

YOSEMITE REGIONAL OCCUPATIONAL PROGRAM

BUSINESS MANAGEMENT (SMALL BUSINESS OWNERSHIP & MANAGEMENT)

CBEDS Code: 4125

<u>JOB TITLES</u>	<u>DOT NO.</u>
Manager, Customer Services	187.167-082
Manager, Department	299.137-010
Manager, Department Store	185.117-010
Manager, Merchandise	185.167-034
Manager, Retail Store	185.167-046
Manager, Sales	163.167-018

Course description:

Students will learn the techniques & strategies of business ownership & management, with emphasis placed on the operation of a small business. The course includes information on marketing, personnel management, financial management, franchising opportunities, & economic conditions affecting business management. This course offers an excellent introduction to marketing & management for students interested in a career in management. Business simulation & employment opportunities are included in this course. Students may also participate in co-operative vocational education.

Recommended Prerequisites:

DURATION: 360 hours

CREDIT: 10 Units

MEETS GRADUATION REQUIREMENTS IN: Practical Arts (MCS)

REQUIRED FOR GRADUATION: No

SCHOOLS OFFERED: Modesto, Turlock

MEETS UNIVERSITY OF CALIFORNIA ENTRANCE REQUIREMENTS:

MEETS CALIFORNIA STATE UNIVERSITY REQUIREMENTS:

ARTICULATED WITH POSTSECONDARY INSTITUTIONS: Yes

Modesto – Modesto Junior College: BUSAD 257

YROP IS APPROVED FOR “g” ELECTIVE THROUGH UNIVERSITY OF CALIFORNIA
(Districts wanting to add their courses must do so through the UC Doorways website)

INSTRUCTIONAL MATERIALS (MCS)

Basic Text:

Entrepreneurship & Small Business Management. Allen, K. Ph.D., Meyer, E. Ph.D./McGraw Hill, Glencoe 2006

Supplementary Texts:

Marketing Essentials Farese, L., Kimbrell, G., Woloskyk, C. Ph.D./McGraw Hill, Glencoe 2006

Entrepreneurship. Ely, Berns, Pope, Glencoe, 1990.

Berwyn Ice Cream Company: A Management & Marketing Simulation. Dostal; Glencoe, 1989.

Program for Acquiring Competence in Entrepreneurship (PACE), Ashmore, M. Catherine;
Pritz, Sandra G.; The National Center for Research in Vocational Education, Ohio State University; July 1983.

Performax Instrument Series. Carlson Marketing Group, 1983.

Small Business Management. Siropolis; Houghton/Mifflin, 3rd. ed., 1986.

Retail Marketing. Meyer, Harris, Kohn, & Stone. Gregg/McGraw-Hill, 8th ed., 1988.

Essentials of Economics. Hodgetts & Smart; Addison Wesley, 1987.

Economics: The Science of Cost, Benefit, & Choice. Wilson & Clark; South-Western, 1984.

Magazine: Inc.

Instructional Content

Instruction will include:

Student Outcomes

At the end of instruction, the student will be able to:

Hours

CL=Classroom
CC=Comm. Class

<p>1 Determining Entrepreneurial Potential.</p> <ol style="list-style-type: none"> Identifying personality traits for business ownership & management. Student will determine individual strengths & weaknesses. Six steps in decision-making. 	<p>Goal: The student will identify within themselves the qualities & characteristics of the successful entrepreneur.</p> <ol style="list-style-type: none"> Identify personality traits for business ownership & management. Determine individual strengths & weaknesses as a manager/entrepreneur. Explain the six steps in decision-making. 	<p>CTE</p> <p>C2.1 C2.2. C2.3</p>	<p>Anchor/CR</p> <p>1.0 3.1-2.9 5.1-5.4 CR 3</p>	<p>CL</p> <p>5-15</p>	<p>CC</p> <p>0</p>
<p>2. Understanding Economics & Business Opportunities.</p> <ol style="list-style-type: none"> Review economics and four factors of production. Explain scarcity, supply & demand, & opportunity cost. Define the three basic economic questions. Review free enterprise system, & other economic systems. Business cycle periods & instruments used for assessing economic climate. Review the four types of money as an exchange medium. The role of the Federal Reserve System & describe how money fluctuates. Impact of interest rates on the money supply & small businesses contributions to the economy. Effect of supply & demand on business. 	<p>Goal: The student will demonstrate an understanding of the principles of the free enterprise system. The student will know how these principles affect business management & small business.</p> <ol style="list-style-type: none"> Define economics & explain the four factors of production. Define scarcity, supply & demand, & opportunity cost. Explain the meaning of the three basic economic questions. Define free enterprise system & recognize various economic systems. Recognize business cycle periods & recognize instruments for assessing economic climate. Define the role of four types of money as an exchange medium. Describe the role of the Federal Reserve System & recognize how money fluctuates. Show how interests affect the money supply, & describe how small business contributes to the economy. Describe how supply & demand affect small business. 	<p>C4.1- C4.2 C1.2 C1.3 C1.5</p>	<p>1.0 5.1-5.4 7.1-7.3 7.6 7.8 CR 5 and 1</p>	<p>10-20</p>	<p>10-20</p>
<p>3. Choosing the Type of Ownership.</p> <ol style="list-style-type: none"> Review different types of business ownership. Review different types of partnerships. Importance of certificates of incorporation & articles of incorporation. Preferred stock & common stock. Most common forms of franchise. 	<p>Goal: The student will define the different types of ownership & understand the structure of each ownership type.</p> <ol style="list-style-type: none"> Describe types of business ownership: sole-proprietorship, partnership, corporation, cooperative & franchise. Identify different types of partnerships. Describe the importance of certificates of incorporation & articles of incorporation. Define preferred stock & common stock. Identify the five most forms of franchise. 	<p>C3.1 C3.2</p>	<p>10.2 10.12 8.6 1.0 8.1 8.2 8.3 CR 5 and 1</p>	<p>10-20</p>	<p>0</p>

Instructional Content

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4. Marketing.	Goal: The student will define the eight functions of marketing & identify the marketing needs of a business.	CTE	Anchor/CR	CL	CC
<ol style="list-style-type: none"> 1. Major functions of marketing; the marketing mix. 2. Role of goods classification & life cycle analysis as planning tools. 3. Student will identify a target market & complete a marketing strategy plan. 4. The six steps of a marketing plan. 	<ol style="list-style-type: none"> A. Identify the eight major functions of marketing & include the marketing mix. B. Demonstrate how to use goods classification & life cycle analysis as planning tools. C. Identify a target market & complete a marketing strategy plan for a business. D. Develop six steps of a marketing plan. 	MMS A5.1-7 A7.1-10 C91-6	10.1 10.3 10.4 10.5 10.7 10.14 10.15 1.0 CR 1 and 5	10-20	10-20
<ol style="list-style-type: none"> 1. The importance of location to businesses. 2. Factors to consider in selecting a location. 3. Review advantages & disadvantages of renting, leasing, or purchasing. 4. How to conduct a feasibility study. 5. Developing a preliminary layout plan; resources available. 	<ol style="list-style-type: none"> A. Explain the importance of location to businesses. B. Evaluate factors to consider in selecting a location. C. Discuss the advantages & disadvantages of the rent, lease, or purchase decision. D. Conduct a feasibility study. E. Develop a preliminary layout plan & identify resources available to make the selections. 	MMS A1.3 C3.1 C3.2 C3.7	10.11 10.13 5.1 5.4 1.0 CR 1 and 5	5-15	0
<ol style="list-style-type: none"> 1. The importance of financing in business. 2. Review & explain start-up costs, operating costs, & personal expenses. 3. How to prepare a projected profit & loss statement & cash flow statement. 4. How lending institutions evaluate credit worthiness. 5. Components of a loan package; the effects of good & bad credit on businesses. 6. How to calculate ratios: <ul style="list-style-type: none"> - return on investment - net profit to sales - inventory turnover - current ratio 	<ol style="list-style-type: none"> A. Explain the importance of financing in a successful business. B. Identify examples of start-up costs, operating costs, & personal expenses. C. Prepare a projected profit & loss statement & a cash flow statement for a business. D. Evaluate credit worthiness as rated by lending institutions. E. Identify components of a loan package & consider the effects of good & bad credit practices on future business operations. F. Calculate ratios: <ol style="list-style-type: none"> 1. return on investment; 2. net profit to sales; 3. inventory turnover; & 4. current ratio. 	C.80 (Entre Standard)	1.0 7.1-7.8 10.1 10.2 10.4 CR 1 and 5	10-20	5-15

