

FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT

**Course Outline
Business Training 1**

Date: May 2005

Subject Area: Technology

Proposed Grade Level(s): 11/12

Course Length: 1 Year

Grading: A-F

Number of Credits: 5/Semester

Prerequisites: Computer Essentials 1/2 or Computer Applications

COURSE DESCRIPTION:

The Business Training Course provides students with an exciting real-life opportunity to learn business and finance through actual performance of manufacturing and financial activities. Under the guidance of an instructor and using computer technology, students will perform all of the tasks and functions related to the daily operation of a real profit or loss in business. This course of study provides each student with an opportunity to apply existing skills while developing new skills.

The Business Training Course works in conjunction with the existing Computer Essentials course. Together these courses provide the line and staff functions of a business. Line functions are performed by the Computer Essentials students who build and repair computers. Staff functions are performed by the Business Training students who provide administrative and clerical support.

The new Business Training student will create a resume and cover sheet, complete a job application, perform a job interview, and compete for a job. Once accepted into the course, students will perform assigned work and educational activities relating to their designated position.

Areas of Study

- Personnel
 - Recruit of new students, interview applicants, hire, and write job descriptions.
- Finance
 - Use spreadsheets and computer applications to support the financial and accounting requirements for the business, including purchasing, asset control, accounts payables, check reconciliation, accounts receivables. Reconcile to the general ledger.
- Marketing
 - Create marketing strategies, develop donor recruitment programs. Create and distribute marketing literature.
- Sales
 - Support activities relating to the sale and trade of surplus equipment. Responsible for the distribution of refurbished equipment. Using visual and audio aides, they will create and implement sales programs including advertisement campaigns.
- Production and Inventory Control

- Support the Inventory and production control process of the business. Create work orders, schedule work, and support all inventory areas including receiving dock, receiving inspection, stores, work in process, finished goods and shipping.
- Document Control/Graphic Arts
 - Using computerized methodology, create and maintain forms and advertisement material in support of business activities. This will include recruitment posters, donor solicitations, business cards, advertisements, daily work forms, sales brochures, training films, catalogs, etc.
- Student managers
 - Supervise staff, assign work, and meet deadlines.

GENERAL GOALS/PURPOSE:

The purpose of this program is to provide students with the necessary career skills to compete in today's job market. Students will gain valuable experience in an actual business setting. Career preparation standards that will be addressed by the Business Training Course are:

Employment Literacy

Students will understand business-related career paths and develop strategies for obtaining employment within their chosen fields.

- They will assume responsibility for professional growth.
- They will understand the role of the functional business department and relate this information to the actual business environment.
- They will learn to identify and locate business related professional organizations.

Interpersonal Skills

Students will understand key concepts in group dynamics, conflict resolution, and negotiation.

- They will work cooperatively, share responsibilities, accept supervision, and assume leadership roles.
- They will demonstrate cooperative working relationships across gender and cultural groups.

Personal Skills

Students will understand how personal skill development affects their employability.

- They will exhibit positive attitudes, self-confidence, integrity, perseverance, self-discipline, personal hygiene, and ethical conduct.
- They will manage time and balance priorities as well as demonstrate a capacity for lifelong learning.
- They will learn how to commit to a business plan and meet business goals.

Thinking and Problem-Solving Skills

Students will exhibit critical and creative thinking skills, logical reasoning, and problem solving activities.

- They will utilize their math and logic skills to estimate or calculate storage space utilization for acquired equipment.
- They will develop time and resource allocation skills to meet daily and weekly production schedules.
- They will acquire budgeting experience as a result of acquired funds.
- They will assist in the decision process of how acquired funds are to be spent.
- They will apply numerical estimations, measurements, and calculation, as applied to the business activities. Manly in the areas of space allocation, and production schedules.
- They will recognize problem situations; identify locate, and organize needed information or data; and propose, evaluate, and select from alternative solutions.

Communication Skills

Students will understand principles of effective communication.

- They will communicate orally in writing and via technical devices such as mail, email, facsimile and visual technology.
- They will listen attentively and follow instructions, requesting clarification or additional information as needed.
- They will practice good communication skills in providing subordinates with detailed instructions relating to business assignments.

STUDENT READING COMPONENT:

Students will:

- Be assigned reading from a variety of Internet and conventional resources.
- Will learn to read and understand business documents such as a work orders and purchase orders.
- Create and maintain all company documents.
- Participate in employee evaluations; communicate via e-mail with other schools and the instructor.

STUDENT WRITING COMPONENT:

Personnel:

- Create a resume and cover letter as part of the job application process.
- Complete a job application form.

Sales:

- Maintain donor logs.
- Maintain computer recipient forms and log
- Maintain Microsoft recipient forms.
- Write thank you letters to all donors.

