

El Monte Union High School District

(7/20/2009)

COURSE OUTLINE

High School DISTRICT

Title: <u>BUSINESS TECHNOLOGY CORE</u>	This course meets graduation requirements:	Department/Cluster Approval	Date
Transitional* _____(Eng.Cluster Only)	<input type="checkbox"/> English	_____	_____
Sheltered (SDAIE)*__Bilingual*_____	<input type="checkbox"/> Fine Arts	_____	_____
AP**_____ Honors**_____	<input type="checkbox"/> Foreign Language	_____	_____
	<input type="checkbox"/> Health & Safety	_____	_____
Department: Business and Marketing	<input type="checkbox"/> Math	_____	_____
	<input type="checkbox"/> Physical Education	_____	_____
Grade Level (s): 9 - 12	<input type="checkbox"/> Science	_____	_____
	<input type="checkbox"/> Social Science	_____	_____
Semester (X) Year ()	<input checked="" type="checkbox"/> Elective	_____	_____

Year of State Framework Adoption: 2005

*Instructional materials appropriate for English language learners are required.

**For AP/Honors course attach a page describing how this course is above and beyond a regular course. Also, explain why this course is the equivalent of a college level class.

1. Prerequisite (s):

None

2. Short description of course which may also be used in the registration manual:

Business Technology Core is the foundation course for all business sequences. It is the introductory course for all business pathways. The course emphasizes business communication, basic economic concepts, basic financial concepts, functions of business, business technology, career preparation, and job acquisition. Business Technology Core provides students with a foundation of business skills and knowledge necessary to pursue a major in business at postsecondary institutions. It will also prepare students for entry-level employment upon high school graduation. The class reinforces academic concepts through real-life applications in the business environment. As part of the course, students will be introduced to various types of business software such as word processing, spreadsheet, graphics, database, and presentation applications. Business Technology Core encompasses computer literacy and keyboarding.

Course Goals:

1. To describe the broad range of occupational opportunities available.
2. To communicate verbally and in writing, using appropriate vocabulary and grammar following accepted standards for punctuation, capitalization, and number expressions.
3. To create a resume, cover letter, and to complete a job application.
4. To understand technology used in business.
5. To be able to access, manipulate, and produce information using a computer.
6. To calculate financial data using a computerized spreadsheet.
7. To learn the basic keyboard using the touch method.
8. To explain and analyze the operations of the private enterprise system.
9. To explain basic economic concepts such as types of business ownership and supply and demand.
10. To understand personal finance and financial statements.
11. To define entrepreneurship.
12. To discuss laws which relate to business and consumer transactions.
13. To make informed and intelligent personal, business, and consumer decisions.
14. To define marketing and list the elements of the marketing mix.
15. To explain why people and countries specialize in products and services.

3. **Describe how this course integrates the schools ESLRS (Expected Schoolwide Learning Results):**

Academic Achiever: Business Tech Core students will apply critical academic skills in reading, writing, speaking, listening and computing skills. All academic achievers will apply these skills in completing assigned tasks in research projects and classroom presentations leading to a comprehensive foundation in business theory and application.

Critical Thinkers: Business Tech Core students will incorporate problem solving skills in analyzing and solving complex business applications requiring new tasks and/or concepts such as customer relations, marketing, financing, management, and career planning.

Proficient Technology Users: Business Tech Core students will utilize computers in many aspects of their education. Students will learn to prepare business correspondence, develop resumes, compute data using spreadsheet application, and deliver dynamic presentations.

Ethical and Respectful Citizens: Business Tech Core students must learn social responsibility and ethics as they pertain to the business environment and their responsibility to society. Students will develop responsible attitude as they learn cause and effect of their actions to society. Students will work in groups of four across gender and cultural groups to demonstrate acceptance and respect of individual and cultural differences.

Healthy Individuals: Business Tech Core students will understand the importance of living a healthy lifestyle and learn to balance work and their personal lives by planning for their career, family and personal goals.

4. Describe the additional efforts/teaching techniques/methodology to be used to meet the needs of English language learners:

The teacher will be sensitive to the various cultural and language needs of the students. A variety of teaching techniques will include demonstrations, videos, DVDs, collaborative learning groups and other visual or manipulative teaching tools. In addition, English Language Learners will be encouraged to use the media center for extra help and reference materials. The Madeleine Hunter and SDAIE methodologies will be used along with appropriate pedagogies.

5. Describe the interdepartmental articulation process for this course:

All teachers in the business department stress the same business skills, knowledge, and values necessary to become a successful employee in the business world. Business Tech Core will reinforce core competencies of English, Math, and Social Studies as well as other departments as needed. In addition, students will apply the presentation skills they learn in Business Technology Core to prepare dynamic presentations for other classes. They will use their spreadsheet skills to analyze financial data, and apply their communication skills as they prepare reports for other subject areas.

6. Describe how this course will integrate academic and vocational concepts, possibly through connecting activities. Describe how this course will address work-based learning/school to career concepts:

Technology Core students are expected to develop their academic skills in reading, writing, and computation as they learn about business letters, resumes, budgets, personal finance, and financial statements. All activities are performance based to connect learning to actual performance.

English: Students will read, write, listen and present information demonstrating their mastery of the course content. They will also communicate effectively with other students and teachers.

Math: Students will utilize various math competencies to maintain personal checking accounts and constructing financial statements for analysis.

Social Studies: Students will develop a new understanding of the world's economies from a business perspective as they grow into citizens of the global village.

7. Materials of Instruction:

A. Textbook(s) and Core Reading(s):

1. *Introduction to Business 2008* by Betty J. Brown and John E. Clow, McMillan McGraw-Hill Publishing Co., 2008
2. *Introduction to Business* Student Activity Workbook
3. Instructor prepared materials

B. Supplemental Materials and Resources:

1. *Century 21 Keyboarding, Formatting, and Document Processing, 5th Edition* by Jerry W. Robinson, Jack P. Hoggatt, Jon A. Shank, Arnola C. Ownby, Lee R. Beaumont, T. James Crawford, and Lawrence W. Erickson, South-Western Publishing Co., 1993
2. *Century 21 Computer Applications and Keyboarding, 9th Edition* by Jack P. Hoggatt and Jon A. Shank, South-Western Publishing Co., 2010
3. MicroType 4/5 or MicroPace 2.0
4. Mavis Beacon
5. Various keyboarding websites
6. Business videos / DVDs

C. Tools, Equipment, Technology, Manipulatives, Audio-Visual:

- Television
- VCR / DVD Player
- Overhead Projector
- LCD Projector
- Computers
- Printers
- Poster Boards
- Color Pencils and Markers

8. A. Objectives of Course:

Upon completion of this course, students will be able to:

- a) State the differences between wants and needs.
- b) Describe how resources limit the number of wants people and businesses can satisfy.
- c) Explain how to use the decision-making process to make the most of your resources.
- d) Explain how profit and competition motivate businesses.
- e) Differentiate between goods and services.
- f) Explain how scarcity of economic resources is a problem for every society.
- g) Describe the basic types of economic systems.
- h) Describe the four stages of the business cycle.
- i) Define ethics and business ethics.
- j) Define entrepreneur and entrepreneurship.
- k) Discuss the advantages and disadvantages of business ownership.
- l) Differentiate the six types of businesses.
- m) Describe the advantages and disadvantages of sole proprietorship, partnership, and corporation.
- n) Explain the concept of international business.
- o) Discuss why people and countries specialize in producing goods and services.
- p) Identify the functions of marketing.
- q) List the elements of the marketing mix.

- r) Define human resources management.
- s) Identify the procedures for meeting staffing needs.
- t) Explain the purpose of a budget and how it is used to realize financial goals.
- u) Define accounting.
- v) State the three components of the accounting equation.
- w) Describe the three main financial statements used by businesses.
- x) Describe the role of information technology in business.
- y) Identify ways that technology has changed the workplace.
- z) Identify the parts of a computer system.
- aa) List various types of software being used in the workplace.
- bb) Discuss the importance of career planning.
- cc) Identify the parts of a resume.
- dd) Describe the elements involved in the application process.
- ee) Differentiate the various types of checking accounts and their functions.
- ff) Demonstrate how checking account holders manage their bank transactions.
- gg) Demonstrate keyboarding technique by touch and 10-key data entry.
- hh) Demonstrate basic knowledge of word processing, spreadsheet application, database, and presentation software.

B. Evaluation / Assessment / Rubrics:

- ✓ Class assignments
- ✓ Quizzes
- ✓ Chapter Tests
- ✓ Keyboarding Software Reports
- ✓ Completed documents
- ✓ Marketing Projects

C. Minimal Attainment:

Students are expected to achieve 60% minimum grade in all assignments, tests, and projects.