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7. Recordkeeping	Goal: The student will acquire proficiency in the skills of organizing & performing the recordkeeping functions of a business.	CTE	Anchor/ CR	CL	CC
<ol style="list-style-type: none"> 1. Review necessity for keeping records in a business. 2. Accounting records needed by businesses. 3. How to fill out & complete necessary accounting documents & records. 4. Developing a chart of accounts, in balance sheet format. 5. Recording transactions in cash receipts & cash disbursements journal. 6. Recording accounts receivable & accounts payable transactions. 7. The role of microcomputers in business management. 	<ol style="list-style-type: none"> A. Identify the reasons for keeping records. B. Identify the accounting records needed by business. C. Fill out blank checks, matching check stubs, reconcile a bank statement, compute employee wages, prepare individual records of earning, & identify all required tax reporting forms. D. Develop a chart of accounts in balance sheet format for a business. E. Record typical transactions in the cash receipts journal & cash disbursements journal. F. Record transactions for accounts receivable & accounts payable. G. Identify the role of microcomputers in business management. 	C8.6 C8.7	1.0 7.1-7.2 7.6 7.5 7.8 8.1 8.3 8.5 8.6 CR 1 and 5	10-20	5-15
<p>8. Customer Credit & Collection.</p> <ol style="list-style-type: none"> 1. Reasons businesses offer credit; review different types of credit plans. 2. Methods for determining the cost & benefit of credit plans. 3. Basic credit policies range; criteria for evaluating credit applications. 4. Methods for setting credit limits; maintenance & storage of basic credit record information. 5. Review collection procedures, including collection agencies. 6. Review provisions of laws that relate to credit. 7. Student will design a basic credit policy, based on above instruction. 	<p>Goal: The student will learn how to age an account receivable; how to write collection letters; & develop a credit policy for their business.</p> <ol style="list-style-type: none"> A. Identify reasons businesses offer credit, & identify the types of credit plans. B. Determine the cost & benefit of credit plans. C. Identify the range of basic credit policies & select guidelines for evaluating credit applications. D. Identify methods of setting credit limits & identify basic credit record information that should be maintained. E. Identify effective collection procedures & the services of a collection agency. F. Identify the provisions of the Truth-In Lending Act, Equal Credit Opportunity Act & Fair Credit Reporting Act. G. Design a basic credit policy. 	A5.4	1.0 5.1-5.4 7.1 7.2 10.12 10.8 CR 1, 5 and 7	10-20	10-20

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9. Management.	Goal: The student will identify problems, define alternative solutions, gather facts, evaluate solutions, & formulate action plans for their own businesses.	CTE	Anchor/ CR	CL	CC
<ol style="list-style-type: none"> 1. Four functions of management; identifying rewards & problems of the management role. 2. Identifying goals (long-term & short term) & objectives as they relate to the planning process. 3. Four elements of the control process; time management techniques. 4. Responsibilities of employers towards employees. 5. The hiring process; job interview questions. 6. Training employees; characteristics of a good supervisor. 7. Review different management styles. 8. Handling employee problems & evaluating employee performance. 	<ol style="list-style-type: none"> A. Explain the four functions of management & identify rewards & policies of the management role. B. Incorporate long-term & short-term goals & objectives into the planning process. C. Explain the four elements of the control process & identify time management techniques. D. List the major responsibilities employers have to employees. E. Explain the steps involved in hiring employees & write a list of interview questions. F. Identify procedures for training employees & explain the characteristics of a good supervisor. G. Explain the different management styles. H. Develop policies & procedures for handling employee problems & a process for evaluating employee performance. 	C5.1 C5.2 C11.1 C11.2 C11.3 C11.4 C11.5 C11.6	1.0 9.1 8.1 8.4 8.5 8.6 7.3 7.4 7.7 5.1 5.4 CR 7.0 9.0 12.0 8.0		
10. Promotion. <ol style="list-style-type: none"> 1. Review role of promotion in business management. 2. Explain four methods of promotion. 3. Examine function of advertising, personal selling, sales promotion, & publicity in the promotional plan. 4. Evaluating media for specific promotional objectives. 5. Examples of the four major elements of written advertisements. 6. Creating a long-term promotional plan. 	Goal: The student will learn techniques for promoting the business & learn standards for positive business image. <ol style="list-style-type: none"> A. Explain the significance of promotion to business management. B. Explain the four methods of promotion. C. Describe the importance of advertising, personal selling, sales promotion, & publicity to the promotional plan. D. Develop three promotional objectives & evaluate the use of media suitable for advertising. E. Develop examples for the four major elements of written advertisements. F. Create a long-term promotional plan. 	MMS A7.1 A7.2 A7.3 A7.4 A7.6	1.0 5.1 5.4 10.5 10.3 10.9 10.10 CR 12.0 7.0 5.0	10-20	10-20

