

Perris Union High School District

Course of Study

A. COURSE INFORMATION

<p>Course Title:</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">RCOE Introduction to Business & Entrepreneurship</div> <p> <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised </p> <p>If revised previous course name if changed</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Transcript Course Code/Number:</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">608261/608262</div> <p>(To be assigned by Educational Services)</p> <p>Required for Graduation:</p> <p> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p> <p>Meets UC/CSU Requirements?</p> <p> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>Was this course <i>previously approved by UC</i> for PUHSD?</p> <p> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p> <p style="text-align: center;">(Will be verified by Ed Services)</p> <p>Submitted by: Dian Martin Site: Educational Services Date: 07/27/2021</p>	<p>Subject Area:</p> <p> <input type="checkbox"/> Social Science <input type="checkbox"/> English <input type="checkbox"/> Mathematics <input type="checkbox"/> Laboratory Science <input type="checkbox"/> World Languages <input type="checkbox"/> Visual or Performing Arts <input checked="" type="checkbox"/> College Prep Elective <input type="checkbox"/> Other </p> <p>Is this classified as a Career Technical Education course?</p> <p> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>PATHWAY: Entrepreneurship/Self Employment</p> <p style="text-align: center;"><u>To be completed by Human Resources only.</u></p> <p>Credentials Required to teach this course:</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <i>Designated Subjects: Career Technical Education's Single Subject: Business and Finance</i> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"><i>Spiek Blittor</i></div> <div style="text-align: center;">7-28-2021</div> </div> <div style="display: flex; justify-content: space-between; font-size: small;"> Signature Date </div> </div> <p>CalPads Code: 8300</p>	<p>Grade Level</p> <p>MS</p> <p>HS</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>X 9</p> <p>10</p> <p>11</p> <p>12</p>
<p>Meets "AP" Requirements?</p> <p> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p>	<p>Meets "Honors" Requirements?</p> <p> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p> <p>Unit Value/Length of Course:</p> <p> <input type="checkbox"/> 0.5 (half year or semester equivalent) <input checked="" type="checkbox"/> 1.0 (one year equivalent) <input type="checkbox"/> 2.0 (two year equivalent) <input type="checkbox"/> Other: </p>	
Approvals	Name/Signature	Date
Director of Curriculum & Instruction		7/29/21
Asst. Superintendent of Educational Services		7/30/21
Governing Board		

Riverside County Office of Education – Career Technical Education

RCOE INTRODUCTION TO BUSINESS AND ENTREPRENEURSHIP

DATE:

INDUSTRY SECTOR: Marketing, Sales and Services Sector

PATHWAY: Multiple Pathways

CALPADS TITLE: Introduction to Marketing, Sales, and Service

CALPADS CODE: 8300

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	180	0

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
General and Operations Managers	11-1021.00	Administrative Services Managers	11-3012.00
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41-4012.00	Business Operations Specialists, All Other	13-1199.00
Cost Estimators	13-1051.00	First-Line Supervisors of Office and Administrative Support Workers	43-1011.00

COURSE DESCRIPTION:

RCOE Introduction to Business and Entrepreneurship offers a broad view of business concepts including entrepreneurship, economics, ethics and social responsibility, business organization, and ownership. Students will also study management and leadership, human resources, marketing, promotions, pricing, distribution, and financial management. Culminating the concepts in this course is a unit of instruction covering career research and financial literacy.

A-G APPROVAL: No

ARTICULATION: None

DUAL ENROLLMENT: None

PREREQUISITES: None

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- None

RECOMMENDED TEXTS:

- Entrepreneurship: Building a Business (authors: Kathleen R Allen and Earl C Meyer) 1st Edition (2016) (Publisher: Glencoe/McGraw-Hill)
- Marketing Essentials (authors: Farese, Kimbrell, and Woloszyk) 2012 (publisher: McGraw-Hill)

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Introductory	RCOE Introduction to Business and Entrepreneurship
10, 11, 12				Concentrator	RCOE Intermediate Business Ethics
11, 12				Capstone	RCOE Advanced Business Management (ID)
12				Concentrator	RCOE Applied Business E-Commerce (ID)

