

PRESCOTT UNIFIED SCHOOL DISTRICT  
District Instructional Guide

<b>Grade Level:</b> 9 <sup>th</sup> -12 <sup>th</sup>	<b>Subject:</b> Business Management and Administrative Services I (BMAS 1)	<b>Quarter/Semester:</b> 1-4/1&2	<b>Core Text:</b> <i>Intro to Business</i> by Dlabay, Burrow, and Kleindl
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<b>Time Block</b>	<b>Unit / Theme</b>	<b>Content</b> (Nouns)	<b>Skills</b> (Verbs)	<b>Standards Focus</b> T = Technical Standard E = Employability Standard LS=Local Standard JTED W=Workplace Standard LO=YC Learning Objectives	<b>Assessments / Benchmarks</b>
<b>Quarter 1</b>	Google Drive and OneDrive	Google Mail (Gmail) Google Share Doc with a team Future Business Leaders of America (FBLA) Career and Technical Student Organization (CTSO) Marketing to a specific target market	Create an e-mail in Google Mail (Gmail), using proper conventions and formatting Create a shared Google Document that will be made into a professional-looking bulletin board for the classroom/workplace Research an Internet website and summarize key facts and main ideas Analyze how to market benefits of an organization to a target market Demonstrate teamwork Discuss why bulletin boards are important for employees and customers	T.2.0 T.2.1 T.2.8 T.10.0 T.10.2 T.10.3 T.10.5 LO.5 W.2.0-W2.7	Gmail  Google Shared Document on marketing benefits of FBLA to PHS students  Flier competition for bulletin board
	Social Media	Social Media Facebook Instagram Twitter Texting Blogs Linkedin Skype Flickr Google Docs	Research the Internet and summarize findings with a team into Google Docs Define terms used in social media Analyze pros and cons of each Discuss hazards and etiquette in the use of social media (“Netiquette”) Create a collage of personal information appropriate to show on the World Wide Web Write a paragraph explaining your collage project, using proper conventions, selective word choice, and self-reflection	T.2.1 T.10.0 T.10.1 T.10.2 T.10.3 T.10.5 LO.1	Social Media Word Scramble  Google Share Doc on all terms with a collaborative team  Collage & Written Descriptive Paragraph

	<p>Communication:  Social Responsibility and Letter Writing</p>	<p>Social Responsibility Fundraising Letter/logo/tag line/letterhead Letter formatting Graphics Addressing an envelope</p>	<p>Research using the Internet and list March of Dimes (MOD) benefits Create a letterhead with logo graphics Create a tagline Create a fundraising letter, using proper conventions, business letter formatting, and specific detailing about MOD Address an envelope properly and print</p>	<p>T.10.0 T.10.2 T.10.3 T.10.5 LO.6</p>	<p>March of Dimes (MOD) Fundraising Letter with Envelope  Analysis of Social Responsibility chapter by reading, highlighting, and discussions  Personal Letterhead  Business Letterhead</p>
	<p>Communication:  Emails</p>	<p>Email with hyperlinks, signature, and attachments Methods of Effective Communication Communication Skills Emails Carbon Copy Blind CC Netiquette Captcha Professional Login Flame Spam Emoticons Memo E-mail Fax/Scan</p>	<p>Demonstrate proper e-mail format Email attachments Email hyperlinks Create an email signature Analyze and compare benefits of different methods of communication Define terms relating to e-mail Explain proper use of e-mail Create an e-mail in Google, using proper conventions Define terms used in communication Identify forms of communication used in business Produce quality business communication</p>	<p>T.10.0 T.10.2 T.10.3 T.10.5 E.D.1 E.D.2 E.D.3 E.D.4 E.D.5 W.1 W.3 LO.6</p>	<p>K.I.M. Vocab Chart  Fill-in-the-Blank Note Taker  Gmail homework  MOD email with hyperlink, attachment, and signature  Gmail</p>

	Marketing Concepts	Target market Marketing Mix 5 P's of Marketing Customer satisfaction Products & benefits Marketing Plan Taglines Packaging Channels of Distribution Design and color Gimmicks Logos	Explain marketing terminology and concepts (target market, marketing mix/5P's, customer satisfaction, market segmentation, etc.) Analyze internal and external markets Examine the difference between product and service-based marketing, especially in the context of selling benefits Examine a marketing plan Demonstrate team work Create a packaging design for a cereal Present to an audience	T.2.0 T.2.1 T.2.2 T.2.3 T.2.4 T.2.6 T.2.7 T.2.8 T.10.0 T.10.2 T.10.3 T.10.5 LO.5	Various Worksheets  Marketing Presentation & Rubric  Cereal box design, company logo, tag line, and gimmick project
	Communication: Presenting to an Audience	Do's & Don'ts of Presentations Voice Gestures Movement Visuals Fillers & slang	Demonstrate presenting information in a professional manner List things not to do during business presentation Analyze expert speakers such as Martin Luther King, Jr.	T.10.0 T.10.2 T.10.3 T.10.5 LO.5	Note Taker  Self-Evaluation and Reflections  Rubric for Presentation & Power Point of an Excellent Speaker
	Marketing Capstone Project	Digital Design, Promotion, and Presentation Team Work Labels Business Cards Gift Certificates Banners Newspaper Advertisement Specialty Advertising on clothing such as aprons Presenting to an audience	Create a full marketing package for a specific company Create a logo Create a tagline Create packaging Create labels Create business cards Create banners Create newspaper advertisement Create an apron design Create a Google Presentation Present to an audience Organize and plan team work	T.2.0 T.2.1 T.2.2 T.2.3 T.2.4 T.2.6 T.2.7 T.2.8 T.10.0 T.10.2 T.10.3 T.10.5 LO.5	Cupcake Genius Marketing Project
<b>Quarter 2</b>	Career Development	Employment trends Personal Choices Career development Transitions Interests Assessment	Complete a self-assessment of aptitudes and interest Examine employment trends in an industry or occupation related to self-assessment results (including nature of work,	T.3.0 T.3.4 A.2 A.3 A.4	Career exploration sheet and Career Plan using AZCIS

		Newsletter formatting	projections, educational requirements, wages, related occupations, etc.) Explain how personal choices, including online activities, affect career opportunities Participate in career development events Create a plan to transition from school to career  Create a newsletter to parent(s) using graphics, wrap texts, and proper English conventions	A.5 LO.7	Newsletter
Seeking Employment	Steps to seeking jobs Interviewing Emails Resumes Cover Letters Application Review dress attire	Explain the steps required in a job search Use technology and traditional methods to research employment opportunities Complete a traditional and online job application Exhibit effective ways to market oneself as a professional Prepare a professional email address Create an employment resume and cover letter Demonstrate professionalism and confidence in an interview Access job related electronic information efficiently and effectively	B.2 B.3 B.4 B.5 B.6 T.F.4 LO.6 & 7	Interview Preparation Packet  Resume  Cover Letter  Application  Role Play Interview  Job Folder  Merit Company Scenario Project	
Economics	Supply and Demand Free Market and other Economic Systems Equilibrium Price Economic Graphs Basic Economic Problem Business Cycles Consumer Prices Opportunity Costs Gross Domestic Product	Analyze reasons that supply and demand change Graph the resulting price changes with fluctuation in supply and demand Describe business cycles and explain reasons for declines Define economic terms Discuss opportunity costs and give examples	LO.2	Written Test  Graphing Homework	
Marketing Plan	How to Create a Marketing Plan for a Business	Explain a marketing plan Create a marketing plan for a specific company	LO.5	SCORE.org Marketing Plan	

					Project for Cupcake Genius
<b>Quarter 2 Continued</b>	Developing Management and Leadership	Management Styles Autocratic Bureaucratic Democratic Laissez-faire  Characteristics of an Effective Leader	Identify and apply industry terminology Identify the characteristics of the four types of management styles Demonstrate effective group techniques and leadership styles  Define and discuss characteristic of effective leaders: understanding, initiative, dependability, judgment, objectivity, confidence, stability, cooperation, honesty, courage, communication, intelligence Define terminology Identify personal leadership style Discuss how leadership styles affect interactions in organization	T.4.0 T.4.1 T.4.2 T.4.3 T.4.4 T.4.5 T.4.6 T.4.7 T.5.0 T.5.1 T.10.4 T10.5 W.1.2-4 LO. 3 & 6	Index Card Tower Project Scorecard  Fill-in-the-Blank Note Taker  Characteristics of an Effective Leader Quiz
		Management Roles and Structures Supervisory Vertical Horizontal Organizational Charts Formal Informal Chain of Command Accountability Authority Centralization Decentralization	Define terms used in supervisory, vertical, and horizontal management Identify functions of organizational and departmental charts Compare formal v. informal influences of management Compare centralization v. decentralization Create a complex flow chart, illustrating organization of management at a high school Plan a project working with a team	LO. 3 & 6	Flow Chart Project
	Developing Management and Leadership Continued	Total Quality Management Defect detection Defect prevention Zero defects Four pillars of TQM	Define terms and analyze TQM pros Identify & explain the principles of TQM Demonstrate the principles of TQM	T.4.0 T.4.1 T.4.2 T.4.3 T.4.4 T.4.5	TQM group project demonstration

