marketing mix, and marketing plan.

importance of vision, mission, goals and objectives set within the context of the business environment.

- *Preparing and analyzing a business plan*

- **organizing:**

- *Explaining the importance of organizing resources in business.*
- *Defining and providing examples of the basic forms of levels of management and business ownership.*
- *Identifying the importance of time management.*
- *Defining human resource planning.*

- **leading:**

- *Explaining and identifying management functions, leaders and the qualities that make them effective.*
- *Discussing the importance of motivation in leadership.*
- *Differentiating between leading and managing.*
- *Identifying and discussing the evolution of management theories*

- **controlling:**

- *Explaining the management function of controlling.*
- *Explaining the importance of ethical standards in conducting business.*
- *Identifying ways in which an organization demonstrates social responsibility.*
- *Describing how technology is used and how technological tools accomplish goals.*

- **Marketing:**

		<ul style="list-style-type: none"> ○ <i>Identifying customer needs and reasons why customers return to the same business.</i> ○ <i>Recognizing how the elements of the marketing mix create an image of personality for a product or company.</i> ○ <i>Describing how consumer differences shape wants and needs.</i> ○ <i>Explaining why the marketing plan is essential in the business plan.</i>
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Content Area Literacy Standards	21st Century Skills
<p>CCSS.ELA-LITERACY.RST.11-12.7 Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.</p> <p>CCSS.ELA-LITERACY.RST.11-12.9 Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible.</p> <p>WHST.11-12.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.</p> <p>WHST.11-12.7 Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</p>	<ul style="list-style-type: none"> ● <i>Solve Problems</i> ● <i>Make ethical judgments and decisions</i> ● <i>Access and evaluate information</i> ● <i>Implement innovations</i>

Stage 2 - Evidence	
Evaluative Criteria	Assessment Evidence
	PERFORMANCE TASK(S):
	OTHER EVIDENCE:

Stage 3 – Learning Plan

Summary of Key Learning Events and Instruction

<i>Science Integration</i>	<i>College, Career, and Civic Life Integration</i>	<i>Technology Integration</i>
<i>District Materials</i>	<i>Distance Learning/Field Trips</i>	<i>Technology Resources</i>