Business Management & Administration - Finance Career Clusters
Foundations of Business Management (MS-BMF-FBM)
Course Number: 07.08400

Course Description: This course will provide an exploratory foundation in business management operations. It is designed to be taught in a 9-week rotation in 45-minute daily classes. Standards should be taught in the order presented with the exception of Standards 1 and 9 being embedded standards with ongoing learning regarding employability skills, career investigation, and career-technical leadership opportunities. Through integrated instructional activities, students will have opportunities to apply employability skills and to research possible career options in the business management area. They will also complete many hands-on activities to build a strong foundation in integrated software applications and standard office procedures. Capstone projects should be incorporated at the completion of all standards as time allows. Keyboarding is now included at the elementary level in the GaDOE K-12 Computer Science standards. Students who successfully complete this course will be prepared for the following pathways upon entering high school: Entrepreneurship, International Business, and Human Resources Management. This course may be taught in 6th, 7th, or 8th grade but is recommended for 7th or 8th grade.

Course Standard 1
MS-BMF-FBM-1

Demonstrate employability skills required by business and industry.
The following elements should be integrated throughout the content of this course.

<table>
<thead>
<tr>
<th>Person-to-Person Etiquette</th>
<th>Telephone and Email Etiquette</th>
<th>Communicating at Work</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interacting with Your Boss</td>
<td>Telephone Conversations</td>
<td>Improving Communication Skills</td>
<td>Reasons, Benefits, and Barriers</td>
</tr>
<tr>
<td>Interacting with Subordinates</td>
<td>Barriers to Phone conversations</td>
<td>Effective Oral Communication</td>
<td>Listening Strategies</td>
</tr>
<tr>
<td>Interacting with Co-workers</td>
<td>Making and Returning Calls</td>
<td>Effective Written Communication</td>
<td>Ways We Filter What We Hear</td>
</tr>
</tbody>
</table>

- **Effective Nonverbal Skills**
- **Developing a Listening Attitude**
- **Effective Word Use**
- **Show You Are Listening**
- **Giving and Receiving Feedback**
- **Asking Questions**
- **Obtaining Feedback**
- **Getting Others to Listen**

<table>
<thead>
<tr>
<th>Nonverbal Communication</th>
<th>Written Communication</th>
<th>Speaking</th>
<th>Applications and Effective Résumés</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicating Nonverbally</td>
<td>Writing Documents</td>
<td>Using Language Carefully</td>
<td>Completing a Job Application</td>
</tr>
<tr>
<td>Reading Body Language and mixed Messages</td>
<td></td>
<td>One-on-One Conversations</td>
<td>Writing a Cover Letter</td>
</tr>
</tbody>
</table>
Matching Verbal and Nonverbal Communication | Small Group Communication | Things to Include in a Résumé
---|---|---
Improving Nonverbal Indicators | Large Group Communication | Terms to Use in a Résumé
Nonverbal Feedback | Making Speeches | Organizing Your Résumé
Showing Confidence Nonverbally | Answering Questions | Writing an Electronic Résumé
Showing Assertiveness | Visual and Media Aids | Errors in Presentation

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

<table>
<thead>
<tr>
<th>Teamwork and Problem Solving</th>
<th>Meeting Etiquette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Creatively</td>
<td>Preparation and Participation in Meetings</td>
</tr>
<tr>
<td>Taking Risks</td>
<td>Conducting Two-Person or Large Group Meetings</td>
</tr>
<tr>
<td>Building Team Communication</td>
<td>Inviting and Introducing Speakers</td>
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<td></td>
<td>Preparing Visual Aids</td>
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</tbody>
</table>

1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.

a. Investigate educational requirements, job responsibilities, employment trends, and opportunities within the national career clusters using credible sources.

<table>
<thead>
<tr>
<th>Problem Solving</th>
<th>Customer Service</th>
<th>The Application Process</th>
<th>Interviewing Skills</th>
<th>Finding the Right Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferable Job Skills</td>
<td>Gaining Trust and Interacting with Customers</td>
<td>Providing Information, Accuracy and Double Checking</td>
<td>Preparing for an Interview</td>
<td>Locating Jobs and Networking</td>
</tr>
<tr>
<td>Becoming a Problem Solver</td>
<td>Learning and Giving Customers What They Want</td>
<td>Online Application Process</td>
<td>Questions to Ask in an Interview</td>
<td>Job Shopping Online</td>
</tr>
<tr>
<td>Identifying a Problem</td>
<td>Keeping Customers Coming Back</td>
<td>Following Up After Submitting an Application</td>
<td>Things to Include in a Career Portfolio</td>
<td>Job Search Websites</td>
</tr>
<tr>
<td>Becoming a Critical Thinker</td>
<td>Seeing the Customer’s Point</td>
<td>Effective Résumés:</td>
<td>Traits Employers are Seeking</td>
<td>Staying Motivated to Search</td>
</tr>
<tr>
<td></td>
<td>Selling Yourself and the Company</td>
<td>Matching Your Talents to a Job</td>
<td>Considerations Before Taking a Job</td>
<td></td>
</tr>
<tr>
<td></td>
<td>When a Résumé Should be Used</td>
<td></td>
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</tr>
</tbody>
</table>