	Facilitation and Delegation	Facilitation skills Delegation skills Motivating Others	Define facilitate and delegate Describe characteristics of effective facilitations and delegations Role play facilitating and delegating to accomplish a goal	LO. 3 & 6 T.4.6 T.4.7 T.10.4 T10.5 E.- - E.9 W.1.2-4 LO. 3 & 6	Facilitation & delegation notes Skits
	Constructive Feedback	Constructive Feedback	Define constructive feedback Differentiate between constructive and non-constructive feedback Role play giving and receiving constructive feedback		Giving & Receiving Feedback Note Taker Role Play Skit
<b>Quarter 2</b>	<b>Final Exam</b>	All content covered in Quarters 1 and Quarter 2	Demonstrate knowledge via Scantron test	All standards covered throughout Semester 1	Final Exam written multiple choice test
<b>Quarter 3</b>	<b>Management Ethics</b>	Ethics in business Copyright and plagiarism Government regulation Team Work	Analyze ethics scenarios Demonstrate writing skills Demonstrate team work Present a persuasive argument on a position on an ethical dilemma List the main questions to ask that will test if a decision is ethical Define and discuss copyright and plagiarism	LO.1	Written essays analyzing scenarios with various ethical dilemmas  Small Group Discussions
	<b>Global Markets</b>	International Business	Analyze what is required when expanding into foreign markets, such as different cultural expectations Define terms such as multi-national corporation (MNC), subsidiaries, franchise, embargo, quota, tariff, and NAFTA Present global terms via Prezi Analyze global complications, restrictions on resources, supply and demand, and effects of government policies on trade via scenario presentations	T.2.0 T.2.6 T.10.0 T.10.2 T.10.4 LO.1	Power Point and Prezi Presentation Projects  Global Business Scenarios  Class Worksheets Vocab Quiz

	<b>Personal Finance</b>	Goals Financial goals Short-term goals Long-term goals Education goals	Explain the required elements for a well written financial goal Analyze why setting financial goals is important Apply financial goal setting to personal life	T.1.6 T.1.7 LS LS.1 LS.2 LS.5 LO.4	Letter about life goals on education, career, family, and standard of living desired
		Education & Income	Differentiate the levels of education and how it affects income Apply how education creates opportunities and advancements in life Examine the correlation between education level and employee skills		Power Point on a Career with Education and Salary expected
		Standard of Living Well-Being Need Want Asset Protections through Insurance	Define & identify the difference between a need and a want Identify a standard of living when determining the level of education one wishes to obtain Create a plan to reach future career goals Assess risks and identify types of insurance		Vocabulary square  Reality Check homework  Insurance Packet
	<b>Personal Finance Continued</b>	Savings & Investments Bonds Retirement Accounts Stocks Commercial & Residential Real Estate Investments	Define terms Explore investments Calculate Simple Interest Calculate Compound Interest	<b>Common Core Standards:</b> <b>Math HS.A-CED.1.</b> <b>Math HS.A-CED.4.</b> <b>Math HS.A-REI.2.</b> <b>Math HS.F-BF.1.</b> <b>Math HS.F-LE.5.</b> <b>Math HS.N-Q.1.</b> <b>Math HS.MP.1</b> <b>Math HS.MP.2.</b> <b>Math HS.MP.4.</b> <b>Math HS.MP.5.</b> <b>Math HS.MP.6.</b> <b>Math HS.MP.7.</b> <b>Math HS.MP.8.</b> LO.4	Discussions  Math Quiz
		Credit Cards Car Loans Home Loans Lines of Credit Term Loans	Solve word problems Create word problems Calculate simple and compound interest Calculate principle, interest, and time in relationship to down payments and monthly payments	<b>Common Core Standards:</b> <b>Math HS.A-CED.1.</b> <b>Math HS.A-CED.4.</b> <b>Math HS.A-REI.2.</b> <b>Math HS.F-BF.1.</b> <b>Math HS.F-LE.5.</b> <b>Math HS.N-Q.1.</b>	Math problems  Written Test

