

**Airport High School**  
**11330 Grafton Road**  
**Carleton, Michigan 48117**  
**734 654-6208**

**Course Name:** Business Management Services  
**Course Number:** BUBSMT100-101  
**Course Credit:** one full year  
**School Year:** 2008/2009  
**Instructor:** Mary C. Rodriguez

**Course Description:** This yearlong course is designed to instruct the students on general business vocabulary, economic issues, business math, and business skills. Student will have a blend of activities to develop skills in the following areas: communications, human relations, management and organizational development, mathematics, technology, career development, entrepreneurship, international business and lifelong learning. A beginning career portfolio will be implemented throughout the year. Project-based learning will be emphasized throughout the course including several business experiences outside of the classroom. Business and management Services may be counted as a half year senior math credit.

**Course Objectives:** Students will master the Common Business Exit Skills Tasks that are the foundation of the Michigan Department of Career Development curriculum in Business Administration management and Operations.

**Student Competencies:** Competencies follow the guidelines set forth by the state and include all mandated technical standards, pathway standards foundation standards and Michigan Career Employability skills.

**Required Text:** Introduction to Business – The Economy and You

**References & Other Resources:** Microsoft Office 2003

**Course Advisory Committee:**

- Tony Noto, Herff Jones
- Michelle Waara, Education First Credit Union
- F. Chico Rodriguez, Rose Catering, Inc.
- Lisa Reaume, Counselor, Airport High School
- Bobby Zimmerman, Mathewson & Associates
- Malin Wagner, DCTC
- Chris Lukasavich, Assistant Principal, Airport High School
- John Griffith, John Griffith & Associates,
- Tom Anson, Ron’s Pizzeria
- Andrea Mayes, Parent representative
- Daniel Bernard, student representative
- Mary C. Rodriguez, Career and Technical Education Teacher, Airport High School

**Class Assignments:**

<b>Course Title: Business Management Services – Mary Rodriguez</b>			
	<b>Content</b>	<b>Skills</b>	<b>Essential Questions</b>
<b>S E P T E M B E R</b>	<b>Careers Unit</b>		
	Multiple Intelligence	Answer questions about interests	How do you learn the best?
	Survey	Read and interpret text	How many types of business owner are there? What are the advantages and disadvantages of each form?
	Forms of Business	Start Portfolio – Career World pages 24-27	What should be included in a career portfolio?
	Ownership	List different job areas	What types of jobs are available dealing with people data, things?
		Read and interpret text.	What is the difference between a career and a job?
	Student interests	Complete worksheet and revisit EDP	What kinds of things are most important to you?
	Differences between a career and a job.	Complete worksheet	Do you have specific goals and values?
	Lifestyle needs and wants	Complete worksheet	How does your personality affect your choice in careers?
	Goals and values	Complete worksheet and numerical chart	
Personality traits	Interviewing skills (role play first)		

	<p>Why do people work</p> <p>Getting insight into work</p> <p>Job trends – non-traditional careers</p> <p>Job search</p> <p>Market yourself (Career Portfolio)</p>	<p>Read and interpret text</p> <p>Read and follow directions in book</p> <p>Create a new folder and database on microsoft office software.</p>	<p>Will your career choice support you lifestyle needs and wants?</p> <p>What do people do on their present job?</p> <p>What types of jobs will be available in the next 5 to 10 years?</p> <p>Where could I possibly get a job?</p>
<p><b>O C T O B E R</b></p>	<p>Broadcasting</p> <p>Resume writing</p> <p>Job applications</p> <p>Job interviews</p> <p>Body language</p> <p>Ability testing</p> <p>Success on the job</p> <p><b>Entrepreneurship Unit</b></p> <p>Characteristics of a small business</p> <p>Ways to start a small business</p> <p>Small Business Administration</p> <p>Small business success</p> <p>Start Christmas Shop</p>	<p>Networking</p> <p>Write a business letter and develop your own letterhead</p> <p>Read and follow directions in book.</p> <p>Fill out job application</p> <p>Good interpersonal skills</p> <p>Read and interpret text</p> <p>Read and interpret text</p> <p>Read and interpret text</p> <p>Read and interpret text</p> <p>Letter writing</p> <p>Read and discuss text</p> <p>Internet search</p> <p>Read and interpret text</p> <p>Internet search and create a database</p> <p>Design survey</p> <p>Democratic election of CEO</p>	<p>What is networking?</p> <p>How can I let a potential employer know I am available?</p> <p>What should be included in a good resume?</p> <p>What type of information is required on a job application?</p> <p>How should I prepare for a job interview?</p> <p>How does body language affect a job interview?</p> <p>How does ability testing affect my chances of getting the job?</p> <p>How can I be sure to succeed on my first job?</p> <p>What is a small business?</p> <p>How do you get information about a small business you are interested in?</p> <p>How many ways are there to start a new business?</p> <p>What is the SBA?</p> <p>How successful are small businesses?</p> <p>What types of small businesses are located in</p>