I.	UNIT 1: ENTREPRENEURSHIP	CR	Lab/ CC	Standards
	<p>Students will define entrepreneurship and identify an entrepreneur's role in the U.S. economic system. The key reasons for a businesses success or failure are considered from the point of view of a new entrepreneur. Students will review the steps to get a business started and how to manage the small business operations.</p> <p>Key Assignment</p> <p>Students will evaluate their personal strengths and identify their most applicable traits to being a successful entrepreneur and manager. Students will consider the types of business categories (manufacturing, wholesaling, retailing, and services), then start with an idea for a business opportunity. They will write a short paper listing the steps they would need to take to get started in this business idea.</p>	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Demonstration and Application: 11.3</p> <p>CTE Pathway: C1.1, C2.2, C2.3</p>
II.	UNIT 2: ECONOMICS AND BUSINESS	CR	Lab/ CC	Standards
	<p>Students will be introduced to global economic systems and identify the United States economic system (capitalism) principles (private property, freedom of choice, profit, and competition). Students will examine the functions of business (production, marketing, management, and finance) utilized to become successful entrepreneurs.</p> <p>Key Assignment</p> <p>Using the business opportunity formed in Unit 1, students will describe how each business function will apply to the business idea and which economic principle is key to its success. Students will list the activities that will take place for each function. Ideas will be shared with the class through two slides.</p>	20	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Technical Knowledge and Skills: 10.15</p> <p>CTE Pathway: C1.1</p>
III.	UNIT 3: ETHICS AND SOCIAL RESPONSIBILITY	CR	Lab/ CC	Standards
	<p>Students will define ethics and consider the need for ethical practices in business. Students will examine several business codes of ethics presented and then list the ethical behavior that represents a strong work ethic. A discussion of social responsibilities wstill include the customer, suppliers, creditors, government, and the community.</p> <p>Key Assignment</p> <p>Students will select and report on an area of social responsibility and environmental responsibility for a case study example.</p>	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Responsibility and Flexibility: 7.2 Ethics and Legal Responsibilities: 8.5, 8.6</p> <p>CTE Pathway: C1.1</p>
IV.	UNIT 4: BUSINESS OWNERSHIP	CR	Lab/ CC	Standards
	<p>In this unit, the formation of a small business is discussed to identify the different ways to become a business owner. Students will evaluate advantages and disadvantages related to decision-making. Additionally, students will examine three main legal forms of business ownership: sole proprietorship, partnership, or corporation.</p> <p>Key Assignment</p> <p>Students will list business ownership choices and compare the advantages and disadvantages of each. Business choices include purchasing an existing business, a franchise, a family business, or starting a new business, which of which will be listed in a comparison chart format.</p>	20	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Communications: 2.1</p> <p>CTE Pathway: C3.1, C3.2</p>
V.	UNIT 5: MANAGEMENT AND LEADERSHIP	CR	Lab/ CC	Standards

	<p>Students will describe the four functions of management (planning, organizing, staffing, controlling). Students will be introduced to the use of an operations manual by business managers to identify policies and procedures related to customer service, hiring, safety etc. Students will assess their planning and decision making capabilities through a survey.</p> <p>Key Assignments</p> <ol style="list-style-type: none"> 1. Students will list the types of policies that should be in an Operations Manual by creating a Table of Contents for a specific small business. 2. Students will conduct a leadership study will include an examination of a business vision and values. Students will then compare the company vision and values discovered during the leadership study to that of other companies. 	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Leadership and Teamwork: 9.1</p> <p>CTE Pathway: C5.2</p>
VI.	UNIT 6: ORGANIZATIONAL STRUCTURE	CR	Lab/CC	Standards
	<p>In this unit, the organizational plan will be discussed including employee job descriptions, an organizational chart with responsibilities and the chain of command. Various models will be presented and compared for purposes related to the type and size of business. The history and role of labor unions will also be analyzed.</p> <p>Key Assignment</p> <p>Students will examine several organizational charts and then using a template, they will create a chart for a small business in their community. Students will summarize the staffing needs for a small business and consideration of labor union employees.</p>	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Career Planning and Management: 3.6</p> <p>CTE Pathway: C1.1</p>
VII.	UNIT 7: HUMAN RESOURCES MANAGEMENT	CR	Lab/CC	Standards
	<p>In this unit, students will analyze how human resource (HR) duties relate to the management of employees. A primary function for students to examine is the need for small business managers to recruit and hire quality employees. Another duty is the observance of federal and state laws that guide the policies for HR managers and their employees. Students will learn how to keep quality employees through motivation, training, recognition, and promotion of staff members.</p> <p>Key Assignment</p> <p>Students will describe options for recruiting employees and chart the steps in the hiring process. Students will identify ways to motivate, train, evaluate, promote, and dismiss employees. In small groups, the human resource process will be presented through slides.</p>	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Communications: 2.1</p> <p>CTE Pathway: C11.1</p>
VIII.	UNIT 8: MARKETING AND PROMOTIONS	CR	Lab/CC	Standards
	<p>Students will define a marketing strategy and components of the marketing mix. They will be able to list the forms of advertising and publicity and the advantages/disadvantages of each type. Additionally, an explanation of the important role of selling in a business will be presented.</p> <p>Key Assignment</p> <p>Students will determine what product or service to provide for a small business, the price range, how to make it available to customers, and communicate a message through a marketing strategy plan. It will be presented in a digital media form.</p>	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Technical Knowledge and Skills: 10.8</p> <p>CTE Pathway: C9.2</p>
IX.	UNIT 9: PRICING AND DISTRIBUTION	CR	Lab/CC	Standards