			Compare loan programs	<b>Math HS.MP.1</b> <b>Math HS.MP.2.</b> <b>Math HS.MP.4.</b> <b>Math HS.MP.5.</b> <b>Math HS.MP.6.</b> <b>Math HS.MP.7.</b> <b>Math HS.MP.8.</b> LO.4	
		Payroll, Paychecks, and Excel	Calculate payroll for employees Define payroll terms Solve and create mathematical word problems that deal with wages, overtime, and payroll deductions.	<b>Math HS.A-CED.1.</b> <b>Math HS.A-CED.4.</b> <b>Math HS.A-REI.2.</b> <b>Math HS.MP.1</b> <b>Math HS.MP.2.</b> <b>Math HS.MP.4.</b> <b>Math HS.MP.5.</b> <b>Math HS.MP.6.</b> <b>Math HS.MP.7.</b> <b>Math HS.MP.8.</b> LO.4	Excel project with payroll schedules
<b>Quarter 4</b>	<b>Basic Office Skills</b>	Appropriate dress Conflict Resolution Greeting clients & colleagues Formatting business letters review Formatting business memos Telephone answering Taking messages Counting back change Safety concerns in the office place	Discuss, list, identify, and analyze dress, conflict resolutions, greeting, answering telephones, taking messages, formatting letters & memos, counting back change, and safety in the office	T.10.0 T.10.2 T.10.3 T.10.5 E.D.1 E.D.2 E.D.3 E.D.4 E.D.5 W.1 W.3 LO.6	Discussions  Application by Role Plays  Business Letter Formatting Quiz
	<b>Work Skills</b>	Work planning & scheduling Time management Attitudes Accountability Job Duty Expectations	Determine personal responsibility and accountability activities consistent with established organizational Set short and long term goals for assigned areas of responsibility and accountability Plan and organize work Demonstrate an understanding of employer/employee expectations	T.3.1 T.3.2 C.1 C.2 C.3 C.4 LO.6	CEO Biography Essays  Daily Activity Sheets



			Practice effective time management through daily attendance, punctuality and by staying productive on the job Explain the relationship of attitude to workplace success Perform job duties with minimal supervision while being accountable for results		
	<b>Office Safety &amp; Procedures</b>	Office Rules Safety in the workplace Microsoft Word Purposes of Communication Audience Instruct Inform Persuade Entertain	Identify the purposes of communication Communicate for a variety of purposes, including to persuade, inform, and entertain Create a cartoon depicting humor with office rules to entertain, persuade, and inform an audience Demonstrate moving graphics and adding text boxes in Microsoft Word Demonstrate research techniques on a search engine and present findings to a group Present to an audience	T.3.0 E.D.1 E.D.2 E.D.3 E.D.4 E.D.5 W.1 W.3 LO.1 & 6	MDS Shoulder Partner Activity  Office Safety Cartoon Graphic  Verbal Presentations of Cartoon
	<b>Accounting</b>	Microsoft Excel Balance Sheets, Income Statements Cash Flow Accounting Principles Accounts Receivable Accounts Payable Budgets Payroll Check Banking Services	Compute math formulas in Excel Create tables in Excel Define balance sheet and income statement terminology like current assets, long-term assets, liabilities, net worth, payables, accrued interest, etc. Interpret a budget Interpret an income statement Interpret a balance sheet Interpret a cash flow statement Interpret financial information for decision making and planning Analyze available banking services Identify customer relations issues Identify accounting principles and procedures List and explain automated accounting systems like QuickBooks Evaluate and process accounts receivable	T.1.0 T 1.1 T.1.2 T.1.3 T 1.4 T 1.5 T.1.7 T. 1.8 T 1.9 T.8.0 T.8.1 T.8.2 T.8.3 T.8.4 T.8.6 T. 8.7 T.9.0 T.9.1 T.9.2	Excel Work  Written Tests  Accounting Simulations

			Evaluate and process accounts payable Evaluate and process purchases Apply GAAP to payroll Prepare and process payroll, checks, and records Prepare actual vs budgeted income statement Forecast financial growth based upon organization's future Prepare a presentation to demonstrate decisions based upon financial data analysis, accounting practices, the organization's vision and business plan	T.9.3 T.9.5 T.10.0 T.10.2 T.10.3 T.10.5 T.10.6 LO.4	Accounting Presentation Project
	<b>Final Exam</b>	All Content	All Skills	All standards	Final Exam