

Business Management and Law Course Syllabus

Course Title: Business Management and Law
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Department: Business/Technology

Primary Course Materials: Handouts

Course Description: This course will provide a practical, working knowledge as to how to plan, set up, and run a successful business. Students interested in small business ownership, business management, or post high school business administration training should take this course. Organization, marketing, finance, distribution, advertising, credit, budgets, taxes, stocks and bonds, employee relations, and government regulations are studied.

Essential Questions:

1. Is entrepreneurship right for you?
2. What is the role of a manager?
3. How important is leadership and how can you develop leadership skills?
4. What business opportunities are available?
5. What does it take to run your own business?
6. What does it take to buy and run a franchise?
7. Why is a business plan important to the success of a business?
8. How can you identify a target market?
9. How can a business owner address competition?
10. How can a business owner meet social obligations?
11. Which laws have been put in place to protect the consumer, the employer and the employee?
12. Why are warranties important?
13. Why are proper communication skills important in business?
14. Why is it important to understand different cultures when dealing with international business?

Course Objectives:

Students will be able to:

1. Identify skills necessary to become a manager
2. Identify skills necessary to become an entrepreneur
3. Identify personal qualities of entrepreneurs
4. Identify reasons for business success or failure
5. Identify franchise opportunities
6. Identify reasons for creating a business plan
7. Write an effective business plan
8. Understand how to do market research and identify competition in business
9. Identify different ways to advertise a product
10. Understand legal, ethical and social obligations in business
11. Communicate effectively using resumes, written business communication and oral communications
12. Identify cultural differences in international business

Topics to be covered:

Managers and Managing

- The Role and Work of Managers
- Managing in the Twenty-first Century
- Increasing Management Effectiveness
- Effective Supervision
- The Importance of Leadership
- Developing Leadership Skills
- Identifying Leadership Styles

Entrepreneurship

- Is entrepreneurship right for you?
- Identify business opportunities
- Skills needed
- Reasons for business failures

Types of Business Ownership

- Running an existing business
- Franchises
- New start up companies

Develop a Business Plan

- Why do you need a business plan?
- What goes into a business plan?
- Creating an effective business plan.

Identify and Meet a Market Need

- Market research
- Competition

Finance, Protect and Insure Your Business

- Financial planning for your business
- Insuring your business

Market Your Business

- Marketing mix
- Advertising

Meet Your Legal, Ethical and Social Obligations

- Understand your legal requirements
- Ethical issues in business
- Meet your social responsibilities
- Contracts
- Employment Laws
- Warranties
- Law for the consumer
- Laws for the business firm

Business Communications

- Resume writing
- Cover letters
- Business letters
- Interviewing

- Career planning and exploration
- Making effective presentations

International Businesses

- Cultural and Social Influences
- International Communication
- Governmental and Legal Influences
- Currency and Risk Management

Business Math

- Payroll
- Sales
- Taxes
- Markup/Markdown
- Discounts

Assessment:

- Class work/Class Participation
- Tests
- Quizzes
- Projects
- Current Events
- Participation in the Globe Stock Market Game Simulation
- Notebook/binder

Supplies: Each student must bring a notebook, binder, and pen/pencil to class **every day**. A calculator will be necessary during some units.

Grading: Student's grade is dependent upon his/her grades on several term assignments including: chapter tests, vocabulary quizzes, completion of homework assignments, attendance, stock market simulation participation, magazine/newspaper articles and student participation.

Some quizzes may be unannounced.

Newspaper/magazine articles will be due at least 4 times per quarter. The articles must be current and be related to business/technology. To receive full credit the student will need to write a summary of the article using correct grammar and include an impact statement. The article will be attached to the written/typed assignment. If any part of the assignment is missing, student will receive partial credit. Late articles will drop down one letter grade for each day it is late.

In general, students spend a significant portion of each class period working on assignments. Any assigned work not completed in class should be finished at home and brought in the next class period.

Late work will be accepted for partial credit (10% deducted for each day late) up to one week after due date. Late work will NOT be accepted after that time.

Students are responsible for obtaining any missing assignments. Students will have one week to make up any missing work. After that time the student will receive a "0".

If a student is absent during an in-class assignment, the student is responsible for completing that assignment on his/her own time. This includes absences due to illness, field trips, college visits, etc.

Attendance: All school policies will be observed in this classroom. Please refer to the student handbook for attendance and tardy policies.

Tips for Success

- Good attendance is essential.
- Bringing all materials to class each day will enable students to complete a majority of work in class where the instructor is available for assistance.
- Wasted time results in more homework.

Extra Help/make up/detention:

Tuesday/Thursday

Assessment: Tests/Quizzes:	75%
Homework, Newspaper Articles, Classwork, Class Participation:	25%