

**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.

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

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

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages		One-on-One Conversations	Writing a Cover Letter

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.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Preparing Visual Aids

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.

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

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

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss

Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
Use Technology Ethically & Efficiently	Expressing Yourself on a Team	Staying Organized
Interact Appropriately in a Digital World	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Behavior at Conventions		Proper Use of Cell Phone	Using Good Posture
Working in a Cubicle		Proper Use in Texting	Presenting Yourself to Associates
			Accepting Criticism
			Demonstrating Leadership

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.

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.

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.

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.