



Course Outline:

Personal Development

1. People Skills - Students will understand how strong interpersonal skills for the workplace are necessary because they enable one to understand the people with whom they are working, communicate effectively, and ultimately create professional relationships that are crucial to their future occupation.
2. Professional Etiquette – Students will demonstrate appropriate professional etiquette for the workplace and an appreciation of global/international cultural influence on etiquette.
3. Time Management – Students will explore strategies for effective time management.
 - a. Understand what types of time wasters exist in your environment and identify ways to eliminate them
 - b. Distinguish between time wasters and legitimate job-related tasks.
 - c. Explain the difference between tasks, which need to be done and tasks, which are unnecessary.
 - d. Set priorities and understand techniques for sticking to them.
 - e. Decide which type of time management tools are best suited for specific needs.
 - f. Explore the advantages of having control over both work and home life.
4. Personal Finances - students will prepare a personal budget using an excel spreadsheet to organize finances.
5. Goal Planning - Students will learn how to set SMART goals (Specific, Measurable, Attainable, Relevant and Targeted). Students will then apply Smart goal planning skills outlining business, personal, and educational goals.
6. Ethics – Students will master the competency of:
 - a. Understanding the link between business ethics and social responsibility
 - b. Examine the foundations and evolution of business ethics
 - c. Gain insight into the extent of ethical misconduct in the workplace and the pressures for unethical behavior
 - d. Understand why business ethics initiatives are needed in both small and large organizations
 - e. Gain an appreciation of culture as a factor in global/international business ethics
7. Community Involvement – Students will explore a myriad of channels for volunteerism and community involvement for the purpose of:
 - a. Enhanced reputation.
 - b. Improved stakeholder relations.
 - c. Building credibility and trust.
 - d. Demonstrating core competencies and innovation potential.
 - e. Exercising leadership.
 - f. Enhanced brand image and preference, strengthened brand value.
 - g. Increased customer purchase intentions, retention, and loyalty.

- h. Improved employee attraction/retention.
- i. Expansion to new growth markets.
- j. Creating a distinct niche for your company.
- k. Contributing to long-term value creation for the company.
- l. Development of networking infrastructure.
- m. Personal development.

Business Practices and Career Planning

1. Business portfolio.
 - a. Career search summary.
 - b. Business portfolio – including resume, application, list of professional references, cover letter and thank you letter.
 - c. Demonstrate dress for success by coming to school dressed for a mock interview.

Business in the Global Economy

1. Needs and wants.
 - a. Research on economics references in pop culture.
 - b. Create a presentation/poster about your specific needs versus your wants
 - c. Create an advertisement that demonstrates the paradox of value concepts
2. Economic resources and systems.
 - a. Diagram the economic resources required to produce your favorite goods.
 - b. Research a historical event/period that illustrates how economic conditions affected individuals/populations
3. Current economic activity
 - a. Examine why businesses exist.
 - b. What is the role of business within a global economy?
4. Social responsibility
 - a. Debate pros and cons of free trade vs. government regulation of international trade.
 - b. Explain comparative advantage of international trade.

Entrepreneurship and Business Structures

1. Entrepreneur
 - a. Create a list of questions to ask an entrepreneur or business owner
 - b. Make an oral presentation about a local small business owner
2. Different legal forms of structuring a business
 - a. Compare and contrast the advantages and disadvantages of the different forms of business structures
 - b. Create a time line that illustrates the evolution of a business structure
3. Business leaders and innovators
 - a. Create a list of the top ten business leaders / innovators of all time
 - b. Direct, edit and produce a video that promotes the accomplishments and work of your favorite business leader from history.

Business and Technology

1. Identify the types of social media and web design technology used to appropriately create a professional online presence.
2. Design a website to house your digital portfolio (based on your business portfolio). Include job-search documents and digital work samples.

3. Identify and develop proficiency in computer applications that are important in most workplaces.
4. Develop an action plan for businesses to use technology for improved productivity and profitability

Management and Leadership

1. Leadership techniques
 - a. Analyze the leadership techniques displayed in case studies.
 - b. Assess the strength of the leadership and the satisfaction of the employees/members.
 - c. Research and create a leadership manifesto on the characteristics of an effective leader.
2. Management techniques
 - a. Cite examples of why a worker should adjust to different management styles.
 - b. Demonstrate the ability to use supervisory and delegation skills.
 - c. Describe the importance of management's responsibility for a safe workplace.
 - d. Construct an ethical behavior guideline for effective management

Human Resources

1. Research different careers you are interested in using the BLS Occupational Outlook Handbook (OOH), noting industry trends and projections.
2. Create a hybrid employee performance evaluation form for a job after reviewing sample employee performance evaluation forms.
3. Design skits to demonstrate workplace conflict scenarios, and the proper way to resolve them. Explain the challenges that human resource managers face in resolving employee problems.
4. Describe how organizational or corporate culture develop, and how does it affect the people who work at an organization

Marketing

1. Design a product or service and create a marketing plan using the marketing mix (4 P's).
2. Create a video commercial for a product of your design.
3. Conduct market research to gauge interest for proposed product.
4. Analyze how the same products are marketed differently in different countries/markets.
5. Produce an elevator pitch for yourself or a product you've designed. It should be polished and delivered in one minute or less.

Financial Management

1. Create a list of personal assets and liabilities.
2. Analyze sample paystubs
3. Use a spreadsheet or accounting software to create a personal budget.
4. Compare and interpret financial reports for internal and external use to analyze risk and return to make business decisions.