

7421 INTERMEDIATE FINANCIAL SERVICES MANAGEMENT AND BUSINESS ECONOMICS

DATE:

**INDUSTRY
SECTOR:** Business and Finance Sector

PATHWAY: Financial Services

CALPADS TITLE: Intermediate Financial Services Management and Business Economics (Concentrator)

CALPADS CODE: 7421

HOURS:	Total	Classroom	Laboratory/CC/CVE
	180	50	130

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Management Analysts	13-1111.00	Online Merchants	13-1199.06
Logistics Managers	11-3071.03	Market Research Analysts and Marketing Specialists	13-1161.00
Career/Technical Education Teachers, Secondary School	25-2032.00		

COURSE DESCRIPTION:

This course discusses the economy and the factors that influence the success of businesses and products. Students will understand the roles of citizens, workers and consumers and the importance of planning, organizing, and controlling the monetary resources of a business. This course describes forms of business ownership, discusses the relationship of labor and business, and applies techniques for managing human resources to maximize operational efficiencies and effectiveness. Students will demonstrate characteristics of professionalism in working relationships with customers and employees. This course integrates economic principals with entrepreneurship/business concepts.

A-G APPROVAL: G

ARTICULATION: None

DUAL ENROLLMENT: None

PREREQUISITES:	Prerequisite
	Introduction to Business and Finance
	Algebra I

METHODS OF INSTRUCTION

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

STUDENT EVALUATION:

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

INDUSTRY CERTIFICATION:

- None

RECOMMENDED TEXTS:

- Entrepreneurship - Building a Business, by Kathleen Allen, Ph D. and Earl C. Meyer, Ph D., Glencoe McGraw-Hill Companies Inc., 2011.
- Entrepreneurship-Ideas in Action 6E, by Cynthia L. Greene, South-Western Educational Publishing, 2017
- Principles of Business 9e, by Les R. Dlabay, James L. Burrow, and Brad a. Kleindl, SouthWestern Cengage Learning, 2017.

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10				Introductory	Introduction to Business and Finance
10, 11, 12				Concentrator	7421 Intermediate Financial Services Management and Business Economics
11, 12				Capstone	Advanced Financial Services Business Accounting

I.	UNIT 1 - BUSINESS IN THE ECONOMIC ENVIRONMENT	CR	Lab/ CC	Standards
	<p>I. Unit 1 – Business in the Economic Environment</p> <p>A. Economic Decisions and Systems</p> <ol style="list-style-type: none"> 1. Economic Choices 2. Economic Systems 3. Supply and Demand <p>B. Economic Activity</p> <ol style="list-style-type: none"> 1. Measuring Economic Activity 2. Economic Conditions Change <p>C. Entrepreneurs in a Market Economy</p> <ol style="list-style-type: none"> 1. Entrepreneurs Satisfy Needs and Wants 2. How Economic Decisions are Made 3. What Affects Price? 	6	12	<p>Academic:</p> <p>LS: 11.1, 11.2, 11.3</p> <p>RSIT : 11.1, 11.2, 11.3, 11.7</p> <p>WS : 11.1, 11.2, 11.4, 11.5, 11.6</p> <p>A-SSE: 1, 1a</p> <p>A-CED: 2</p> <p>A-REI: 1, 2</p> <p>G-MG: 1, 2</p> <p>S-IC: 3, 6</p> <p>S-ID: 4, 5, 6</p> <p>PE: 12.1, 12.1.1, 12.1.2, 12.1.3, 12.1.4, 12.2.1, 12.2.2, 12.2.3, 12.2.4, 12.2.5, 12.2.6, 12.2.7, 12.2.8, 12.2, 12.3, 12.3.1, 12.3.2, 12.3.3, 12.3.4</p> <p>WH: 10.3.5, 10.3.6, 10.3</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.2, 2.3, 2.4, 2.5</p> <p>Career Planning and Management: 3.1, 3.2</p> <p>Technology: 4.1, 4.3</p> <p>Problem Solving and Critical Thinking: 5.1, 5.3, 5.4</p> <p>Responsibility and Flexibility: 7.1, 7.3</p> <p>Leadership and Teamwork: 9.6</p> <p>Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3, 10.5, 10.9</p> <p>Demonstration and Application: 11.1, 11.2, 11.3, 11.4</p> <p>CTE Pathway:</p> <p>B1.5, B4.4, B6.1, B6.3, B6.4</p>
II.	UNIT 2 – SHOULD YOU BECOME AN ENTREPRENEUR	CR	Lab/ CC	Standards