	<p>Elect CEO for the shop</p> <p>Jobs needed to operate the company</p> <p>Acquire a job with the Christmas shop</p> <p>Business Plan</p> <p>Acquire merchandise for Christmas Shop</p> <p>Decide on name, dates of operation and location of Christmas shop</p>	<p>List and prioritize and create an organization chart</p> <p>Fill out job application and resume</p> <p>Follow directions and word processing</p> <p>Type letters</p> <p>Problem solving</p> <p>Productive discussion</p>	<p>Monroe?</p> <p>Will students at AHS be interested in shopping at a Christmas shop here at school?</p> <p>Who is the most qualified in the class to be the CEO of the company?</p> <p>What types of jobs are available in a retail gift shop?</p> <p>How do I complete a job application?</p> <p>How do I start a business plan for the Christmas shop?</p> <p>Will local shops in Monroe County donate gift items to the Christmas shop at AHS?</p> <p>Will shops in Frenchtown Square Mall and Horizon Outlet Mall donate gift items to the Christmas shop at AHS?</p> <p>Will parents and staff at AHS donate gift items to the Christmas shop?</p> <p>Why should business donate to the Christmas shop?</p> <p>When and where should the Christmas shop be opened?</p>
<p><b>N</b></p> <p><b>O</b></p> <p><b>V</b></p> <p><b>E</b></p> <p><b>M</b></p> <p><b>B</b></p> <p><b>E</b></p> <p><b>R</b></p>	<p>Mail letters to shops</p> <p>Appropriate professional dress</p> <p>Professional interaction with business people</p> <p>Sales log</p> <p>Shop logo</p> <p>Thank-you letters</p> <p><b>Workplace safety unit</b></p>	<p>Create envelopes on Microsoft Word</p> <p>Prepare script for mall visit</p> <p>Microsoft word chart preparation</p> <p>Microsoft desktop publisher</p> <p>Microsoft word</p> <p>Unit with 7 lessons</p>	<p>How do you create an envelop on the computer?</p> <p>What is appropriate business attire?</p> <p>What do you say to the business owner when asking for a donation?</p> <p>How do you keep track of sales calls?</p> <p>What is a logo?</p> <p>What should be included in a thank-you letter to shops that donate to the Christmas boutique?</p> <p>What is workplace safety?</p>

	Follow-up calls	Good phone skills	How do you approach the owner/manager of the shop to ask for a donation?
	Team work activity	Interpersonal skills	What do you over the phone to a business person in order to receive a donation?
	Leadership activities	Read and interpret text	What makes a good leader?
	Advertising for Christmas shop	Creative writing and art skills	How can I generate income from everyday household items?
	<b>Spreadsheet Unit</b>		What methods of advertising are available to promote the Christmas shop?
	Inventory lists	Microsoft excel	How do you create a spreadsheet on Microsoft excel?
	Christmas shop display	Microsoft excel	How do you keep track of the merchandise available for the Christmas shop?
	<b>Money and Banking Unit</b>	Creative design building	What does a Christmas shop look like?
	History of Banking	Read and interpret text	How has the banking system evolved
	Types of financial institutions	Read and interpret text	How many types of financial institutions are there?
	<b>Content</b>	<b>Skills</b>	<b>Essential Questions</b>
<b>D E C E M B E R</b>	Advantages and disadvantages of checking accounts and types of checking accounts Writing checks	Group interaction  Read and interpret text	What are the advantages and disadvantages of having a checking and how many types of checking are there? How do you properly fill out a check?
	Endorsing checks Check stubs and registers	Read and interpret text Read and interpret text and math	How do you properly endorse a check? How do you fill out a check stub and check register?
	Bank reconciliation	Read and interpret text and math	How can you make sure your checking account balance is correct and not bounce checks?
	<b>Calculator unit</b>	10 key calculator	How fast can you add,

