

Course: Business Management

Instructor: Mr. George | sgeorge@hinghamschools.org | georgeacademics.com

Course Description:

This course examines entrepreneurship and the components of starting and operating a business. It also focuses on the role of the entrepreneur in our economy and our community. Through the text, student workbooks, case studies, articles and other business sources, students will be exposed to the major aspects of business management and entrepreneurship. Students will be required to “think critically” and draw conclusions based on different business situations. Additional topics include business communication, business ownership, business plans, financial reports, economic concepts, marketing, human resource management, and information technology.

What do I need for this course?

- A notebook/binder with paper and some way of storing handouts.
- A writing tool to be brought to each class.

Will there be homework in this course?

- There will be occasional homework that will involve reading and writing assignments.

Course Objectives:

Students participating in this course will demonstrate understanding by being able to identify and communicate:

- The role of the entrepreneur and small business owner in our economy and their community
- The required steps to starting, operating and growing a successful business

Students participating in this course will acquire and develop:

- An understanding of basic business concepts
- Communication skills that are required in a business environment
- Cooperative learning skills by working together in groups to solve problems

Importance of Class Participation:

It is important that you participate as an attentive listener and speaker. There will be many opportunities for you to contribute to class discussions. I hope that you take advantage of this opportunity.

Major Assignment

- **Small Business Project.** You will create your own business through the creation of a business plan by researching the type of business, performing a market analysis, reviewing its financial outlook, developing a marketing strategy and presenting it orally to the class in less than two minutes.

How is one graded?

40% - First Term
40% - Second Term
20% - Final Exam

20% - Class/Group Participation
20% - Quizzes
10% - Tests
10% - Small Business Project
40% - Assignments & Papers

--Subject to Change at Teacher's Discretion--



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Mr. George's Classroom Expectations:

These expectations are similar to what is expected in a workplace setting.

Mr. George expects his students to:

- Develop good listening skills. Students will learn from him and from each other.
- Act respectfully towards him and each other. Put downs, teasing and swearing are not allowed.
- Express tolerance. Each student learns differently. Learn to value other students for their differences. The world and our class would be boring if we were all the same.
- Work cooperatively as part of a team.
- Be cordial to each other by saying "Please", "Thank you", and "You're Welcome".
- Come to class on time, prepared and organized for each class.
- Stay on task. Stay focused on classroom goals. Manage your time. The result will be high-quality work. (A potential employer's dream)

Students should expect Mr. George to:

- Create a positive learning environment that is entertaining and academically challenging.
- Act respectfully in the classroom.
- Be reasonable and fair.
- Communicate progress or concerns.
- Be prepared for each class.
- Make you laugh. (I will do my best)

Each week you will be evaluated based on your behavior, your class participation and how you act towards each other in the classroom.

	Beginning – 0 pts	Developing –18 pts	Focused –24 pts	Exemplary –30 pts
Demonstrates Respect for Others & Class Participation	Poor behavior. Disruptive to other students. Lack of respect is demonstrated in the classroom. Comments show a lack of respect and courtesy. Chooses to not participate in class activities or discussions. At times, refuses to participate.	Classroom behavior needs to be improved. Needs to act in a more respectful way in the classroom. Needs to continually be spoken to regarding behavior or attitude. Demonstrates inability to pay attention when others are speaking. Participates in class activities and class discussions exclusively when called upon by the teacher.	Classroom behavior was acceptable. Acts respectful in the classroom on most occasions. Participates in most class activities and class discussions – primarily when called upon by the teacher.	Classroom behavior was superior, professional, and a model of how the teacher would like students to behave. Demonstrates self-respect and respect for others at all times. Takes initiative and actively participates in all class activities and class discussions. Poses questions and responds to teacher & peer inquiries.
	0 PTS	18 PTS	24 PTS	30 PTS

Reflective Writing Assignment

Read the assigned article and reflect on its content and the impact it had on you. Reflecting on the article will ensure that you are learning from reading it. Submit your paper on time and adhere to deadlines.

- You are going to TYPE (handwritten papers will be returned to you) a well-thought and organized 400-word paper. Your paper will not exceed 550 words. Your thoughts should use an organized paragraph structure, sentence structure with proper grammar and spelling -- and follow MLA format.
- Format of paper: double-space, times new roman 12-pt, 1" margins on all sides, indent first line of each paragraph .5 inches, header that contains your last name and numbers all pages consecutively in upper right corner, no title page, upper left-corner of the first page list your name, your teacher's name, the course, and the date. Center title. Write the title in Title Case.
- Type # of words in the footer section of your document
- Content of paper
 - Introduce what you're going to say
 - Briefly summarize the article. (Your paper should not exclusively summarize the article)
 - Personally reflect on the article. What did you learn from it? What did you learn from those mentioned in the article? Were there one or two aspects of the article that you found interesting or more relevant to your life? Why or how? Did anything have an impact on you?
 - Summarize/conclude what you said and/or what you learned