	<p>In this unit, students will explore concepts include identifying pricing objectives and strategies for products and services. Students will also consider the difference between competitive products and services and the various brands that are available. Students will explore entrepreneurial decisions including the basic options for channels of distribution, intermediaries, transportation methods, and factors to consider for storage of physical products.</p> <p>Key Assignment</p> <p>Students will select a product line and identify the business' pricing objectives and strategies for marketing. Students will describe basic methods of distribution and how the product will reach the store shelves or directly to the customer. Students can present their findings through digital media or a written report.</p>	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Technical Knowledge and Skills: 10.11</p> <p>CTE Pathway: C8.4</p>
X.	UNIT 10: FINANCIAL MANAGEMENT	CR	Lab/CC	Standards
	<p>In this unit, business start-up costs and operating expenses are reviewed. Students will investigate how new small businesses need to identify financial resources, including acquiring loans to get started. Students will become familiar with basic financial statements and business record keeping forms (balance sheet, profit and loss sheet, accounting, banking, payroll and tax). Students will also reflect on the United States banking system (money and federal reserve, investments, and stocks) and how it supports small businesses. Students will see how financial planning and management impact business decisions.</p> <p>Key Assignment</p> <p>Students will create a financial planning sheet that includes a task list with the steps to guide a business owner in assessing their financial needs. The planning sheet will also identify how to seek the needed funding and resources necessary for a small business.</p>	20	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Responsibility and Flexibility: 7.6</p> <p>CTE Pathway: C8.1, C8.3</p>
XI.	UNIT 11: RCOE COLLEGE AND CAREER TRANSITION PLAN (CCTP)	CR	Lab/CC	Standards
	<p>This unit of instruction links student interests to potential careers through exploration and research. Students will develop a post-secondary career plan that identifies and maps out a course of action which incorporates college and career opportunities. Within the twelve (12) topics, students will complete interest surveys, career related documents (i.e., applications, resumes, letters of introduction, letters of recommendation), and mock interviews with the express goal of preparing students to graduate from high school academically and socially prepared for college, the workforce, and civic responsibility. Additionally, students will analyze the importance of financial literacy through topics such as credit, creating a budget, and saving and investing.</p> <p>Lessons:</p> <ul style="list-style-type: none"> • Work, Job, and Career • The Career Plan • Job Applications (Portfolios – Part 1) • The Letter of Introduction (Portfolios – Part 2) • Resume (Portfolios – Part 3) • Letters of Recommendation (Portfolios – Part 4) • Interviewing • Career Research and Reflection • Financial Literacy (Part 1 – The Basics) • Financial Literacy (Part 2 – Credit) • Financial Literacy (Part 3 – Creating a Budget) • Financial Literacy (Part 4 – Saving and Investing) <p>Key Assignments:</p> <p>1. RCOE College and Career Transition Guide: This project will incorporate the development of a 5-10 year career plan, preparing a portfolio (letter of</p>	15	0	<p>Academic: LS: 11-12.1</p> <p>CTE Anchor: Communications: 2.3, 2.4 Career Planning and Management: 3.1, 3.2, 3.4, 3.8, 3.9 Technology: 4.1 Problem Solving and Critical Thinking: 5.4 Responsibility and Flexibility: 7.6</p> <p>CTE Pathway: C1.1</p>

	introduction, resume, and letters of recommendation), and practicing job applications and mock interviews. 2. Financial Literacy: This project will include identifying elements and deduction on a paycheck, research loan options based on credit worthiness, creating a budget, and planning for retirement.			
XII.	COURSE NOTES	CR	Lab/ CC	Standards
	Course Code/Transcript Abbreviation: MSS-241-04-01	0	0	Academic: LS: 11-12.1 CTE Anchor: Communications: 2.1 CTE Pathway: C1.1

Entered by:

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