

# Wallenpaupack Area School District Planned Course Curriculum Guide

## Department

BCIT

## Name of Course

Business Principles & Management

### Course Description:

The Business Principles and Management course is designed to provide high school students with a comprehensive introduction to the world of business. This course aims to develop foundational knowledge and skills in various aspects of business, including management, finance, marketing, and entrepreneurship. Students will explore the principles and practices that drive successful businesses and learn how to apply these concepts in real-world scenarios.

**Initial Creation Date (if applicable) and Revision Dates:** October 2024

### Wallenpaupack Area School District Curriculum

**COURSE:** Business Principles and Management

**GRADE/S:** 10-12

**UNIT 1:** Introduction to Management,  
Management Functions

**TIMEFRAME:** 10 classes

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.8.12.D. Analyze the effectiveness of a business plan for setting and achieving objectives.
- 15.8.12.E. Evaluate how businesses are organized to achieve desired goals.
- 15.8.12.F. Critique business strategies designed to balance the needs of the business with the work force.
- 15.8.12.H. Analyze motivational theories and their application in a business or organization.

**UNIT OBJECTIVES (SWBATS):**

- Recognize the basic concepts of business management
- Understand and explain the five functions of management
- Examine the interrelationships between management functions
- Apply the five functions of management to real-world situations

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Direct Instruction
- Class Discussions
- Individual and Partner Work

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- In-Class Assignments
- Test
- Mini Projects

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Research three successful businesses over the past twenty years and analyze the similarities and differences amongst their five functions of management and the roles they play in each business

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- School Textbook
- Schoology
- Teacher Materials
- Kahoot!

**KEY VOCABULARY:** Management, Business Management, Planning, Organizing, Staffing, Leading, Controlling, Manager, Empowerment, Efficiency, Effectiveness, Decision-Making, Problem-Solving, Productivity

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 2:</b> Management Theory	<b>TIMEFRAME:</b> 7 classes

<p><b>PA COMMON CORE/NATIONAL STANDARDS:</b></p> <ul style="list-style-type: none"> <li>• 15.8.12.D. Analyze the effectiveness of a business plan for setting and achieving objectives.</li> <li>• 15.8.12.E. Evaluate how businesses are organized to achieve desired goals.</li> <li>• 15.8.12.H. Analyze motivational theories and their application in a business or organization.</li> <li>• 15.8.12.H. Analyze motivational theories and their application in a business or organization.</li> </ul>
<p><b>UNIT OBJECTIVES (SWBATS):</b></p> <ul style="list-style-type: none"> <li>• Identify and explain key management theories</li> <li>• Understand the evolution of management thought</li> <li>• Explore the similarities and differences from historical management to modern management</li> <li>• Critically evaluate the limitations of management theories</li> <li>• Apply management theories to real-world scenarios</li> <li>• Integrate multiple management approaches for practical problem-solving</li> </ul>
<p><b>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</b></p> <ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Class Discussion</li> <li>• Case Study Analysis</li> <li>• Individual and Partner Work</li> </ul>
<p><b>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</b></p> <ul style="list-style-type: none"> <li>• In-Class Assignments</li> <li>• Case Study Analysis</li> <li>• Tests</li> </ul>

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Design and propose a management practice that would have been better suited for a previously failed business

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

**KEY VOCABULARY:** Management, Theory, Principles, Organization, Productivity, Efficiency, Planning, Organizing, Staffing, Leading, Controlling, Motivation, SWOT Analysis, Decision-Making, Problem-Solving, Group Dynamics, Division of Labor, Administrative Management

Wallenpaupack Area School District Curriculum	
<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 3:</b> Business Organizations, Organizational Theory	<b>TIMEFRAME:</b> 8 classes

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.8.12.B. Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.
- 15.8.12.C. Critique major social and ethical decisions made by business and organizations throughout history.
- 15.8.12.D. Analyze the effectiveness of a business plan for setting and achieving objectives.
- 15.8.12.E. Evaluate how businesses are organized to achieve desired goals.
- 15.8.12.H. Analyze motivational theories and their application in a business or organization.