	<p>A. Define Entrepreneurship</p> <ol style="list-style-type: none"> 1. Entrepreneurship vs. Employees 2. Types of Entrepreneurial Businesses 3. Entrepreneurial Opportunities in Our Economy <p>B. Entrepreneurs and You</p> <ol style="list-style-type: none"> 1. Characteristics of Successful Entrepreneurs 2. Characteristics of Good Team Members 3. Advantages and Disadvantages of Entrepreneurship 4. Explore Ideas and Opportunities <p>C. Problem-Solving Model for Making Business Decisions</p> <ol style="list-style-type: none"> 1. The Six Steps of Problem-Solving Model 2. Other Essential Problem-Solving Skills 	2	4	<p>Academic:</p> <p>LS: 11.1, 11.2, 11.3</p> <p>RSIT : 11.1, 11.2, 11.3, 11.4</p> <p>WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9</p> <p>A-CED: 2</p> <p>A-REI: 1, 2</p> <p>G-MG: 1, 2</p> <p>S-IC: 3, 6</p> <p>S-ID: 4, 5, 6</p> <p>PE: 12.1, 12.1.1, 12.1.2, 12.1.3, 12.2.1, 12.2.2, 12.2.3, 12.2.4, 12.2.5, 12.2.6, 12.2</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, 3.6, 3.7</p> <p>Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6</p> <p>Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4</p> <p>Ethics and Legal Responsibilities: 8.7</p> <p>Leadership and Teamwork: 9.1, 9.2, 9.3, 9.4</p> <p>Technical Knowledge and Skills: 10.1, 10.1</p> <p>Demonstration and Application: 11.3, 11.4</p> <p>CTE Pathway:</p> <p>B1.3, B1.4, B1.5, B4.1, B6.1</p>
III.	UNIT 3 – DEVELOP A BUSINESS PLAN	CR	Lab/CC	Standards
	<p>A. Why a Business Plan is Important</p> <ol style="list-style-type: none"> 1. Purposes of a Business Plan 2. Importance of a Business Plan <p>B. Components of the Business Plan</p> <ol style="list-style-type: none"> 1. Introductory Elements 2. Description of the Business 	3	10	<p>Academic:</p> <p>LS: 11.1, 11.2, 11.3</p> <p>RSIT : 11.1, 11.2, 11.3, 11.7</p> <p>WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8</p> <p>A-CED: 2</p>

	<ul style="list-style-type: none"> 3. Customer Analysis 4. Operations Plan 5. Marketing Plan 6. Financial Plans <p>C. Resources for Business Plan Research</p> <ul style="list-style-type: none"> 1. Community, Government, and Professional Resources 2. Print Resources 3. Online Resources <p>D. Business Plan Pitfalls to Avoid</p>			<p>A-REI: 1, 2 G-MG: 1, 2 S-IC: 3, 6 S-ID: 4, 5, 6 PE: 12.1, 12.1.4, 12.1.2, 12.1.3, 12.1.1, 12.2</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4 Career Planning and Management: 3.1, 3.2, 3.3, 3.6, 3.7 Technology: 4.1, 4.2, 4.3, 4.4, 4.5 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Responsibility and Flexibility: 7.4 Leadership and Teamwork: 9.2, 9.3, 9.4, 9.5 Technical Knowledge and Skills: 10.1, 10.2 Demonstration and Application: 11.1, 11.2, 11.3, 11.4</p> <p>CTE Pathway: B1.3, B1.5, B1.1, B3.2, B4.2, B6.3, B6.1</p>
IV.	UNIT 4 – MARKET ANALYSIS	CR	Lab/CC	Standards
	<p>A. Identify Your Market</p> <ul style="list-style-type: none"> 1. Define Target Market 2. Market Segments 3. Customer Profile <p>B. Conduct Market Research</p> <ul style="list-style-type: none"> 1. Primary Data 2. Secondary Data 3. Six Steps of Market Research 4. Technology-Driven Marketing <p>C. Types of Competition</p> <ul style="list-style-type: none"> 1. Direct Competition 2. Indirect Competition 3. Competitive Analysis 4. Customer Loyalty Strategies <p>Virtual Business – Market Research Lesson</p>	2	7	<p>Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.7 WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9 A-CED: 2 A-REI: 1, 2 G-MG: 1, 2 S-IC: 3, 5, 6 S-ID: 4, 5, 6 PE: 12.1, 12.1.2, 12.2, 12.2.1, 12.2.5</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management:</p>