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		CTE	Anchor CR	CL	CC
<p>11. Sales Force Management.</p> <ol style="list-style-type: none"> Review customer buying motives. Personal qualities & characteristics of a good salesperson. Analyze product knowledge needed by a salesperson. Review the five steps in selling. Developing a sales plan 	<p>Goal: The student will know the 5 steps of selling, & demonstrate their proficiency by making sales presentations & developing a sales plan.</p> <ol style="list-style-type: none"> Identify customer buying motives. Identify the personal qualities & characteristics of a good salesperson. Identify the product knowledge needed by a salesperson. Demonstrate the five steps in selling. Develop a sales plan for the business, including a sales forecast. 	<p>C9 (entire Standard)</p>	<p>10.11 10.2 5.1 5.4 1.0 CR 1,4, and 5</p>	<p>10-20</p>	<p>10-20</p>
<p>12. Legal Issues.</p> <ol style="list-style-type: none"> Why a basic knowledge of legal issues is important in business. The meaning of a contract & the four conditions of a written contract. Major legal issues faced by entrepreneurs. Rights & responsibilities of the "lessee" and "lessor". 	<p>Goal: The student will understand the value of an attorney, the essential components of a contract, & the different types of leases.</p> <ol style="list-style-type: none"> Describe the importance of a basic knowledge of legal issues. Define the term "contract" & recognize the four conditions of a written contract. Describe legal issues entrepreneurs face. Identify major rights & responsibilities of the "lessee" & the "lessor". 	<p>C11.2 C11.3 C11.4</p>	<p>8.0 8.1 8.2 8.3 10.1 1.0 CR 1,4,5 and 8</p>	<p>10-20</p>	<p>5-15</p>
<p>13. Government Compliance.</p> <ol style="list-style-type: none"> The importance of government rules & regulations. Identifying whom federal, state, & local laws are designed to serve. Review federal, state, & local taxes. Identifying & incorporating government regulations in the business plan. 	<p>Goal: The student will know federal, state, & local rules, regulations, taxes, & permits or licenses that affect their business.</p> <ol style="list-style-type: none"> Summarize the importance of government rules & regulations. Classify federal, state, & local laws according to whom they are designed to serve. Identify federal, state, & local taxes. Identify government regulations that should be placed in the business plan. 	<p>C11.2 C11.3</p>	<p>8.1 10.2 10.3 1.0 CR 1,4,5, and 12</p>	<p>10-20</p>	<p>5-15</p>
<p>14. Security Procedures.</p> <ol style="list-style-type: none"> Five areas of risk & methods to protect assets. Reducing liability; procedures for protecting from loss of income. Review methods of reducing crime risk: risk management policies. Review public & private agencies that help protect business. 	<p>Goal: The student will identify areas where business owners are at risk & write policies to reduce loss in risk areas.</p> <ol style="list-style-type: none"> List five areas of risk & identify a method of protecting assets. Identify steps to reduce liability, & procedures for protecting from loss of income. Identify methods of reducing crime risk & policies for risk management. Identify public & private agencies that help protect business. 	<p>C3.1</p>	<p>6.2 6.4 6.5 6.6 6.7 1.0 CR 2 and 5</p>	<p>10-20</p>	<p>10-20</p>

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15. Sales Project Management	Goal: The student will complete a comprehensive business project involving all aspects of business management.	CTE	Anchor/CR	CL	CC
1. Students will operate a business or complete a business simulation. 2. Students will conduct a sales project and prepare a written analysis of its success.	A. Operate a business or complete a business simulation. B. Conduct a sales project & prepare a written analysis of its success.	C7.1 7.2 7.3 7.4 7.5 7.6 7.7	1.0-11.0 All Anchors Embedded CR 1,4,2 and 5	10-20	10-20
16. Business Plan. 1. Review how a business plan helps an entrepreneur or manager. 2. Four major components of a business plan. 3. Students will develop a business plan.	Goal: The student will develop his/her own business plan. A. Identify how a business plan helps the entrepreneur or manager. B. Identify four major sections to be included in the plan. C. Develop a business plan.	C6.1 C6.2 C6.3 C6.4 C6.5 C6.6	1.0-11.0 All Anchors Embedded CR 1,4,2 and 5	10-20	5-15
17. Community Classroom.	Students will train at retail establishments throughout the community, as a "Community Classroom" component. Note: hours for Community Classroom are reflected in the hours for each unit, as shown above.			0	See note