

## □ BUSINESS CORPORATE MANAGEMENT

### **Course Description:**

Business Corporate Management is a full-year course. Course coverage includes business operations and management, accounting and financial management, marketing, use of business related technology, decision-making, insuring a business, social responsibility, and business ethics. Students will learn how to create and run several types of businesses such a privately-owned business and franchises.

### **Textbooks:**

Entrepreneurship: Ideas in Action. 3rd Edition, Cynthia L. Greene. Thomson Learning:  
Mason, Ohio. Copyright: 2006.

Century 21 South – Western Accounting: Multicolumn Journal (First Year Course), 8th Edition

### **Content:**

- 1) Should You Become an Entrepreneur?
    - a. Entrepreneurs: present and past
    - b. Is Entrepreneurship right for you
    - c. Identify business opportunities and set goals
  - 2) What Skills Do Entrepreneurs Need?
    - a. Communication skills
    - b. Math skills
    - c. Problem-Solving skills
  - 3) Entrepreneurs in a Market Economy
    - a. What is an Economy?
    - b. The concept of cost
    - c. Government in a market economy
  - 4) Select a Type of Ownership
    - a. Run an existing business
    - b. Own a franchise or start a business
    - c. Choose the legal form of your business
  - 5) Developing a Business Plan.
    - a. Why do you need a business plan
    - b. What goes into a business plan
    - c. Create an effective business plan
- \*\*\*Students will create a comprehensive business plan by the end of the book.\*\*\*
- 6) Identify and Meet a Market Need
    - a. The value of market research
    - b. How to perform market research
    - c. Identify your competition
  - 7) Finance, Protect, and Insure Your Business
    - a. Put together a financial plan
    - b. Obtain financing for your business

- c. Protect your business
- d. Insure your business
- 8) Locate and Set up for Business
  - a. Choose a retail business location
  - b. Choose a location for a non-retail business
  - c. Obtain space and design the physical layout
  - d. Purchase equipment, supplies, and inventory
- 9) Market Your Business
  - a. The marketing mix-product, place, price, and promotion
  - b. The marketing mix-promotion
  - c. Set marketing goals
- 10) Hire and Manage a Staff
  - a. Hire employees
  - b. Create a compensation package
  - c. Manage your staff
- 11) Record Keeping and Accounting
  - a. Set up a record-keeping system
  - b. Understand basic accounting
  - c. Track your inventory
- 12) Financial Management
  - a. Manage your cash flow
  - b. Analyze your financial performance
  - c. Hire experts
- 13) Use technology
  - a. Technology and your business
  - b. Learn about the internet
  - c. Purchase technology
- 14) Meet your legal, ethical, and social obligations
  - a. Understand your legal requirements
  - b. Ethical issues in business
  - c. Meet your social responsibilities
- 15) Growth in Today's Marketplace
  - a. Develop a strategy for growth
  - b. Global trends and opportunities
  - c. Culture and business

**Materials Provided by the Student:**

- 1. 1 inch 3 ring binder
- 2. dividers

**Grading:**

The approved grade scale will be used to determine the report card grade. Grades are calculated on a point basis. Grades will equal Total Points Earned/Total Points Available.

Test	100pts each
Quizzes	20pts each
Classwork/Homework	10pts each
Portfolio Items	20pts each

**Grading Scale:** (expressed as a percentage of the total points earned during the semester)

- A 100 – 93
- B 92 – 85
- C 84 – 77
- D 76 – 70
- F below 69 percent

**Class Participation:**

All students will have the opportunity to participate as a member in Business Professionals of America and DECA. As a member, students will participate in a variety of individual, chapter, and statewide activities.

**Work Presentation**

Student will be expected to present neatly and include their name, period, date and title of assignment. Student will be provided format guides for most assignments.

**Career and Technical Student Organization Involvement and Activities:** The CTSOs for this pathway DECA and Business Professionals of America (BPA). The activities at the state and national level will expose the students to retail and commercial business, operations, credit cards, business soft skills, as well as, business law. Competitive events will be through the state and national BPA and DECA conferences.

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