State Framework:

Foundation Standards

1.0	Academics
2.0	Communications
3.0	Career Planning and Management
4.0	Technology
5.0	Problem Solving and Critical Thinking
6.0	Health and Safety
7.0	Responsibility and Flexibility
8.0	Ethics and Legal Responsibilities
9.0	Leadership and Teamwork
10.0	Technical Knowledge and Skills
11.0	Demonstration and Application

Pathway Standards

A1.4	Prepare, and interpret financial statements for various businesses.
A3.1	Understand the major types of business organizations and the risks and benefits of each.
B2.1	Know basic banking concepts and terms.
C1.1	Create a budget to calculate long-term projections.
A7.1	Know common industry-standard software and its applications.
A1.3	Understand the role of the Internet in expanding business options and creating diverse marketplace opportunities.
B1.0	Students understand the basic aspects of entrepreneurship.
B2.0	Students understand the elements and purpose of a business plan.
B4.0	Students understand effective marketing of small businesses.
B5.0	Students understand the key economic concepts that affect small business ownership.
C1.0	Students understand the fundamental concepts of international business.
C2.0	Students understand how geographic, cultural, political, legal, historical, and economic factors influence international trade.
D1.0	Students understand the key concepts of professional sales and marketing.

BUSINESS TECHNOLOGY CORE

PACING PLAN

SPECIFIC COURSE OBJECTIVES	CHAPTER OF STUDY	DURATION
<ul style="list-style-type: none"> ▪ State the differences between wants and needs. ▪ Describe how resources limit the number of wants people and businesses can satisfy. ▪ Explain how to use the decision-making process to make the most of your resources. ▪ Explain how profit and competition motivate businesses. ▪ Differentiate between goods and services. ▪ Explain how scarcity of economic resources is a problem for every society. ▪ Describe the basic types of economic systems. ▪ Describe the four stages of the business cycle. ▪ Define ethics and business ethics. 	Chapter 1 - 4	3 weeks
<ul style="list-style-type: none"> ▪ Define entrepreneur and entrepreneurship. ▪ Discuss the advantages and disadvantages of business ownership. ▪ Differentiate the six types of businesses. ▪ Describe the advantages and disadvantages of sole proprietorship, partnership, and corporation. ▪ Explain the concept of international business. ▪ Discuss why people and countries specialize in producing goods and services. 	Chapter 5, 6, 10	2 weeks
<ul style="list-style-type: none"> ▪ Identify the functions of marketing. ▪ List the elements of the marketing mix. 	Chapter 13	2 weeks
<ul style="list-style-type: none"> ▪ Define human resources management. ▪ Identify the procedures for meeting staffing needs. ▪ Explain the purpose of a budget and how it is used to realize financial goals. ▪ Define accounting. ▪ State the three components of the accounting equation. ▪ Describe the three main financial statements used by businesses. 	Chapter 15, 17	2 weeks
<ul style="list-style-type: none"> ▪ Describe the role of information technology in business. ▪ Identify ways that technology has changed the workplace. ▪ Identify the parts of a computer system. ▪ List various types of software being used in the workplace. 	Chapter 18 - 19	2 weeks
<ul style="list-style-type: none"> ▪ Discuss the importance of career planning. ▪ Identify the parts of a resume. ▪ Describe the elements involved in the application process. ▪ Prepare a proper resume and complete a job application. 	Chapter 20 - 21	2 weeks

SPECIFIC COURSE OBJECTIVES	CHAPTER OF STUDY	DURATION
<ul style="list-style-type: none"> ▪ Differentiate the various types of checking accounts and their functions. ▪ Demonstrate how checking account holders manage their bank transactions. ▪ Prepare a basic spreadsheet to keep track of a personal checking account. ▪ Prepare a basic budget using spreadsheet application. 	Chapter 29	1½ week
<ul style="list-style-type: none"> ▪ Develop necessary skills for proper keyboarding technique. ▪ Master alphanumeric keyboarding by touch. ▪ Master 10-key by touch. ▪ Apply keyboarding skills to prepare memorandums and business letters. ▪ Prepare a multimedia resume using Microsoft PowerPoint 	Keyboarding Text and/or keyboarding software	3½ weeks