**UNIT OBJECTIVES (SWBATS):**

- Understand the different types of business organizations

- Explain organizational structure
- Analyze the role of organizational theory
- Explore key organizational theories
- Assess the importance of organizational culture
- Apply organizational theories to case studies

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- In-Class Assignments
- Case Study Analysis
- Tests

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Design your own business and construct the business structure best suited for that business to succeed. Define the organizational structure as well as the roles and responsibilities of the key team members. Prepare a presentation on why the business and its team members are best set up for success moving forward.

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

**KEY VOCABULARY:** Management, Business Organization, Organizational Theory, Sole Proprietorship, Partnership, Corporation, Limited Liability Company (LLC), Hierarchal Structure, Functional Structure, Divisional Structure, Organizational Culture, Leadership, Decision-Making, Problem-Solving, SWOT Analysis

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 4:</b> Organizational Culture/Innovation, Organizational Behavior	<b>TIMEFRAME:</b> 12 classes

<p><b>PA COMMON CORE/NATIONAL STANDARDS:</b></p> <ul style="list-style-type: none"> <li>• 15.8.12.B. Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.</li> <li>• 15.8.12.C. Critique major social and ethical decisions made by business and organizations throughout history.</li> <li>• 15.8.12.D. Analyze the effectiveness of a business plan for setting and achieving objectives.</li> <li>• 15.8.12.E. Evaluate how businesses are organized to achieve desired goals.</li> <li>• 15.8.12.G. Analyze leadership skills necessary for leading at various management levels.</li> <li>• 15.8.12.H. Analyze motivational theories and their application in a business or organization.</li> </ul>
<p><b>UNIT OBJECTIVES (SWBATS):</b></p> <ul style="list-style-type: none"> <li>• Understand the concept of organizational culture</li> <li>• Analyze the impact of organizational culture on performance</li> <li>• Identify types of organizational cultures</li> <li>• Explore the role of innovation in organizations</li> <li>• Assess the relationship between culture and innovation</li> <li>• Evaluate the role of leadership in shaping culture</li> <li>• Examine team dynamics and collaboration</li> <li>• Apply concepts to real-world situations</li> </ul>
<p><b>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</b></p> <ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Class Discussion</li> <li>• Case Study Analysis</li> <li>• Individual and Partner Work</li> </ul>
<p><b>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</b></p> <ul style="list-style-type: none"> <li>• In-Class Assignments</li> <li>• Case Study Analysis</li> <li>• Tests</li> </ul>

<b>DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):</b>	
<ul style="list-style-type: none"> <li>Assess the impact of innovation on a company's culture by research and conducting a case study that highlights the enhancements in productivity due to innovation.</li> </ul>	
<b>RESOURCES (Technology Based Resources, Text Resources, etc.):</b>	
<ul style="list-style-type: none"> <li>School Textbook</li> <li>Schoology</li> <li>Teacher Materials</li> <li>Case Studies</li> <li>Kahoot!</li> </ul>	
<b>KEY VOCABULARY:</b> Management, Decision-Making, Problem-Solving, Leadership, Innovation, Culture, Motivation, Empowerment, Values, Norms, Organizational Structure, Sole Proprietorship, Partnership, Limited Liability Corporation (LLC), Organizational Behavior	

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 5:</b> Leadership, Communication	<b>TIMEFRAME:</b> 10 classes

<b>PA COMMON CORE/NATIONAL STANDARDS:</b>
<ul style="list-style-type: none"> <li>15.3.12.G. Employ appropriate presentation skills to lead discussions and team activities.</li> <li>15.3.12.H. Evaluate presentations for language, proper techniques and media choices.</li> <li>15.3.12.J. Apply strategies to overcome barriers to active listening.</li> <li>15.8.12.G. Analyze leadership skills necessary for leading at various management levels.</li> <li>15.3.12.L. Evaluate characteristics of positive role models and their contribution to the development of a professional image.</li> <li>15.3.12.N. Demonstrate appropriate work ethic in the workplace, community, and classroom.</li> </ul>
<b>UNIT OBJECTIVES (SWBATS):</b>
<ul style="list-style-type: none"> <li>Understand Leadership Theories</li> <li>Develop effective communication skills</li> </ul>

