

ADVANCED BUSINESS MANAGEMENT ENTERPRISE AND PROJECT MANAGEMENT

INDUSTRY SECTOR: Business and Finance Sector

PATHWAY: Business Management

CALPADS TITLE: Advanced Business Management Enterprise and Project Management (Capstone)

CALPADS CODE: 7412

HOURS:	Total	Classroom	Laboratory/CC/CVE
	180	90	90

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Business Operations Specialists, All Other	13-1199.00	Cost Estimators	13-1051.00
Business Continuity Planners	13-1199.04	General and Operations Managers	11-1021.00
Financial Managers	11-3031.00	Administrative Services Managers	11-3012.00

COURSE DESCRIPTION:

This course prepares students to perform marketing and management functions and tasks associated with starting, owning, and operating a business. Students learn the principles and methods of organizing a business firm and for combining resources to produce goods and services, taking account of costs, profits, and the nature and extent of competition in markets. This course describes management functions and project management skills, project life cycle and project triangle as they are used to accomplish organizational goals. Program content addresses organizational theory; human resource development; management principles and styles; policy and strategy formation; production and operations management, planning and development; and economic theory and practice. Students are provided work-based learning opportunities and opportunities to obtain industry certification to demonstrate their mastery of career-ready skills.

A-G APPROVAL: No

ARTICULATION: None

DUAL ENROLLMENT: None

PREREQUISITES:	Prerequisite
	7411 Intermediate Business Management Technologies
	7410 Intermediate Business Communication Technologies
	7400 Introduction to Business and Finance
	English 9

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- A*S*K* Entrepreneurship/Management Exam
- Certiport Communication Skills for Business
- Certiport Entrepreneurship and Small Business

RECOMMENDED TEXTS:

- Business Communication Today
- Business and Professional Communication

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10				Introductory	Introduction to Business and Finance
10, 11				Concentrator	Intermediate Business Communication Technologies
10, 11				Concentrator	Intermediate Business Management Technologies
11, 12			x	Capstone	Advanced Business Management Enterprise and Project Management

I.	UNIT 1 - CHARACTERISTICS AND FUNCTIONS OF BUSINESS	CR	Lab/ CC	Standards
	1. Accounting 2. Business & Finance 3. Human Resources 4. Information Management 5. Information Technology 6. Management & Marketing 7. Operations 8. Return on Equity 9. Return on Investment (ROI) 10. Examine the organizational structure and functions of business. 11. What are the characteristics of business?	5	5	Academic: LS: 11.1, 11.2, 11.3 RSIT : 11.1, 11.2, 11.3 WS : 11.1, 11.2, 11.4 CTE Anchor: Communications: 2.1, 2.2, 2.3 Career Planning and Management: 3.1 Technology: 4.1 Problem Solving and Critical Thinking: 5.1 Ethics and Legal Responsibilities: 8.1 Leadership and Teamwork: 9.7 CTE Pathway: A1.1, A2.1, A3.1, A4.1, A5.1
II.	UNIT 2 - BUSINESS TYPES & GOVERNMENT	CR	Lab/ CC	Standards
	1. Disposable Income 2. Equal Employment Opportunity Act of 1972 3. Fiscal Policy 4. Imports, and Exports 5. Interstate Trade or Commerce 6. Monetary Policy 7. Monopoly & Monopolistic Competition 8. Occupational Safety and Health Act of 1970 9. Oligopoly 10. Private Sector & Public Sector 11. Pure Competition 12. Tariff 13. What is the role of government in business and the economy? 14. Discuss the various ways government regulates business. 15. How are government regulatory agencies funded? 16. Discuss consumer laws and regulatory agencies (i.e., OSHA, EPA, FTC, HIPAA, FERPA, FDA, etc.). 17. Compare and contrast legal versus ethical marketing practices (i.e., bait and switch, price discrimination, etc.) 18. Explain the consequences of unethical marketing practices (i.e., government regulations, company image, loss of sales, public image, incarceration, etc.). 19. Explain issues of ethics and social responsibility in packaging (e.g., sustainability, false and misleading claims, and durability). 20. Evaluate the role of corporate social responsibility and sustainability in organizational practices.	5	5	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4, 11.6 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.7, 3.8, 3.9 Technology: 4.1, 4.5 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Health and Safety: 6.6, 6.7 CTE Pathway: A1.1, A1.2, A1.5, A1.4, A1.3, A2.1, A3.1, A3.6, A3.3, A6.1, A6.2, A6.3