				3.1, 3.2, 3.3, 3.7 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 Problem Solving and Critical Thinking: 5.3, 5.4 Health and Safety: 6.7 Responsibility and Flexibility: 7.1, 7.3, 7.4, 7.6, 7.7 Ethics and Legal Responsibilities: 8.7 Leadership and Teamwork: 9.1, 9.2 Technical Knowledge and Skills: 10.1, 10.2, 10.3 Demonstration and Application: 11.1, 11.2, 11.3, 11.4 CTE Pathway: B3.3, B4.1, B6.1, B9.3
V.	UNIT 5 – DEVELOPMENT OF THE MARKETING PLAN	CR	Lab/CC	Standards
	A. Definition of Marketing and Marketing S 1. Marketing Concept 2. Marketing Mix 3. Marketing Strategy a. Short-Term Goals b. Medium-Term Goals c. Long-Term Goals B. The Marketing Mix – Product 1. Product Mix 2. Product Management C. The Marketing Mix – Price 1. Set Pricing Objectives 2. Determine Price for a Product a. Demand-Based Pricing b. Cost-Based Pricing c. Competition-Based Pricing 3. Determine Price for a Service or an a. Time-Based Pricing b. Bundling c. Consulting or Licensing Fees	9	23	Academic: LS: 11.1, 11.2, 11.3, 11.4, 11.5, 11.6 RSIT : 11.1, 11.2, 11.3, 11.7 WS : 11.1, 11.2, 11.4, 11.5, 11.7, 11.8, 11.9 A-SSE: 2 A-CED: 2 A-REI: 1, 2 G-MG: 1, 2 S-IC: 3, 5, 6 S-ID: 4, 5, 6 PE: 12.1, 12.1.2, 12.1.1, 12.2, 12.2.3, 12.2.4, 12.2.5, 12.2.8, 12.3.1, 12.3, 12.3.3 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2 Technology: 4.1, 4.2, 4.3, 4.4, 4.5,

4. Pricing Strategies
 - a. Introductory Pricing
 - b. Psychological Pricing
 - c. Discount Pricing
- D. The Marketing Mix – Distribution
 1. Supply Chain Management
 - a. Direct and Indirect Channels
 - b. Channel Options
 2. Distribute Goods and Services
 - a. Retail Businesses
 - b. Service Businesses
 - c. Manufacturing Businesses
 3. Physical Distribution
 - a. Transportation
 - b. Storage and Handling
 - c. Packaging
- E. The Marketing Mix – Promotion
 1. Advertising
 - a. Online
 - b. Television
 - c. Radio
 - d. Newspaper
 - e. Direct Mail
 - f. Magazine
 - g. Outdoor
 - h. Transit
 2. Publicity
 - a. Public Relations
 - b. Self-Promotion
 3. Selling
 - a. Customer Needs and Wants
 - b. Needs Assessment
 - c. Personal Selling
 - d. Product Knowledge
 4. Other Types of Promotion
 - a. Sales Promotions
 - b. Telemarketing
 - c. Visual Marketing