- Analyze the role of communication in leadership
- Practice conflict resolution
- Foster team collaboration
- Interpret and apply emotional intelligence
- Reflect on personal leadership style

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- In-Class Assignments
- Case Study Analysis
- Tests

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Set up an interactive workshop for other students to develop their skills in the areas of leadership and communication

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

**KEY VOCABULARY:** Management, Leadership, Communication, Conflict Resolution, Problem-Solving, Teams, Team Collaboration, Role Models, Work Ethic, Emotional Intelligence, Transformational Leadership, Transactional Leadership, Servant Leadership, Active Listening, Feedback, Clarity, Assertiveness, Empathy, Interpersonal Skills



<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 6:</b> Control, Decision-Making	<b>TIMEFRAME:</b> 10 classes

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.6.12.A. Evaluate the impact of internal and external influences on financial decisions.
- 15.6.12.B. Analyze financial decisions for major purchasing events occurring at different stages in life, systematically considering alternatives and consequences.
- 15.8.12.R. Compare a firm's financial position against industry standards.
- 15.8.12.S. Compare and contrast the processes used for the design, redesign, supply, and/or production of a current industry product.

**UNIT OBJECTIVES (SWBATS):**

- Understand the importance of control
- Explore the control process
- Examine decision-making models
- Evaluate the role of data in decision-making
- Develop critical thinking skills
- Addressing risk
- Analyzing financial conditions
- Assessing financial decisions

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- In-Class Assignments
- Case Study Analysis
- Tests

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Develop a business simulation where the leader of the business must analyze various decisions to make along their route to being financially successful

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- School Textbook

- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

**KEY VOCABULARY:** Management, Control, Decision-Making, Standards, Performance, Data, Risk Assessment, SWOT Analysis, Leadership, Empowerment, Strategic Planning, Financial Conditions, Financial Decisions, Industry, Competition, Supply, Demand, Culture, Organizational Behavior

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 7:</b> Personal Management Skills, Financial Decision Making	<b>TIMEFRAME:</b> 13 classes

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.6.12.A. Evaluate the impact of internal and external influences on financial decisions
- 15.6.12.B. Analyze financial decisions for major purchasing events occurring at different stages in life, systematically considering alternatives and consequences.
- 15.6.12.D. Develop criteria to evaluate employment options.
- 15.6.12.G. Identify strategies for personal financial management.
- 15.6.12.H. Evaluate payment methods for major purchases.
- 15.6.12.J. Analyze the total cost of a major purchase loan agreement using fixed and variable interest rates, calculated over time.
- 15.6.12.P. Develop financial investment plans to accommodate various economic and personal scenarios.
- 15.6.12.R. Compare and contrast various investment plans to achieve goals of liquidity, income, and growth.

**UNIT OBJECTIVES (SWBATS):**

- Understand personal management skills
- Develop goal setting techniques
- Enhance time management skills
- Explore financial literacy concepts
- Create and manage a personal budget
- Evaluate spending habits

<ul style="list-style-type: none"> <li>• Explore investment basics</li> <li>• Analyze financial decision-making processes</li> </ul>
<p><b>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</b></p> <ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Class Discussion</li> <li>• Case Study Analysis</li> <li>• Individual and Partner Work</li> </ul>
<p><b>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</b></p> <ul style="list-style-type: none"> <li>• In-Class Assignments</li> <li>• Case Study Analysis</li> <li>• Tests</li> </ul>
<p><b>DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):</b></p> <ul style="list-style-type: none"> <li>• Research a conduct a presentation on a successful entrepreneur or CEO on their personal money management beliefs, as well as their decision-making processes for their personal and business financial decisions.</li> </ul>
<p><b>RESOURCES (Technology Based Resources, Text Resources, etc.):</b></p> <ul style="list-style-type: none"> <li>• School Textbook</li> <li>• Schoology</li> <li>• Teacher Materials</li> <li>• Case Studies</li> <li>• Kahoot!</li> </ul>
<p><b>KEY VOCABULARY:</b> Management, Finances, Decision-Making, Investments, Habits, Skills, Budget, Budgeting, Goal Setting, SWOT analysis, SMART Goals, Time Management, Financial Literacy, Interest, Loans, Lending, Amortization, Fixed Interest, Variable Interest, Liquidity, Economy, Economics</p>

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 8:</b> Ethics and Social Responsibility, Human Resources Management	<b>TIMEFRAME:</b> 10 classes

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.8.12.L. Explain the purpose and activities of a human resource department in a business or organization.
- 15.8.12.M. Evaluate selection criteria for a position in a business or organization.
- 15.8.12.N. Analyze existing federal, state and local legislation (such as harassment, employee rights, privacy, discrimination, substance abuse) as related to recruitment, selection, retention of employees within a business or organization.
- 15.8.12.O. Explain the collective bargaining process and its impact on the legal requirements of management.
- 15.8.12.P. Design appropriate orientation, training, and evaluation activities to meet established skill development requirements.
- 15.8.12.Q. Assess compensation, benefit plans, incentive packages, and possible career paths in businesses.

**UNIT OBJECTIVES (SWBATS):**

- Understand ethical principles in human resources
- Explore legal and regulatory compliance
- Examine social responsibility concepts
- Analyze ethical decision-making models
- Address diversity and inclusion
- Evaluate recruitment and selection practices
- Assess employee rights and welfare
- Explore conflict resolution and ethics

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- In-Class Assignments
- Case Study Analysis
- Tests

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Conduct an ethical HR Case Study Analysis that investigates the dilemmas faced by organizations in the hiring process, employee pay/benefits, and handling of conflict resolutions

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

**KEY VOCABULARY:** Management, Ethics, Social Responsibility, Corporate Social Responsibility, Human Resources, Human Resource Management, Leadership, Integrity, Accountability, Fairness, Diversity, Inclusion, Discrimination, Benefits, Salary, Workplace Culture, Ethical Dilemma, Code of Conduct, Code of Ethics, Recruitment, Orientation, Training, Evaluation, Incentives, Harassment, Discrimination, Employee Rights, Legislation

Wallenpaupack Area School District Curriculum	
<b>COURSE:</b> Business Principles and Management	<b>GRADE/S:</b> 10-12
<b>UNIT 9:</b> Operations Management, Global Perspective	<b>TIMEFRAME:</b> 10 classes

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.8.12.R. Compare a firm's financial position against industry standards.
- 15.8.12.S. Compare and contrast the processes used for the design, redesign, supply, and/or production of a current industry product.
- 15.8.12.T. Analyze the impact of different management strategies used by global businesses.
- 15.7.12.A. Assess the impact of political and economic changes on global business.
- 15.7.12.B. Evaluate logistical considerations of operating an international business (e.g., integration of information, transportation, inventory, warehousing, material handling, packaging, and security).
- 15.7.12.C. Examine business protocol of several countries as related to social customs, business customs, and political environment.
- 15.7.12.D. Analyze how political environments affect international business.
- 15.7.12.E. Examine the legal requirements (foreign and domestic) of operating a business.

- 15.7.12.H. Analyze the effect of efficiencies in natural and human resources as it relates to global business relationships.

**UNIT OBJECTIVES (SWBATS):**

- Understand operations management fundamentals
- Analyze process design and improvement
- Evaluate capacity planning strategies
- Implement quality management practices
- Explore global operations strategies
- Assess technology in operations management
- Implement sustainable management techniques
- Explore global economics and political landscapes

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

• **ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- In-Class Assignments
- Case Study Analysis
- Tests

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Create a PowerPoint on a case study of a global business and their operational management. Highlight the benefits of their global strategy within their industry.

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

**KEY VOCABULARY:** Management, Operations Management, Global Business, International Business, Politics, Economics, Economy, Industry, Standards, Tariffs, Inventory, Warehouse, Supply, Demand,

Shipping, Tax, Transportation, Logistics, Forecasting, Capacity Planning, Total Quality Management (TQM), Supply Chain, Risk Management, Sustainability, Natural Resources