Marketing:

- Create donation brochures
- Create/write marketing strategy plan
- Create marketing company brochures,

Payroll:

- Paid employees (Workability I students) will fill out time monthly timesheets.

Accounting:

- Create Excel accounting forms
- Write appropriate thank you notes to equipment donors.

STUDENT ORAL COMPONENT:

Students will:

- Perform a job interview for a company positions with a panel students/Business partners.
- Participate as sales reps via telephone conversation with equipment donors.
- Make oral presentations of the company business plan, annual report, and apply for internships and positions at local companies.
- Business leadership will conduct weekly staff meetings and provide staff development as needed.

DETAILED UNITS OF INSTRUCTION:

Working as a company, the Business Training students will complete the following activities:

Applicants (Semester1)

- Create A resume
- Complete a Job Application
- Conduct job Interview for a company positions.
- Create student portfolio
- Develop a career plan
- Participate in job shadow activities.

Personnel (Semester 1)

- Review job applications
- Applicant tracking
- Student recruitment
- Applicant interviews
- Write job descriptions
- Write employee manual
- Develop and maintain personal finances
- Provide review and promotion process.

Document Control (Semester 1)

- Develop company logo/corporate identity
- Create and maintain company forms
- Create company catalog/brochure

Sales/Marketing (Semester 1)

- Develop Sales/Donation Plan
- Develop plans for attending Trade Fair
- Develop company marketing and advertising strategies

Management (Semester 1)

- Create business /strategic plan
- Plan and implement grand opening ceremony (Invite real Press)
- Leadership/staff training for all employees
- Initiate company contract
- Create weekly/monthly company financial reports
- Create company annual report

Accounting (Semester 2)

- Purchasing
- Accounts Payables
- Accounts Receivable
- Asset Tracking
- General Accounting

Work In Process (Semester 2)

- Work Orders
- Stores
- Finished Goods

Methodologies

The following methods will be used to determine grades for this course.

- Lectures
- Demonstrations
- Individual Work
- Group work
- Field Trips
- Internet Activities
- Training

Methods of Evaluation:

- Projects/ Assignments
- Individual
- Group
- Hands – On
- Observation
- On- the- Job Training
- Portfolios

Evidence of Learning

- Resume
- Portfolio
- Work Samples
- Projects
- Supervisor Evaluations
- Computers accepted, refurbished and donated
- Funds acquired
- Inventory

Suggested Instructional Materials

Microsoft Office 2000 Basics – South Western Computer Education

Microsoft Windows XP – Thomson Course Technology

Mathematics with Business Applications – Glencoe

Economics Today and Tomorrow – Glencoe

Introduction to Business – South-Western

Virtual Enterprise Web Site

Fiscal Impact:

Although the education of the student is our primary goal, it is expected that this program will produce sufficient revenue to not only support itself but provide additional funding for school activities.

THIS COURSE WILL PREPARE STUDENTS FOR THE CAHSEE AND / OR THE FCUSD EXIT EXAMS:

Writing Reading Language Arts Math Social Science Science

LAB FEE: None

SUBJECT AREA CONTENT STANDARDS TO BE ADDRESSED:

Business Communications

Students will understand communications as applied to personal and professional situations. They will demonstrate competency by selecting and using appropriate forms of communications in a variety of situations.

Business Environment

Students will understand the development and structure of business environments. They will demonstrate competency by identifying and working within the dynamic components of a business structure. Students will understand the career preparation and job acquisition skills required for employment, professional growth, and employment transitions in the field of business. They will demonstrate competency by researching career options, applying job acquisition skills, preparing job search documentation, and modeling appropriate workplace demeanor.

Employability Skills

Students will understand the essential functions to a productive workforce in a culturally diverse global environment. They will demonstrate competency by identifying positive business skills and their effect on productivity.

Economics and Financial Concepts

Students will acquire some of the skills necessary for the financial viability of a business enterprise. They will learn the financial and environmental relationships of their business within the local, national, and global businesses community. Using Excel documents they will acquire knowledge of financial concepts, and build a business model. They will demonstrate business competency by using appropriate terminology, technology, learned business skills in their daily learning activities.

Leadership Development

Students will understand the personal qualities that are the basis for developing leadership skills used in a business environment. They will demonstrate competency by identifying and using leadership skills in a variety of individual and group work situations. As a student acquires these leadership and business skills, he/she will be promoted to a management position and will supervise others.

Administrative Support (Staff)

Students will learn the difference between line and staff positions in a business environment. They will be promoted into Administrative positions and will perform actual administrative tasks. They will demonstrate competency by utilizing multiple skills and performing tasks in support of the business organization's goals.