J A N U A R Y	Inventory	Revise database and spreadsheet	subtract, multiply or divide on the 10 key calculator?
	Powerpoint presentation	Use Microsoft powerpoint program	How much merchandise was left after the Christmas shop closed, how much profit did the shop make? Who is Henry Ford and what are his major accomplishments?
	<b>Economics Unit</b> Define needs, wants, and scarcity Scarcity and the government	Read and interpret text, math  Read and interpret text, brainstorming Read and interpret text	What is scarcity?
	The decision-making process	Research on the internet	How does scarcity affect the three levels of government? What are the steps in the decision-making process?
	The government and scarcity project		
F E B R U A R Y	Economic questions	Read and interpret text	What type of economic system do you live in?
	Supply and demand Economic role	Read and interpret text Describe role and be persuasive	What is supply and demand? Which economic role is most important?
	Measure economic progress	Interpret text and charts	What is the circular flow of the economy?
	Business cycles	Read and interpret charts and text	Is the economy in a recession?
	Types of businesses	Read and interpret text and information from the internet	What types of businesses are there in Monroe County?
	What is business about	Read and interpret text	What kinds of activities do businesses engage in?
	Business activities and the economy Trade	Read text and interpret charts  Read and interpret text	What is the multiplier effect?  Why is trade important?
	<b>Content</b>	<b>Skills</b>	<b>Essential Questions</b>
M A	The cost of foreign goods  Trade and government regulations	Read and interpret text info on the internet and math Read and interpret text, interviewing skills	How do you figure out the rate of exchange on foreign currency? Is trade regulation important?

<b>R C H</b>	<b>Savings and Investing Unit</b>		
	Creating a Savings Plan	Read and interpret text, writing, math	Do you have a savings plan?
	Using your Savings Plan	Read and interpret text	What types of savings accounts are available?
	Where do you put your savings?	Write a cohesive paragraph	How would you describe your savings plan?
	Ira Accounts Stocks and Bonds	Read and interpret text Read and interpret text	What is an IRA account? How do you invest in the stock market?
	Stock information in the newspaper	Read and interpret a chart	Where do you get information about stocks?
	How to invest your money	Read and interpret text  Investing money in the stock market.	Where should you invest your money?  What stocks should you invest in?
Stock yield	Read and interpret text	What are stock indexes?	
<b>A P R I L</b>	Investing in bonds	Read and interpret text	What are bonds and how do you invest in them?
	Other investments	Read and interpret text	What other things can you invest in?
	Million Dollar House Project	Reading, math, internet searching, organizational skills, prioritizing	How would you spend \$1million dollars?

M A Y	<b>Credit Unit</b> Credit in the Economy	Read and interpret text, math	How does credit affect the economy? What is credit and how do you apply for it? How much does credit cost?
	The three C's of Credit Consumer Credit	Read and interpret text Read and interpret text	What are the three C's of credit?
	Credit Reporting	Read and interpret text	How many kinds of credit cards are there? What is a credit bureau?
	<b>Insurance Unit</b> How Insurance Works	Read and interpret text and math	How does insurance work?
	Cost of Insurance Vehicle Insurance	Read and interpret text and math Read and interpret text and math	How much does insurance cost? What kinds of vehicles do you need insurance for and what kind of coverage is available? How much does vehicle insurance cost?
	Property Insurance	Read and interpret text and charts	What the laws that govern vehicle insurance? What type of property should be covered by insurance?
	Life Insurance	Read and interpret text	What kind of losses would be covered by property insurance? What types of life insurance policies are available? Who should buy life insurance and why?
J U N E	Health Insurance	Read and interpret text	What types of health insurance policies are available and how do qualify for them?

**Final Exam:** Final Exam for each semester is worth 20% of the semester grade. The first semester exam is a follow up paper for the business project. The second semester exam is objective (true/false, multiple choice, etc.).

**Class Policies:** Follow all policies as outlined in student handbook.  
No food or drink allowed in the classroom.  
No cussing or cursing in the classroom.  
Respect yourself and everyone in class.

**Evaluation & Grading:**

Grading Percentage	
92.5 – 100	A
89.5 – 92.49	A-
86.5 – 89.49	B+
82.5 – 86.49	B
79.5 – 82.49	B-
76.5 – 79.49	C+
72.5 – 76.49	C
69.5 – 72.49	C-
66.5 – 69.49	D+
62.5 – 66.49	D
60.0 – 62.49	D-
Below 59.99	E

**Course Outline:**

- Course Outline
- Careers Unit
- Entrepreneurship Unit
- Workplace Safety Unit
- Spreadsheet Unit
- Money and Banking Unit
- Calculator Unit
- Economics Unit
- Savings and Investing Unit
- Credit Unit
- Insurance Unit

**Articulation Agreements:**

Henry Ford Community College