

# **TRI COUNTY HIGH SCHOOL**

## **BUSINESS MANAGEMENT**

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This semester course prepares a student for success in the business world as either an employee or an owner. This course is to present the student with a solid foundation about what business is, how it operates, and how it is managed.

### Course Objectives

Upon successful completion of the Business Management curriculum, the student will be able to:

1. Identify the roles of business and responsibilities of business ownership in our economy.
2. Understand the forms of business ownership and the steps in starting a new business.
3. Recognize the importance of international trade and how businesses successfully participate in it.
4. Identify important areas of business law and the value of ethical actions in business decisions.
5. Identify the work of managers and important principles of management.
6. Identify characteristics of leadership and ways managers can be effective leaders.
7. Describe ways that managers plan and how they organize people and work.
8. Discuss implementing and controlling activities completed by managers.
9. Differentiate between products and services and describe how products are manufactured.
10. Discuss how businesses identify new product ideas and develop new products.
11. Describe the marketing concept, marketing strategy and marketing decision-making tools.
12. Discuss the development of each of the four marketing mix elements.
13. Identify important factors and methods in financing business operations.
14. Recognize financial institutions that support businesses and the services they offer.
15. Describe common financial records and their uses in business.
16. Discuss how businesses use credit and insurance.

17. Define human resources and identify the services HRM provide in an organization.
18. Identify how new employees are recruited, interviewed, and hired.
19. Show how employees are motivated and procedures for conducting effective performance reviews.
20. Describe the ways companies provide training and career development programs.

### Class Requirements

Students will be expected to do daily assignments and some out-of-class reading in order to be aware of current happenings which affect the business world. Students are also expected to actively participate in class discussions and projects.

### Attendance

The class requires attendance and full participation by all students. Attendance is required. In the event a student must be absent, all assignments will be fully completed.

### Grading

Grading is based on points earned by the student. The following scale is used in the course:

100-93 = A  
92-89 = B+  
88-86 = B  
85-81 = C+

80-77 = C  
76-73 = D+  
72-70 = D  
Below 70 = F