DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Management   Course Code: 040011/034305   CIP Code: 52.0701/52.0101

COURSE INTRODUCTION:
An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.

Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.

This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.

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UNIT DESCRIPTION:	SUGGESTED UNIT TIMELINE: 3 DAYS
Students will learn operational accountability and responsibility of managers in business.	CLASS PERIOD (min.): 50 MINUTES

ESSENTIAL QUESTIONS:

1. What are similarities and differences between a leader and manager?
2. What role does accountability and responsibility play in management? In leadership?
3. Why is an operational plan important to the success of a business?
4. What factors impact human resource management (laws, policy and procedure, compensation)?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES	Entrepreneurship Education Standards	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	National Business Education Standards	DOK
1. Recognize others' efforts	B.06			RST 11-12.9	Comm. III. F. 3A	1
2. Lead others using positive statements	B.07			WHST 11-12.2b	Comm. III. C. 3G	2
3. Develop team spirit	B.08			WHST 11-12.6	Mgmt. I. B. 3A	2
4. Enlist others in working towards a shared vision	B.09			SL 11-12.1b	Mgmt. I. A. 3A	2
5. Share authority, when appropriate	B.10			RST 11-12.2	Mgmt. I. B. 3D	2

GRADE LEVEL/UNIT TITLE: 11-12/Management   Course Code: 040011/034305   CIP Code: 52.0701/52.0101

6. Value diversity	B.11			RST 11-12.4	Comm. I. B. 3A	**2**
7. Maintain positive attitude	B.17			RST 11-12.4	Comm. I. B. 3G	**1**
8. Demonstrate interest and enthusiasm	B.18			SL 11-12.1a	Comm. III. C. 3J	**2**
9. Make decisions	B.19			WHST 11-12.2a	Mgmt. III. C. 3D	**3**
10. Develop an orientation to change	B.20			WHST 11-12.2d	Car Devp. I. B. 3B	**2**
11. Demonstrate problem-solving skills	B.21			SL 11-12.1b	Comm. III. B. 3G	**2**
12. Assess risks	B.22			RST 11-12.4	Entre. I. C. 3B	**4**
13. Assume personal responsibility for decisions	B.23			W 11-12.1b	Mgmt. I. D. 3A	**2**
14. Use time-management principles	B.24			WHST 11-12.6	Comm. II. A. 3D	**1**
15. Develop tolerance for ambiguity	B.25			SL 11-12.1a	Mgmt. IV. B. 3B	**2**
16. Use feedback for personal growth	B.26			SL 11-12.1b	Mgmt. I. D. 3B	**2**
17. Demonstrate creativity	B.27			SL 11-12.1c	Entre. II. C. 3A	**2**
18. Set personal goals	B.28			RST 11-12.3	Comm. III. C. 3I	**2**
19. Explain the concept of human resource management	C.15			RST 11-12.5	Mgmt. VI. A. 3A	**2**
20. Treat other fairly at work	D.23			SL 11-12.1b	Car. Devp. III. B. 3C	**2**
21. Develop cultural sensitivity	D.24			WHST 11-12.2b	Comm. I. D. 3C	**3**

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22. Foster positive working relationships	D.25			SL 11-12.1c	Car. Devp. III. A. 3B	2
23. Participate as a team memeber	D.26			SL 11-12.1b	Entre. VI. C. 3E	2
24. Explain the rights of workers	H.03			RST 11-12.5	Mgmt. VII. 3B	2
25. Develop a personal organizational plan	J.01			RST 11-12.3	Mgmt. III. C. 3B	3
26. Develop job descriptions	J.02			WHST 11-12.2a	Entre. VI. B. 3C	2
27. Develop compensation plan/incentive systems	J.03			WHST 11-12.6	Mgmt. VI. C. 3A	3
28. Organize work/projects for others	J.04			SL 11-12.1b	Entre. VI. C. 3C	2
29. Delegate responsibility for job tasks	J.05			SL 11-12.1b	Mgmt. IV. E. 3B	3
30. Determine hiring needs	J.06			WHST 11-12.1a	Comm. III. F. 3P	3
31. Recruit, interview, and hire new employees	J.07			SL 11-12.1c	Comm. III. F. 3F	3
32. Screen job applications/resumes	J.08			RST 11-12.6	Comm. III. F. 3M	3
33. Negotiate new-hire's salary/pay	J.11			SL 11-12.4	Mgmt. VI. B. 3B	3
34. Dismiss/Fire employee	J.12			SL 11-12.4	Mgmt. VI. F. 3B	3
35. Orient new employee (management's role)	J.13			SL 11-12.1a	Mgmt. VI. C. 3A	3
36. Conduct training class/program	J.14			SL 11-12.4	Mgmt. VI. C. 3B.	4
37. Coach employees	J.15			SL 11-12.4	Mgmt. VI. C. 3A	4