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

<table>
<thead>
<tr>
<th>Workplace Ethics</th>
<th>Personal Characteristics</th>
<th>Employer Expectations</th>
<th>Business Etiquette</th>
<th>Communicating at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Good Work Ethic</td>
<td>Demonstrating a Good Attitude</td>
<td>Behaviors Employers Expect</td>
<td>Language and Behavior</td>
<td>Handling Anger</td>
</tr>
<tr>
<td>Behaving Appropriately</td>
<td>Gaining and Showing Respect</td>
<td>Objectionable Behaviors</td>
<td>Keeping Information Confidential</td>
<td>Dealing with Difficult Coworkers</td>
</tr>
<tr>
<td>Maintaining Honesty</td>
<td>Demonstrating Responsibility</td>
<td>Establishing Credibility</td>
<td>Avoiding Gossip</td>
<td>Dealing with a Difficult Boss</td>
</tr>
</tbody>
</table>
### Course Standard 2

**MS-BMF-FBM-2**

**Understand the opportunities and nature of business, the role of an entrepreneur, and the subset of skills most commonly required of an entrepreneur.**

2.1 Explain the significance of solving problems as it relates to filling a need in an open and free market place.
2.2 Compare and contrast the roles within an organization of an employee and an entrepreneur, using examples of local entrepreneurs and well-known entrepreneurs.

2.3 Predict the consequences of a business that does not have a unique niche among local and global competitors, using examples of success and failure in the local community and/or globally.

2.4 Connect entrepreneurial mindset traits, such as persistence, passion, creativity, work ethic, and lifelong learning to successful entrepreneurs.

2.5 Explore the impact of the global economy on entrepreneurs that offer services and products locally and worldwide.
   a. Research successful entrepreneurs, including those with disabilities, including OCD, ADHD, bi-polar disorder, autism, and others.

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**Course Standard 3**

**Demonstrate effective ways to present ideas to others regarding business opportunities.**

3.1 Practice useful ways to demonstrate the importance of professional reading, writing, listening, and speaking skills with both customers and employees as the intended audience.

3.2 Explain the importance of interpreting and demonstrating non-verbal communication skills with customers and employees, including the use of graphs, diagrams, flow-charts, and other visual aids to respect national and international business cultures.

3.3 Identify and demonstrate effective active listening and speaking skills using appropriate techniques utilized by professional speakers.

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**Course Standard 4**

**MS-BMF-FBM-4**

**Understand basic business ideas that affect fundamental business decisions such as the feasibility of a business and its legal form of business ownership.**

4.1 Assess the feasibility of a business opportunity by researching local market needs.

4.2 Discuss methods for making sound business decisions.

4.3 Compare and contrast legal forms of business ownership (sole proprietorship, partnership, limited liability corporation, and corporation).

4.4 Compare and contrast intellectual property in the following areas--copyright, trademark, and patents--as it relates to products and branding development.

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**Course Standard 5**

**MS-BMF-FBM-5**

**Understand and apply basic economic principles and concepts that are fundamental to entrepreneurship.**

5.1 Explain the factors of economic production--land, labor, capital, and entrepreneurship--and the part each plays in starting a business.

5.2 Compare a business that produces goods versus one that provides services.

5.3 Demonstrate the effect of the law of supply and demand as it relates to price for a product or service.

5.4 Explain how competition affects economic decisions in a market economy both locally and globally.

5.5 Examine the typical timeline from starting a business to its breakeven (B/E) point, including what factors have to be in place for B/E to occur and what the business must do to survive until it reaches that point.

5.6 Explore scarcity and opportunity costs as they relate to business ownership.
Course Standard 6
MS-BMF-FBM-6
Determine how to identify, reach, and retain customers in a specific target market using a marketing plan.
6.1 Explore the importance of performing market research.
6.2 Define and determine a target market for a specific product or service.
6.3 Develop and explain the marketing mix for a company’s product or service (Product, Place, Price, and Promotion.
6.4 Create an advertising campaign to promote a business product or service using a variety of tools.

Course Standard 7
MS-BMF-FBM-7
Understand the financial needs to start and maintain a healthy business venture.
7.1 Define profit, loss, break-even, assets, and liabilities (including monthly expenses).
7.2 Investigate different ways to raise capital for a business (crowdfunding sources, loans, savings, etc.).
7.3 Calculate cost per unit for a product or service and determine retail price.
7.4 Distinguish between start-up and operating costs for a business.
7.5 Analyze a Balance Sheet and Income Statement.

Course Standard 8
MS-BMF-FBM-8
Manage and operate a real business or simulate the operation and management of a business.
8.1 Create a business model canvas (business plan canvas).
     a. Identify key partners, key activities, key resources, value proposition, market and customer segments, customer relations, channels, cost structure, and revenue stream and pricing model.
8.2 Implement a plan to start and operate a business.
     a. Include business goals, action steps, and branding such as a logo and slogan.
8.3 Understand the importance of having a mentor or expert advice for a business.
8.4 Write and give a short elevator type pitch for a business idea.

Course Standard 9
MS-BMF-FBM-9
Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, and competitive events.
9.1 Research the history of Future Business Leaders of America (FBLA).
9.2 Discuss the mission, purpose, motto, colors, official dress, and other distinguishing characteristics of FBLA.
9.3 Explain how participation in FBLA can promote lifelong responsibility for community service, professional growth, and development.
9.4 Create a personal leadership plan to participate in programs, conferences, community service, and competitive events on the local, state, and national level that align with the competencies, skills, and knowledge of this course.