

**Business Management 3 & 4**  
**Scope & Sequence: Year 2**

Semester 1		Semester 2	
Quarter 1	Quarter 2	Quarter 3	Quarter 4
<p>Technical Standards: 3.2, 3.4-3.6, 3.9 Professional Standards: 1.0, 4.0, 6.0</p> <p><u>Unit 1</u></p> <p><b>Marketing Practices</b></p> <ul style="list-style-type: none"> <li>Identify ways that technology impacts business.</li> <li>Use multimedia software to generate and deliver presentations.</li> <li>Use desktop publishing to design marketing materials.</li> <li>Describe the significance of digital advertising and E-commerce in a global marketplace.</li> </ul> <p>Technical Standards: 4.2, 4.3, 5.2, 5.7, 5.9 Professional Standards: 8.0</p> <p><u>Unit 2</u></p> <p><b>Management Practices</b></p> <ul style="list-style-type: none"> <li>Levels of managements</li> <li>Vertical vs. Horizontal management structures in an organization</li> <li>Develop job descriptions</li> <li>Monitoring and assessing employee performance</li> <li>Ergonomics</li> </ul>	<p>Technical Standards: 6.1 – 6.5 Professional Standards: 3.0, 5.0, 8.0</p> <p><u>Unit 3</u></p> <p><b>Project Management and Problem Solving</b></p> <ul style="list-style-type: none"> <li>Identify analytical and statistical tools used in project planning.</li> <li>SMART goals</li> <li>Develop project plans, milestones, and timelines.</li> <li>Examine the importance of scheduling employee work assignments and allocating resources to achieve project goals.</li> <li>Evaluate project progress and goals.</li> </ul> <p>Technical Standards: 5.1, 5.3, 5.5, 5.6, 5.8 Professional Standards: 8.0, 9.0</p> <p><u>Unit 4</u></p> <p><b>Human Resources</b></p> <ul style="list-style-type: none"> <li>Staffing needs</li> <li>Job descriptions</li> <li>HR cycle from Hire to Retire</li> <li>Labor laws</li> <li>Workplace culture</li> <li>Disciplinary actions and dismissal procedures.</li> </ul>	<p>Technical Standards: 7.1-7.6 Professional Standards: 8.0, 9.0</p> <p><u>Unit 5</u></p> <p><b>Accounting and Financial Analysis</b></p> <ul style="list-style-type: none"> <li>Accounts Receivable</li> <li>Prepare and process payroll documents and checks</li> <li>Compare and interpret financial reports used to analyze risk and return to make business decisions: <ul style="list-style-type: none"> <li>income statement</li> <li>balance sheet</li> <li>cash flow statement</li> <li>net worth statement</li> </ul> </li> </ul> <p>Technical Standards: 1.3, 1.4 Professional Standards: 9.0</p> <p><u>Unit 6</u></p> <p><b>Personal Finance</b></p> <ul style="list-style-type: none"> <li>Short and long-term financial goals</li> <li>Personal banking</li> <li>Investment options</li> <li>Home ownership</li> </ul> <p><b>*Technical Skills Assessment</b></p> <p><b>Industry Certification Testing</b></p>	<p>Technical Standards: 4.9 – 4.14 Professional Standards: 9.0</p> <p><u>Unit 7</u></p> <p><b>Economic Concepts</b></p> <ul style="list-style-type: none"> <li>Identify the impact of cultural and social environments on world trade.</li> <li>International trade</li> <li>Impact of business cycle</li> <li>Fiscal and monetary policy</li> <li>Influence of government policies</li> <li>Economic indicators and trends, e.g., GDP, CPI, Inflation, Unemployment.</li> </ul>