GRADE LEVEL/UNIT TITLE: 11-12/Management   Course Code: 040011/034305   CIP Code: 52.0701/52.0101

38. Exhibit leadership skills	J.16			SL 11-12.1a	Mgmt. I. C. 3C	**3**
39. Encourage team building	J.17			SL 11-121b	Entre. VI. C. 3D	**3**
40. Recognize/reward employees	J.18			SL 11-12.5	Mgmt. VI. E. 3B	**3**
41. Handle employee complaints/grievances	J.19			SL 11-12.1c	Comm. II. B. 3F	**4**
42. Ensure equitable opportunities for employees	J.20			WHST 11-12.1b	Mgmt. IV. E. 3A	**3**
43. Build organizational culture	J.21			RST 11-12.2	Mgmt. V. A. 3A	**4**
44. Assess employee morale	J.22			RST 11-12.4	Mgmt. VI. A. 3B	**4**
45. Provide feedback on work efforts	J.23			SL 11-12.2	Mgmt. VI. D. 3A	**4**
46. Assess employee performance	J.24			SL 11-12.4	Mgmt. VI. D. 3B	**4**
47. Take remedial action with employee	J.25			SL 11-12.4	Mgmt. VI. D. 3C	**4**
48. Conduct exit interviews	J.26			WHST 11-12.6	Comm. III. F. 3T	**2**

ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)

Rubric for What type of business ownership is right for you? Lesson

*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)

Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)

11 13-18	1. Lecture, independent learning, cooperative learning
1-37 44-48	2. Independent Learning
Obj. #	**INSTRUCTIONAL ACTIVITIES: (What Students Do)**
11 13-18	1. Students research different types of businesses and how to get a business started at http://www.myownbusiness.org/. Students create a board game about business ownership.
1-37 44-48	2. Students will complete Challenges in Management Webquest: http://www.questgarden.com/73/38/8/081116152334/index.htm

UNIT RESOURCES: (include internet addresses for linking)

Help Wanted; The hiring process Webquest - http://www.questgarden.com/100/51/2/100413181131/

Resources @ MCCE:

BE 11.0111 U3A - Getting Together: Icebreakers and Group Energizers
Lorraine L. Ukens
SAN FRANCISCO, CA, JOSSEY-BASS/PFEIFFER, 1997.
BOOK — Designed to be fun and energizing, the activities help people overcome the initial anxiety common among new acquaintances or in group situations.

BE 11.0111 U3B - Working Together: 55 Team Games
Lorraine L. Ukens
SAN FRANCISCO, CA, JOSSEY-BASS/PFEIFFER, 1997.
BOOK — Provide lessons in determination, teamwork, and planning. Games are categorized into one of these topics: change, communication, conflict resolution, data analysis, decision making, leadership, perception, problem solving, strategic planning and time pressure.

BE 12.0000 B45 - 202 Great Resumes
Jay A. Block and Michael Betrus
NEW YORK, NY, MCGRAW-HILL, 2004.
BOOK — This comprehensive resume guide offers tips, strategies, and real-world examples needed for resume writing. Contains traditional formats and new cutting-edge styles. This guide includes: Ways to research a company to uncover their needs; How to get in the door, to

network, and get exposed to the hiring managers; Methods to articulate your value to hiring managers; and street-smart tips to help job-search, negotiate salary, interview, and much more.

BE 12.0000 D24 - 24 Hours to the Perfect Interview
Matthew J. Deluca and Nanette F. Deluca
NEW YORK, NY, MCGRAW-HILL, 2004.
BOOK — The authors provide a system that takes the reader step-by-step through pre-interview preparation. . Included are: End-of-chapter checklists and insider's tips; Putting together a professional look; Gathering important documents; Researching the company; Preparing responses to difficult questions; and Brainstorming stories that illustrate experience.

BE CD ROM 18 - The Resume Resource: Creating the Perfect Resume
Jaguar Educational
CHARLESTON, WV, JAGUAR EDUCATIONAL, 2004.
CD ROM — A comprehensive reference that includes tutorials, expert advice, and practice tests, as well as sample resumes and cover letters. Topics range from the general (History and Purpose of Resumes, Main Types of Resumes) to the specific (7 Musts of Cover Letters, Presenting Your Portfolio. Requires Windows 95 or higher.