III.	UNIT 3 - ECONOMICS AND PRIVATE ENTERPRISE	CR	Lab/ CC	Standards
	1. Economic Concepts 2. The Principles of Supply and 3. Gross Domestic Product (GDP) 4. Compare and Contrast Types of Economic Systems 5. Private Enterprise System and the U.S. Economy 6. The Concept of Productivity 7. Business Risk Factors	5	5	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.1, 4.2 Problem Solving and Critical Thinking: 5.1 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.6, 8.7 Technical Knowledge and Skills: 10.1 CTE Pathway: A1.2, A1.3, A1.4, A1.5, A1.1, A5.3, A5.6, A5.2, A5.1, A5.4, A5.5, A6.3, A7.2
IV.	UNIT 4 - MANAGEMENT	CR	Lab/ CC	Standards
	A. Business Management B. Human Resources C. Project Management D. Compare and Contrast Leadership and Management Styles E. Workers Rights F. Quality Management G. Information Management H. Knowledge Management	10	10	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.1, 4.2, 4.3, 4.4, 4.6 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Responsibility and Flexibility: 7.1 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.5, 8.7 CTE Pathway: A1.1, A1.5, A1.3, A1.4, A1.2, A2.1,

				A3.1, A4.1, A5.2, A5.3, A5.6, A5.1, A7.1
V.	UNIT 5 - CHANNEL MANAGEMENT	CR	Lab/CC	Standards
	1. What is a channel, and what is channel management? 2. What are the various types of channel members? 3. How do channel members add value to the process of channel management? 4. What goes into deciding the proper channels for distribution? 5. How do products move from the manufacturer to the ultimate consumer? 6. How are intensive, selective, and exclusive distribution used to create reinforce a product's brand image 7. What is the difference between direct and indirect channels?	5	5	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.4 WS : 11.1, 11.2, 11.4 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.1, 4.5 Problem Solving and Critical Thinking: 5.1, 5.4 CTE Pathway: A1.2, A1.4, A1.3, A1.5, A1.1, A2.1, A5.3, A5.5, A5.1, A8.1, A9.1, A9.2, A9.3, A9.4, A9.5
VI.	UNIT 6 - CUSTOMER MANAGEMENT	CR	Lab/CC	Standards
	A. Customer Relationship Management (CRM) B. Customer Service, Part 1, Proactive C. Customer Service, Part 2, Reactive D. Describe how CRMs help manage the sales pipeline. E. Describe how CRMs report the progress of potential customers at the various stages of the sales pipeline. F. Explain how CRMs help the sales and marketing teams work more efficiently. G. Describe how CRMs help the sales and marketing teams analyze its interactions with its past, current and potential customers. H. Explain how CRMs provide data for analysis about customers' buying history. I. Describe how CRMs help companies retain existing customers, and grow sales with existing customers. J. The Selling Process, Part 1	10	10	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.1 Problem Solving and Critical Thinking: 5.1, 5.3 Technical Knowledge and Skills: 10.1, 10.3, 10.5, 10.6, 10.7 CTE Pathway: A1.2, A1.1, A1.5, A1.3, A1.4, A2.1, A6.1, A7.1, A8.2, A8.3, A8.4, A8.5, A8.6, A8.1
VII.	UNIT 7 - COMMUNICATION	CR	Lab/CC	Standards

	<p>A. Write For Success</p> <p>B. Defend Ideas Objectively</p> <p>C. Charts and Graphs Help Tell/Sell a Story</p> <p>D. Collaboration - Teamwork Makes the Dream Work</p> <p>E. Employ Communication Styles Appropriate to Target Audience</p>	10	10	<p>Academic:</p> <p>LS: 11.1, 11.2, 11.3, 11.4</p> <p>RSIT : 11.1, 11.2, 11.3, 11.4</p> <p>WS : 11.1, 11.2, 11.4</p> <p>F-IF: 7</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6</p> <p>Career Planning and Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9</p> <p>Technology: 4.1</p> <p>Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4</p> <p>Leadership and Teamwork: 9.1</p> <p>CTE Pathway:</p> <p>A1.2, A1.4, A1.3, A1.5, A1.1, A2.1, A2.2, A2.3, A4.1</p>
VIII.	UNIT 8 - BRANDING	CR	Lab/CC	Standards
	<p>A. What is meant by brand and brand promise?</p> <p>B. How does a company build a brand?</p> <p>C. How does a strong company brand impact its marketing strategy and marketing mix, i.e. its 4Ps?</p> <p>D. How are a company's brand and company culture tied together?</p> <p>E. What is the difference between a brand name product and a product without a strong brand?</p> <p>F. How do brand names build emotional connections with customers?</p> <p>G. How do brand names impact customer loyalty and create repeat business?</p>	10	10	<p>Academic:</p> <p>LS: 11.1, 11.2, 11.3, 11.4</p> <p>RSIT : 11.1, 11.2, 11.3, 11.4</p> <p>WS : 11.1, 11.2, 11.4</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6</p> <p>Career Planning and Management: 3.1</p> <p>Technology: 4.6</p> <p>Problem Solving and Critical Thinking: 5.1</p> <p>Demonstration and Application: 11.5</p> <p>CTE Pathway:</p> <p>A1.2, A1.3, A1.1, A1.5, A1.4, A2.1, A3.1, A4.1, A7.1</p>
IX.	UNIT 9 - IP, PRIVACY, AND SECURITY	CR	Lab/CC	Standards