Virtual Business – Marketing Lesson

Virtual Business – Menu Design Lesson

Virtual Business – Pricing Lesson

4.6
 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4
 Health and Safety: 6.7
 Responsibility and Flexibility: 7.3, 7.4, 7.5, 7.7
 Ethics and Legal Responsibilities: 8.2, 8.3, 8.4, 8.6, 8.7
 Leadership and Teamwork: 9.1, 9.2, 9.3, 9.6, 9.7
 Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.8, 10.11
 Demonstration and Application: 11.1, 11.2, 11.3, 11.4

CTE Pathway:

B1.3, B1.5, B2.3, B4.1, B6.1, B9.3

VI.	UNIT 6 – BUSINESS STRUCTURES AND LEGAL ISSUES	CR	Lab/ CC	Standards
	<p>A. Types of Business Ownership</p> <ol style="list-style-type: none"> 1. Buy an Existing Business 2. Purchase a Franchise 3. Enter a Family Business 4. Start Your Own Business <p>B. Legal Forms of Business</p> <ol style="list-style-type: none"> 1. Sole Proprietorship 2. Partnership 3. Corporation <ol style="list-style-type: none"> a. Process of starting a corporation b. S Corporation c. Limited Liability Company <p>C. Regulations and Laws</p> <ol style="list-style-type: none"> 1. Regulations that Promote Competition <ol style="list-style-type: none"> a. Antitrust Legislation b. Government Agencies that Protect Competition 2. Intellectual Property 3. Laws that Protect Consumers <ol style="list-style-type: none"> a. Licenses b. Zoning Laws c. Consumer Protection Laws 4. Legal Issues Affecting Business <ol style="list-style-type: none"> a. Contracts b. Torts Relating to Business Enterprises c. Agency Relationships 	5	15	<p>Academic: LS: 11.1, 11.2, 11.3, 11.4 RSIT : 11.1, 11.2, 11.3, 11.7 WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9 A-CED: 2 G-MG: 1, 2 S-IC: 3, 5, 6 S-ID: 4, 5, 6 PE: 12.1, 12.2.8, 12.2.6, 12.2.2, 12.3.1, 12.3 US: 11.6, 11.6.5</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 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 Problem Solving and Critical Thinking: 5.3, 5.4 Health and Safety: 6.6, 6.7 Responsibility and Flexibility: 7.3, 7.7 Ethics and Legal Responsibilities: 8.2, 8.3, 8.4, 8.5, 8.6, 8.7 Leadership and Teamwork: 9.2, 9.3, 9.6, 9.7 Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3, 10.9 Demonstration and Application: 11.1, 11.2, 11.3, 11.4</p> <p>CTE Pathway: B1.6, B2.3, B5.1, B6.1</p>
VII.	UNIT 7 – SETTING UP YOUR BUSINESS	CR	Lab/ CC	Standards

	<p>A. Location Selection</p> <ol style="list-style-type: none"> 1. Locating a Retail Business 2. Locating a Nonretail Business 3. Starting a Virtual or Online Business 4. Selecting Your Site <p>B. Obtain Space and Design the Physical Layout</p> <ol style="list-style-type: none"> 1. Lease or Buy Space 2. Design the Floor Plan <ol style="list-style-type: none"> a. Layout of a Retail Business b. Layout of a Service Business c. Layout of a Wholesale Business d. Layout of a Manufacturing Business <p>C. Purchase Equipment, Supplies, and Inventory</p> <ol style="list-style-type: none"> 1. Obtain Equipment and Supplies 2. Purchase Inventory <p>Virtual Business – Location Selection Lesson</p> <p>Virtual Business – Layout Lesson</p> <p>Virtual Business – Purchasing Lesson</p>	3	9	<p>Academic:</p> <p>LS: 11.1, 11.2, 11.3</p> <p>RSIT : 11.1, 11.2, 11.3, 11.7</p> <p>WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9</p> <p>A-CED: 2</p> <p>G-MG: 1, 2</p> <p>S-IC: 3, 5, 6</p> <p>S-ID: 4, 5, 6</p> <p>PE: 12.1, 12.3, 12.3.1</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</p> <p>Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6</p> <p>Problem Solving and Critical Thinking: 5.1, 5.3, 5.4</p> <p>Health and Safety: 6.2, 6.3, 6.4, 6.5, 6.6, 6.7</p> <p>Responsibility and Flexibility: 7.1, 7.3, 7.4</p> <p>Ethics and Legal Responsibilities: 8.1, 8.2, 8.3</p> <p>Leadership and Teamwork: 9.1, 9.2, 9.3, 9.6</p> <p>Technical Knowledge and Skills: 10.1, 10.9</p> <p>Demonstration and Application: 11.1, 11.2, 11.3, 11.4</p> <p>CTE Pathway:</p> <p>B1.5, B2.3, B3.3</p>
VIII.	UNIT 8 – FINANCIAL MANAGEMENT	CR	Lab/CC	Standards
	<p>A. Assess Your Financial Needs</p> <ol style="list-style-type: none"> 1. Startup Costs 2. Personal Financial Statement <p>B. Equity Capital</p> <ol style="list-style-type: none"> 1. Personal Contributions 2. Friends and Relative 	5	10	<p>Academic:</p> <p>LS: 11.1, 11.2, 11.3</p> <p>RSIT : 11.1, 11.2, 11.3, 11.7</p> <p>WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9</p> <p>A-CED: 2</p>