Task	Beginning	Developing	Focused	Exemplary	Pts
Format: Header & length	Incorrect format and inappropriate length 0pts	Correct format and inappropriate length 24pts	Incorrect format and appropriate length 32pts	Correct format and appropriate length 40pts	40
Paragraph Structure	No paper was submitted. Paper is poorly structured. Paragraph requirements not met or very weak. 0 pts	Few parts are well structured in paragraph format. Few parts are organized from beginning to end. Major paragraph sections missing. Line of development is not logical. Ideas were not connected with a transition. <input type="checkbox"/> Paragraph lacks details. <input type="checkbox"/> Topic sentences don't relate to paragraph. <input type="checkbox"/> Need to separate and organize your ideas into separate paragraphs. 24 pts	Some parts are well structured in paragraph format. Some parts are organized from beginning to end. <input type="checkbox"/> Paper did not include introduction, body or conclusion. <input type="checkbox"/> Line of development is somewhat logical and coherent. ideas could have been connected with a smoother transition. <input type="checkbox"/> Consider more descriptive topic sentences that lead-in to a developed paragraph. <input type="checkbox"/> Concluding sentence should bring paragraph to a close. 32pts	Well structured and thought out in paragraph format. Clear and organized structure from beginning to end. Paper included introduction, body and conclusion. Line of development is logical and coherent. Ideas are connected with smooth transition. 40pts	40
Language, Sentence Mechanics, Grammar & Spelling	No paper was submitted. Spelling and grammatical errors are unacceptable. 0 pts	Many spelling, grammar, punctuation and capitalization errors; Word selection, word choice and sentence structure needs improvement. <input type="checkbox"/> Need to proofread final product. Needs extensive editing. 24pts	Few spelling, grammar, punctuation and capitalization errors; Could have been more carefully edited. Word selection, word choice and sentence structure could have been more varied. 32 pts <input type="checkbox"/> One error is -3 pts	Excellent spelling, grammar, punctuation and capitalization; carefully edited. Excellent word selection. Varied word choice. Varied sentence structure. 40pts	40
Content (summary and reflection) and Response	Unable to show what you learned from reading the article. Inadequate coverage of topic. Does not meet reqs. 0 pts	Content is weak. Not a strong connection between content and its impact on you personally. <input type="checkbox"/> Primarily a summary. 48 pts	Acceptable content. Summary was incomplete. Response could have been stronger by reflecting on personal experience. 64 pts	Very meaningful content. Very thoughtful response; Demonstrated critical thinking; Clearly summarized article. Reflected at a personal level. 80pts	80
<input type="checkbox"/> Rec'd on time. <input type="checkbox"/> Rec'd within 24 hours (1 day) after due. -20pts <input type="checkbox"/> Rec'd within 48 hours (2 days) after due. -40pts					
<input type="checkbox"/> Rec'd within 72 hours (3 days) after due. -60pts <input type="checkbox"/> After 3 days -- you'll receive a zero unless a previous arrangement has been made.					
Total Points					200

Blake MyCoskie (TOMS)

“Start Something That Matters”

1. If you did not have to worry about money, what would you do with your time?
2. What kind of work would you want to do?
3. What cause would you serve?
4. Why am I doing this?

Business Management

Unit 1 – Entrepreneurship Handout

Introduction to Entrepreneurship

Vocabulary Terms

Entrepreneur: person who undertakes the organization and ownership of a business with the intent of making a profit.

Entrepreneurship: the process of getting into and operating your own business.

Niche: suitable place (area of specialization) for a venture. (Refers to a business that specifically caters to a defined group compared to its competitors)

Mentor: an individual within a relationship that one can run ideas by and solicit feedback in which the mentor has nothing to personally gain from the mentee's decision.

*Advantages of Entrepreneurship

- Independence
- Personal satisfaction
- Prestige
- Being your own boss
- Doing something you enjoy
- Opportunity to be creative
- Having job security
- Making more money
- Being recognized within the community

*Disadvantages of Entrepreneurship

- Working long hours
- Having an uncertain income
- Being fully responsible
- Risking one's investment

*Personal characteristics of Entrepreneurs

- Persistent
- Creative
- Responsible
- Goal-oriented
- Independent
- Self-confident
- Risk taking
- Driven
- Aggressive

*Note that this is not an all-inclusive list.

Business Management

Unit 1 – Entrepreneurship Handout

Economics:

- The study of the decisions (or economic choices) that go into making, distributing, and consuming products.
- The study of how society uses its scarce resources.
- Economics involves the **coordination** between manufacturers, distributors, sellers and buyers. Ebay and Craigslist both coordinate buyers and sellers.

Goods: are tangible (or physical) products.

- Industrial goods are used in the manufacture of other products (i.e. plastic)
- Consumer goods are purchased by you for your own needs (i.e. CDs)

Services: are intangible (or conceptual) products. For example, physicians, accountants, theaters, barbers – all provide services.

To produce goods and services, businesses use resources. These resources are called **factors of production**. **Important to identify what you need, what you have, and associated costs for those resources.**

There are four types of **factors of production**:

- **Land:** natural resources not only include geographic territory, but also air, water, trees, minerals and crude oil.
- **Labor:** Human effort to produce goods and services
- **Capital:** consists of equipment, factories, tools, and other goods needed to produce a product. Also includes money used to buy these things.
- **Entrepreneurship:** consists of the ideas and decisions of the business owner or entrepreneur. This is the person who brings all of the factors of production together to create value in the economy.

A business's attempt to get customers in the face of other businesses' selling the same or similar products is called **competition**. (Competitive market and economy)

Supply is the amount of a good or service available (what suppliers are willing to produce) at a particular **PRICE**.

Surplus: supply exceeds demand at a price. (extra product)

Shortage: demand exceeds supply at a price. (not enough product)

Demand is the amount of a good or service that people are both willing and able to buy at a particular **PRICE**.

Let's look at local economy > state economy > national economy > global economy

What's the impact that entrepreneurs have on our economy?

- They recognize consumer wants and see opportunities to satisfy them
- They provide jobs
- Some change society and the way we live (i.e. the personal computer)

Business Management

Unit 1 – Entrepreneurship Handout

Terms:

Outsourcing:

Examples:

(A form of Outsourcing) Subcontracting:

Examples:

Scalable:

Inside Sales:

Outside Sales:

Gateway/Core Product or Service:

Cross-Selling:

Revenue Streams:

Value:

Disrupt: