

Business & Management Concepts

Media Type: Microsoft® PowerPoint® Presentation

Duration: 87 slides

Goal: To explore the various aspects of business activities and the impact on the economy.

Description: Businesses satisfy economic needs by practicing basic business concepts. This presentation identifies and explains business activities as production, marketing, management or finance functions. The interdependence between business activity and marketing is detailed in the presentation as well as management structures and functions.

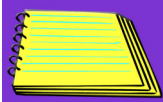
Objectives:

1. To be able to explain the interdependence of business activities and the impact of international economies on business activities.
2. To understand how businesses contribute to communities and conduct ramifications.
3. To explore management styles and functions.
4. To be able to formulate a business plan.

Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Logical Skills</i>	reasoning; patterns; problem solving
	<i>Mathematical Figures and Concepts</i>	decimals; percentages; multiplication; addition; budgeting; price setting; computation
Language Arts	<i>Application of Writing Skills</i>	brainstorming; analyzing audiences; vocabulary enhancement; informative writing
	<i>Analysis of Text and Literature</i>	drawing inferences and generalizations; correlating information with personal experience; developing listening and comprehension skills; organizational skills; communication skills
Social Studies	<i>Impacts of History, Government and Economics</i>	chronological sequencing; describe cause and effect; economic processes; consumer trends
Science	<i>Scientific Laws and Principles</i>	analyzing data; critical thinking; collecting information; classification skills; cycles, structures and processes; researching skills

Business & Management Concepts



Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the "Printable Resources" section. If student licenses have been purchased, an interactive version of the Student Notes is available in the "Interactive Activities" section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

Class 1: Before class, utilize the *Business Category Teacher Instruction Sheet* and follow directions. This *Activity* will be utilized throughout the presentation. Hand out the *Business & Management Concepts Vocabulary Handout*, *Strategic Planning Student Handout* and the *Interpreting Research in Business Management Student Handout* for students to use during the presentation. Show the *Business & Management Concepts - Introduction* segment followed by its *Assessment*. Pass out the *Awards & Prizes Student Handout*. Discuss the past winners listed on the *Handout*. Later, distribute the *Business Plan Project* so groups can begin thinking ahead about how they will conduct their projects.



Slides
1-28

Class 2: Review the previous day's activities by discussing student ideas for their business. Show the *Business & Management Concepts - Social Responsibility* segment. Afterward, distribute the *Assessment* for students to complete. Allow time for students to continue working on their *Projects*, particularly the portion which discusses social responsibility. Assign *ISO Activity* for homework.



Slides
29-52

Class 3: Discuss the meaning of management and what students feel is the best management technique. Distribute the *Management Theories Student Handout*. View the *Business & Management Concepts - Management* segment and assign its *Assessment*. Distribute and discuss the *Charitable Business Project*.



Slides
53-77

Class 4: Assign the *Management Theories Review Project* and allow class time for

students to work.

Class 5: Show the *Business & Management Concepts - The Business Plan* segment followed by its *Assessment*. Allow students to continue working on their *Projects*.



Slides
78-87

Class 6: Begin class by distributing the *Business & Management Concepts Crossword* for review. Students should then complete the *Final Assessment*. Allow the rest of class time for students to continue working on their *Projects*.

Class 7: Assign the *Management Process Project*. Allow time for students to complete their *Projects*.

Lesson Links

Environmental Protection Agency

- <http://www.epa.gov>

U.S. Small Business Administration

- <http://www.sba.gov>

Career & Technical Student Organizations

BPA

- Entrepreneurship
- Develop a written business plan for a start-up business

Small Business Management

- Demonstrate a working knowledge of business management concepts

DECA

- Explain the role of business in society
- Determine factors affecting business risk
- Describe businesses' market structures

Business & Management Concepts



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50195, Roger Carmona, General Manager, Kremer Pigments, Inc.
- iCEV50173, Scott Rossillo, Owner, The Bagel Store



Lab Activities

Business Category

Directions:

Using the *Business Category Teacher Instruction Sheet*, cut apart and place into a container. Begin class one by dividing students into groups of two or three. Instruct each group to draw a business category out of the container. During the lesson, students apply the information to their business category and eventually create a business plan for a new business.

ISO

Directions:

Students will research and write a short paragraph explaining the International Standards Organization, including the common standards listed.



Projects

Charitable Business

Directions:

Students will work in groups to research the concept of social responsibility and ethics as important components of business and develop a hypothesis for why businesses must increasingly consider their impact on society when making decisions. Students should attend a local business-sponsored community event in order to write a reflection summarizing their observations.

Management Theories Review

Directions:

Students will summarize management theories and discuss the characteristics of each theory. Choosing one historical and one modern theory, students will develop a business plan for a proposed organization using each identified approach, creating a graphic of a business plan to illustrate each component of the business plan.

Business Plan

Directions:

Students will use the *Project* to create a business plan for a new business in their assigned category. The last page of the *Project* is a checklist for the parts of a business plan. Instruct students to use the information completed during the lessons to create a written business plan. Students may use www.bplans.com and www.sba.gov for help in writing their business plans. This *Project* relates directly to the *Business Category Activity*. Utilize this project throughout the presentation at the end of each class.

Management Process

Directions:

Students will describe the skills and processes needed in positions of management and review case studies on factors affecting management. Students should produce a profile of a strong candidate for a business manager.