	3. Venture Capitalists 4. Crowdfunding C. Debt Capital 1. Friends and Relatives 2. Commercial Bank Loans 3. Other Sources of Loans D. Pro Forma Financial Statements 1. Cash Flow Statement 2. Income Statement 3. Balance Sheet E. Recordkeeping for Businesses 1. Cash or Accrual Accounting Methods 2. Journals and Ledgers 3. Business Records a. Banking b. Payroll c. Tax Virtual Business – Financial Statements Lesson			G-MG: 1, 2 S-IC: 3, 6 S-ID: 4, 5, 6 PE: 12.1, 12.3, 12.3.1 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 Problem Solving and Critical Thinking: 5.3, 5.4 Health and Safety: 6.6, 6.7 Responsibility and Flexibility: 7.1, 7.2, 7.3, 7.4, 7.6 Ethics and Legal Responsibilities: 8.1, 8.2, 8.7 Leadership and Teamwork: 9.1, 9.2, 9.3 Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3 Demonstration and Application: 11.1, 11.2, 11.3, 11.4 CTE Pathway: B1.6, B1.5, B3.4, B3.1, B3.2, B4.1, B4.2, B4.3, B6.1, B8.5, B8.7, B9.3, B9.5, B9.8
IX.	UNIT 9 – OPERATIONS MANAGEMENT	CR	Lab/CC	Standards
	A. Operating Procedures 1. Management Functions 2. Operations Manual B. Inventory Control 1. Purchasing Plan 2. Inventory Tracking 3. Inventory Management C. Daily Financial Management 1. Manage Cash Flow 2. Prepare and Analyze Financial Statements	3	8	Academic: LS: 11.1, 11.2, 11.3 RSIT : 11.1, 11.2, 11.3, 11.7 WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9 A-CED: 2 S-IC: 3, 6 S-ID: 4, 5, 6 PE: 12.1, 12.1.2, 12.2.3, 12.3.1 CTE Anchor: Communications:

				2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2 Technology: 4.1, 4.3, 4.4 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Health and Safety: 6.6, 6.7 Responsibility and Flexibility: 7.6 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3 Leadership and Teamwork: 9.1, 9.2 Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3, 10.5 Demonstration and Application: 11.1, 11.3, 11.4 CTE Pathway: B1.1, B1.2, B2.3, B3.3, B3.4, B4.1, B4.2, B4.3
X.	UNIT 10 – HUMAN RESOURCE MANAGEMENT	CR	Lab/ CC	Standards
	A. Identify Staffing Needs <ol style="list-style-type: none"> Staffing Recruiting Alternative to Adding Staff B. Staffing Process <ol style="list-style-type: none"> Hiring Procedure Compensation Package Regulations that Protect Employees C. Direct and Control Human Resources <ol style="list-style-type: none"> Implement the Staff Plan Motivate Employees Control Employees Virtual Business – Staffing Lesson	5	15	Academic: LS: 11.1, 11.2 RSIT : 11.1, 11.2, 11.3, 11.4, 11.5, 11.6, 11.7 WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8 A-CED: 2 G-MG: 2 S-IC: 3, 6 S-ID: 4, 5, 6 PE: 12.1, 12.1.1, 12.4, 12.4.2, 12.4.3 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, 3.9 Technology: 4.1, 4.2, 4.3, 4.4 Problem Solving