	1. What is cyber security and why is it important? 2. Why is it important to keep data completely secure? 3. What is data integrity, and how can the customer/user experience be affected by data security measures? 4. What are the domestic and global threats to data security? 5. What measures, systems and protocols do companies take to keep data secure? 6. How do companies view and handle risk management when it comes to data? 7. How are some cyber criminals using stolen data to harm the companies they stole it from? 8. What are the implications of governments using cyber security as a weapon against other governments?	5	5	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3 CTE Pathway: A1.1, A1.3, A1.2, A1.5, A1.4, A7.1, A7.2, A7.3, A7.4, A7.5
X.	UNIT 10 - PEOPLE COME FIRST	CR	Lab/CC	Standards
	A. Ethics in Business B. New Employee Orientation C. The Impact and Value of Diversity in Marketing D. Health and Safety Regulations in Business E. Organizational Design	10	10	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Health and Safety: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7 Leadership and Teamwork: 9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7 Technical Knowledge and Skills: 10.1 Demonstration and Application: 11.5 CTE Pathway: A1.5, A1.3, A1.4, A1.2, A1.1, A3.1, A3.4, A3.5, A3.6, A3.2, A3.3
XI.	UNIT 11 - VENTURE PLANNING	CR	Lab/CC	Standards

	<p>A. What is strategic planning?</p> <p>B. What is operational planning? What is the purpose of strategic planning?</p> <p>C. What is the purpose of operational planning?</p> <p>D. What are various tools used for business/entrepreneurial planning?</p> <p>E. How do strategic planning and operational planning work together?</p> <p>F. What are various considerations that go into strategic and operational planning?</p>	5	5	<p>Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9 Technology: 4.1 Problem Solving and Critical Thinking: 5.1 Ethics and Legal Responsibilities: 8.1 Technical Knowledge and Skills: 10.1</p> <p>CTE Pathway: A1.1, A1.2, A1.4, A1.3, A1.5</p>
XII.	UNIT 12 - MONEY MANAGEMENT	CR	Lab/CC	Standards
	<p>A. How does time impact the value of money?</p> <p>B. How does inflation impact the value of money?</p> <p>C. How do expected rates of return impact the time value of money?</p> <p>D. What is the formula used to calculate Present Value?</p>	5	5	<p>Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1 Technology: 4.1 Problem Solving and Critical Thinking: 5.1 Responsibility and Flexibility: 7.1 Technical Knowledge and Skills: 10.1</p> <p>CTE Pathway: A1.5, A1.4, A1.3, A1.2, A1.1, A4.1, A4.2, A4.3, A4.4, A4.5, A4.6, A5.1,</p>

				A5.3, A5.6
XIII.	UNIT 13 - PREPARE FOR SUCCESS	CR	Lab/ CC	Standards
	1. Expectations from the Business Work Environment 2. Discuss business communication and collaboration expectations (Le. communicating effectively with others using oral and written skills, collaborating through teamwork, maintaining positive working relationships with teammates). 3. Discuss the importance of professionalism in the workplace (personal appearance/grooming, posture, first impressions, dress code, punctuality, manners, etc.) 4. Discuss the importance of having a strong work ethic. 5. Discuss the importance of complying with applicable rules, laws, and regulations. 6. Discuss the importance of time-management skills, prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results. 7. What is the chain of command and why is it important? 8. What are some challenges that can occur with the chain of command? 9. Discuss the importance of following company protocols (policies, procedures, ethics, company values, health and safety, employee conduct, performance reviews, discipline, rewards). 10. Job Interview 11. Career Advancement	5	5	Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.4 WS : 11.1, 11.2, 11.4 PE: 12.1 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.4, 3.6 Technology: 4.1 Problem Solving and Critical Thinking: 5.1 Responsibility and Flexibility: 7.1 Ethics and Legal Responsibilities: 8.1 Leadership and Teamwork: 9.1, 9.2, 9.4, 9.7 CTE Pathway: A1.1, A1.2, A1.3, A1.4, A1.5, A2.1, A4.2, A5.1

Entered by:

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