Management of Information Systems

Students will understand how to analyze the need for, plan, manage, and support the use of business systems to accomplish mission-critical functions. They will demonstrate competency by successfully deploying a management system that starts with manual methods and moves to computer supported methods that improve the productivity of an organization.

Management Principles

Students will understand the theories and principles of managing a business. They will demonstrate competency by analyzing management functions, principles and will be responsible for the actual supervision of other students.

Business Planning

Students will understand the elements of a business plan and its effect on the success of a small business. The student will demonstrate competency by preparing, describing and presenting a departmental business plans.

Accounting Procedures and Financial Analysis

Students will learn the basic principles and procedures of accounting and finance. Using Excel spreadsheets and a copy of the District General Ledger, they will replicate the Accounting and process. They will balance their working documents to the District General Leger. They will demonstrate competency by preparing and maintaining accounting records and interpreting financial information.

Financial Analysis

Students will understand financial concepts pertaining to personal and business finance. They will demonstrate competency by analyzing, applying, interpreting, and communicating financial analysis concepts.

Financial and Managerial Accounting

Students will understand financial and managerial accounting concepts. They will Demonstrate competency by analyzing data and applying, interpreting, and communicating accounting concepts and techniques.

Financial Services

Students will understand the nature, functions and marketing concepts associated with financial services institutions in a dynamic marketplace. They will demonstrate competency by performing a variety of marketing and financial transactions.

Marketing Standards

Students will understand concepts, strategies, and systems needed to interact effectively with others. They will demonstrate competency by utilizing effective communication.

Global Marketing

Students will understand the global business environment and its impact on marketing strategies. They will demonstrate competency by applying marketing strategies to a global marketplace

Marketing Strategies

Students will understand the strategies and concepts of marketing with a global perspective. They will demonstrate competency by applying marketing knowledge to a Variety of business situations.

Sales Strategies

Students will understand the nature, importance and strategies of the selling process. They will demonstrate competency by identifying the relationship between buying behaviors and applied sales techniques utilized in the consumer, business and global sales environments.

Merchandising

Students will understand the marketing functions and foundations of merchandising. They will demonstrate competency by applying marketing strategies.

Product/Service Management

Students will understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. They will demonstrate competency by identifying characteristics of product and service development.

Production Activity

Students will understand the production activities involved in the day to day operation of a business. They will demonstrate competency by utilizing multiple skills and performing tasks in support of the production of goods and services.

Employee Evaluations

Students will understand the concepts and promotional strategies needed to communicate information about products, services, images, and/or ideas. They will demonstrate competency by developing and presenting a promotional plan that will achieve a stated outcome.

Computer Science and Information Technology

Students will understand computer science and information technology concepts necessary to function in a rapidly changing technological, global society. They will demonstrate competency by performing multiple tasks required to develop and use appropriate resources to access, modify, and provide information effectively.

Information Technologies

Students will understand technology used in business. They will demonstrate competency by utilizing technology to access, manipulate, and produce information.

Computer Science

Students will understand systems and programming concepts related to the development of computer operations. They will demonstrate competency by applying these concepts to the development of computer systems and programs

SCHOOL WIDE ESLR's TO BE ADDRESSED:

Students will:

- Complete a job Application
- Complete a Career Inventory
- Investigate ROP and other vocational training.

Senior Career Planners

- Explore 3 careers.
- Write a Resume
- Create a Career Portfolio

Effective Communicators/Readers who:

- Read Classroom instructions, employment applications, newspapers, internet articles and technical material.
- Comprehend various texts.
- Use written and spoken language to convey, ideas, thoughts, and opinions.

Technology Users who:

- Utilize the computer to access a career inventory curriculum
- Utilize the computer to complete classroom projects.
- Utilize the Internet to research assignments, complete classroom assignments, and investigate career development.

DISTRICT ESLR's TO BE ADDRESSED:

Students will be:

Self-Directed Learners who will develop skills enabling them to work alone on project components. The nature of the production process will facilitate this skill.

Collaborative Thinkers who will execute the tasks necessary for project success. Through this process, they will assume various video production roles and will be responsible for reporting back for collaboration with other students, faculty, and clients.

Effective Communicators who will develop communication skills by keeping conventional phone communication and email communication with prospective and active clients as necessary within the scope of work.

Collaborative Workers who will actively collaborate with clients, administrators, Facilitators, and fellow classmates to work toward completion of common project goals.

Quality Producers/Performers who will strive to produce a marketable product that will be valuable to current and prospective clients. They will adhere to quality control guidelines and ethical concerns through the production process.

Responsible Citizens who will learn to act responsibly when representing the parent organization and will strive to advocate good citizenship exhibited by example. This will be facilitated by continuous community involvement and active retention of company image.