				and Critical Thinking: 5.3, 5.4 Health and Safety: 6.6, 6.7 Responsibility and Flexibility: 7.3, 7.4 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7 Leadership and Teamwork: 9.1, 9.2, 9.3, 9.6, 9.7 Technical Knowledge and Skills: 10.1, 10.1, 10.2 Demonstration and Application: 11.1, 11.2, 11.3, 11.4 CTE Pathway: B1.7, B9.3, B9.4
XI.	UNIT 11 – RISK MANAGEMENT	CR	Lab/CC	Standards
	A. Business Risks <ol style="list-style-type: none"> Identify Business Risks Deal with Business Risks Develop a Plan to Get Back on Track Types of Theft and Prevention Methods B. Insure Against Risks <ol style="list-style-type: none"> Classification of Risk Uninsurable Risks Types of Insurance Coverage Insurance Purchase Process C. Other Business Risks <ol style="list-style-type: none"> Credit Risks Injury Risks from Nature of Occupations Risks in International Business 	3	7	Academic: LS: 11.1, 11.2, 11.3 RSIT : 11.1, 11.2, 11.4, 11.7 WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9 A-CED: 2 G-MG: 1, 2 S-IC: 3, 5, 6 S-ID: 4, 5, 6 PE: 12.1, 12.1.2, 12.3 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2 Technology: 4.1, 4.2, 4.3 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Responsibility and Flexibility: 7.7, 7.8 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.7 Leadership and Teamwork: 9.1, 9.2, 9.3, 9.7

				Technical Knowledge and Skills: 10.1, 10.2 Demonstration and Application: 11.1, 11.3, 11.4 CTE Pathway: B7.3, B7.5, B7.6, B8.5, B9.3
XII.	UNIT 12 – MANAGEMENT FOR THE FUTURE	CR	Lab/CC	Standards
	A. Growth Strategies <ol style="list-style-type: none"> 1. Business Expansion 2. Product Life Cycle and Development B. Ethical and Social Issues <ol style="list-style-type: none"> 1. Define Ethics 2. Ethics and Business 3. Social Responsibilities 4. Respect the Environment C. Global Trends and Opportunities <ol style="list-style-type: none"> 1. Exports and Imports 2. Government Regulation of International Trade Virtual Business – Turnaround Project	4	10	Academic: LS: 11.1, 11.2, 11.3 RSIT : 11.1, 11.2, 11.3, 11.7 WS : 11.1, 11.2, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9 A-CED: 2 G-MG: 1, 2 S-IC: 3, 6 S-ID: 4, 5, 6 PE: 12.1, 12.1.1, 12.1.2, 12.2.5, 12.2.7, 12.2, 12.3.1, 12.3, 12.4, 12.4.3, 12.4.2 WH: 10.3.5, 10.3 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2 Technology: 4.1, 4.2, 4.3, 4.4 Problem Solving and Critical Thinking: 5.1, 5.3, 5.4 Health and Safety: 6.6, 6.7 Responsibility and Flexibility: 7.7, 7.8 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7 Leadership and Teamwork: 9.2, 9.3, 9.6, 9.7 Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3, 10.8 Demonstration and Application: 11.1,

			11.3, 11.4 CTE Pathway: B2.3, B3.3, B4.2, B5.3, B6.1, B6.3, B7.1, B7.2, B8.7, B9.3
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Entered by:

District: El Monte Union High School District
Contact: Hillary Wolfe, Director, Research and Curriculum
Phone: (626) 444 9005 x9925
Email: Hillary.wolfe@emuhsd.org