

CURRICULUM OVERVIEW

Essentials of Business



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Essentials of Business Course Overview

This semester-long course is an introduction to the goals, processes, and operations of business enterprises for students. The main focus is on the functions that a company – whether a multinational corporation or a corner grocery store – must manage effectively to be successful. These include accounting, finance, human resource management, marketing, operations management, and strategic planning. Attention is also given to the legal environment in which businesses operate, and the importance of business ethics and corporate citizenship.

Throughout the course, students may be asked to answer questions or to reflect on what they've read in their notes. The notes are not graded. Rather, they are a way for students to extend their thinking about the lesson content. Students may keep handwritten or typed notes.

Upon completion of the course, students should be able to do the following:

- Apply business concepts to their lives
- Compare and contrast market economies with controlled economy
- Describe the six areas of human resource management
- List and define the legal forms of business ownership
- Name and describe the components of successful business communication
- Analyze ways in which technology is changing business operations

Unit 1: Essentials of Business	
Assignments	
1. Course Overview	23. Consumer Rights
2. Principles of Training	24. Project: Consumer Rights
3. Your Role in Business	25. Business Leadership Skills
4. Project: Your Role in the Business	26. Project: Business Leadership Skills
5. Business Career Choices	27. Group Dynamics in the Business Setting
6. Project: Business Career Choices	28. Team-Building Skills in Business
7. Selling Yourself	29. Business Ethics
8. Project: Selling Yourself	30. Project: Business Ethics
9. Market-Based Economy	31. Business Etiquette
10. Business Economics Wants vs. Needs	32. Methods of Business Communication
11. Unlimited Wants vs. Limited Resources	33. Verbal and Nonverbal Business Communication
12. Project: Unlimited Wants vs Limited Resources	34. Business Letters and Memos
13. Human Resources	35. Project: Business Letters and Memos
14. Marketing and Advertising	36. Business Presentations and Delivery
15. Project: Marketing and Advertising	37. Business Technology
16. Sales Techniques and Careers	38. Use of Technology in Business
17. Project: Sales Techniques and Careers	39. Project: Use of Technology in Business
18. Business Structures	40. Channels of Business Communication
19. Management	41. Role of Future Business Leaders of America
20. Finance Options, Credit Use, and Banking	42. Project: Role of Future Business Leaders of America
21. Project: Finance Options, Credit Use, and Banking	43. Glossary and Credits
22. Recordkeeping Money and Asset Management	