BE DVD ROM 20.1 - Dude, I Need to Find a Job
TMW Media Group
VENICE, CA, TMW MEDIA GROUP, 2004.
DVD ROM — This program takes job hunters through the entire job hunting process including how to seek out jobs that match their personalities, script out phone calls, build resumes and answer interview questions like a pro. This informative, engaging and humorous live action program (supplemented with on-screen graphics) demonstrates the critical steps necessary to find a job. Includes Job Hunter's Guide. 16 minutes.

BE DVD ROM 22 - Interview to Win Your First Job
JIST Works
INDIANAPOLIS, IN, JIST WORKS, 2005.
DVD ROM — This program shows a variety of mock interviews that allow students and first-time job seekers to master the primary aspects of interviewing. High School and Post Secondary. 32 minutes.

BE DVD ROM 23 - Common Mistakes People Make in Interviews
Cambridge Educational

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LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2003.
DVD ROM — An informative and effective program that helps job seekers anticipate what employers are looking for. Using a wrong way/right way format, the video illustrates the things to do and not to do in an interview. A teacher's guide. 25 minutes

BE DVD ROM 27 - Your Resume: First They Must See You in Writing!
LINX Educational
JACKSONVILLE BEACH, FL, LINX EDUCATIONAL, 2003.
DVD ROM — This video helps viewers choose the right action words and phrases to design effective resumes. It includes outlines for the following formats: chronological, functional, and combination, and when each is appropriate. It also has special signs for sending electronic resumes that will get read, not deleted! A segment on cover letters gives specifics on ways to tailor the letter using the right words and phrases so that the employer moves on to your resume. Grades 8 thru adult. 22 minutes

BE VIDEO 149 - Common Mistakes People Make in Interviews
Cambridge Educational
LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2003.
VIDEO — An informative and effective program that helps job seekers anticipate what employers are looking for. Using a wrong way/right way format, the video illustrates the things to do and not to do in an interview. A teacher's guide. 25 minutes

BE VIDEO 27 - Make a Good First Impression
JIST Works
INDIANAPOLIS, IN, JIST PUBLISHING, 2003.
VIDEO — There are many traits that tend to create a positive impression during an interview, traits that are within control of the job seeker. This video uses a humorous, clever story line to convey both the traits and ways to make improvements. High School to Adult. 29 minutes.

BE VIDEO 32 - Who Would You Hire?
C.W. Publications
STERLING, IL, C.W. PUBLICATIONS, 2003.
VIDEO — The "dos" and "don'ts" of interviewing are demonstrated through six less-than-perfect interviewees. Viewers evaluate and decide who Ms. Baker should hire as a sales representative at her travel agency. This program is full of great examples for those just beginning or making a re-entry into the world of work. 25 minutes.

BE VIDEO 59 - Portfolio Resume Series: Defining & Developing Your Portfolio
Cambridge Educational

LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2002.
VIDEO — Learn how to develop and design your portfolio.

MCE CD ROM 10 - Managing People
CEV Multimedia
LUBBOCK, TX, CEV MULTIMEDIA, 2005.
Microsoft® PowerPoint® — The ability to effectively manage employees is highly prized. This Microsoft® PowerPoint® presentation explores the important roles involved in human resource management, and the traits which constitute a good manager. Multiple management strategies and theories are also presented and analyzed. 70 slides. Requirements: Adobe® Acrobat® Reader®, Win 2000/SP/Vista, MAC OSX

MCE DVD ROM 46 - Intro To Leadership: Key Skills to Being a Leader
Linx Educational
JACKSONVILLE BEACH, FL, LINX EDUCATIONAL, 2007.
DVD ROM — This program explores different kinds of leaders and the qualities that make them great. Provides viewers with practical tips for everyday leadership. 20 minutes.

MCE DVD ROM 46.3 - Be Prepared to Lead
Kantola Productions
MILL VALLEY, CA, KANTOLA PRODUCTIONS, 2005.
DVD ROM — This program defines four distinct management approaches, and helps the viewer see which style individuals tend to instinctively fall back on when the going gets tough. It then describes which employees respond best to the different methods, and explains how a leader can modify their natural approach, using the other techniques as needed to achieve better outcomes. Learn how to: Recognize leadership potential; Build leadership traits; Earn the trust of a team; Build vision and communication skills; Recognize leadership errors; Develop a personal leadership style. 27 minutes.