

MANAGEMENT GRADES 11 – 12 (1 Semester)

COURSE OVERVIEW:

Management is for the student who wishes to pursue a career in management, consulting or business ownership. The Management course studies planning, controlling, organizing and directing. Management styles of the founders of companies such as Ben & Jerry's, Microsoft, Ford and DKNY are used to illustrate key concepts in management. Students will learn how to develop a business plan that is suitable to get a loan for starting a business. Professional sales management, pricing strategies and visual merchandising are a core part of this course. Guest speakers will discuss personnel management, production management and their careers. Tours to some businesses may be taken when available. Business majors in college are generally required to take a course in management. This course offers you a great opportunity to get a head start on your college studies. Management is a related course for Cooperative Marketing Education (see Cooperative Education).

UNITS OF INSTRUCTION:

- UNIT I - Visual Merchandising (Display Project)
- UNIT II - Human Resource Management
- UNIT III - Sales Management
- UNIT IV - Financial Management
- UNIT V - Entrepreneurship
- UNIT VI - Computer Simulation – Virtual Business Retailing

COURSE OUTCOMES

1. Student will identify careers in retail business.
2. Students will apply problem solving to business situations.
3. Student will prepare a window display.
4. Students will apply human relations skills in business, including things such as networking, dining etiquette, and group dynamics.
5. Students will complete a professional sales demonstration.
6. Students will master basic math applied to business.
7. Students will create a business plan which could be used to seek a loan from a bank.
8. Students will apply business skills in a computer simulation as a retail business owner.

Major Learning Experiences to Achieve Outcomes:

1. Students will read the text and complete selected activities in the workbook.
2. Students will select product/services and create a window display.
3. Students will study techniques of meeting people, proper business dining, and group interaction.
4. Students will select a product/service and prepare and present a sales presentation to the class.
5. Students will study various applications of math to business.
6. Students will study the steps for creating a business plan and create a plan for a new business.
7. Students will review competencies learned throughout the course and apply them to a computer simulation.
8. Students will be allowed to join and participate in Lake Park's business club, DECA. There is a \$20.00 membership fee. For details about opportunities that DECA has to offer, visit <ILDECA.ORG> on the web.
9. If the student elects to participate in the class field trip, there may be a minimal fee. This fee would depend on the trip available at the time.

ADOPTED TEXT OR PRINCIPAL MATERIALS USED:

Farese, Lois, Kimbell, Grady, Woloszyk, Carl. *Marketing Essentials*, 3rd ed. Glencoe McGraw-Hill, 2002 (adopted 2002)
Farese, et. al. *Marketing Essentials Workbook*. Glencoe McGraw-Hill, 2002 (adopted 2002)
Virtual Business – Retailing. Glencoe McGraw-Hill (Simulation) (adopted 2002)
Wall Street Journal
Crains Chicago Business

(03/24/06)
(02/28/03)
(06/21/99)
(Rev 01/30/98)
(05/10/95)