BUSINESS MANAGEMENT AND SUPERVISION
Course Syllabus

Course Number: SBE-0022  OHLAP Credit: No
OCAS Code: 8606
Course Length: 120 Hours
Career Cluster: Marketing, Sales & Service
Career Pathway: Management & Entrepreneurship
Career Major(s): Business Management/Entrepreneurship

Pre-requisite(s):
Course Description: This is a course of study involving planning, organizing, directing, and controlling the use of an organization's resources to effectively and economically attain its objectives. Students learn the art and science of management and supervision in problem-solving, decision making and working with and through other people to accomplish common goals. Students will develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization. This could be a project-based course.

Textbooks:

Course Objectives: A. Explore fundamental business concepts that affect business decision-making.

1. Determine issues and trends in business
2. Describe crucial elements of a quality culture
3. Describe the role of management in the achievement of quality
4. Explain the nature of managerial ethics
5. Describe the need for and impact of ethical business practices
6. Explain the nature and scope of operations management
7. Explain the concept of management
8. Explain the concept of human resource management

B. Explore concepts, strategies, and systems needed to interact effectively with others.

1. Explain the nature of effective verbal and nonverbal communication
2. Apply effective listening skills
3. Use proper grammar and vocabulary
4. Follow directions
5. Explain the nature of staff communication
6. Give directions for completing job tasks
7. Conduct staff meetings
8. Explain ethical considerations in providing information
9. Foster positive working relationships
10. Explain the nature of organizational change
11. Describe the nature of organizational conflict
12. Explain the nature of stress management

C. **Explore the economic principles and concepts fundamental to entrepreneurship/small business ownership.**
   1. Explain the concept of productivity
   2. Describe cost/benefit analysis
   3. Analyze the impact of specialization/division of labor on productivity
   4. Explain the concept of organized labor and business
   5. Explain the law of diminishing returns
   6. Describe the concept of economies of scale
   7. Determine the impact of business cycles on business activities
   8. Describe market structures
   9. Determine the impact of small business/entrepreneurship on market economies

D. **Explore the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff.**
   1. Develop a personnel organizational plan
   2. Develop job descriptions
   3. Develop compensation plan/incentive systems
   4. Organize work/projects for others
   5. Delegate responsibility for job tasks
   6. Determine hiring needs
   7. Recruit new employees
   8. Screen job applications/resumes
   9. Interview job applicants
   10. Select new employees
   11. Negotiate new-hire’s salary/pay
   12. Dismiss/Fire an employee
   13. Orient new employees
   14. Conduct training class/program
   15. Coach employees
   16. Exhibit leadership skills
   17. Encourage team building
   18. Recognize/reward employees
   19. Handle employee complaints/grievances
   20. Ensure equitable opportunities for employees
   21. Build organizational culture
   22. Assess employee morale
   23. Provide feedback on work efforts
   24. Assess employee performance
   25. Take remedial action with an employee
   26. Conduct exit interviews

E. **Explore the processes and systems implemented to facilitate daily business operations.**
   1. Plan a business layout
   2. Determine equipment needs
   3. Document business systems and procedures
   4. Establish operating procedures
   5. Develop project plans
   6. Select business location
7. Select distribution channels
8. Establish company buying/purchasing policies
9. Schedule staff
10. Maintain inventory of products/supplies
11. Organize shipping/receiving

F. Explore the concepts, strategies, and systems that businesses implement and enforce to minimize loss.

1. Describe types of business risk
2. Determine business's liabilities
3. Explain ways to transfer risk
4. Obtain insurance coverage
5. Establish safety policies and procedures
6. Develop security policies and procedures
7. Explain legal issues affecting businesses
8. Adhere to personnel regulations
9. Describe the nature of businesses' reporting requirements
10. Implement workplace regulations
11. Develop strategies for legal/government compliance

G. Explore the processes, strategies, and systems needed to guide the overall business organization.

1. Conduct a SWOT analysis
2. Provide an overview of marketing and business concepts
3. Identify differences in company cultures
4. Plan the marketing products and services
5. Use problem solving skills to make management decisions
6. Describe the elements of financial statements
7. Examine the economic environment marketing
8. Explore the role of marketing research and market segmentation
9. Investigate the product life cycle
10. Manage distribution channels and inventory procedures
11. Determine the impact pricing products and services
12. Manage marketing communications and promotions
13. Understand global marketing of products and services
14. Manage human resources
15. Utilize technology in marketing and management functions
16. Develop a career plan for marketing and management

H. Explore the value of participating in student organization to develop leadership and teamwork skills.

1. Participate as a team member
2. Lead others using positive statements
3. Develop team spirit
4. Enlist others in working toward a shared vision
5. Share authority, when appropriate
6. Value diversity
7. Recognize others' efforts
8. Demonstrate leadership skills
9. Identify purposes and goals of student organization
10. Identify appropriate techniques to network with professionals
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11. Research opportunities for leadership training & development through student organizations
12. Make positive contributions to accomplish team goals
13. Generate solutions for team conflicts

All ODCTE objectives

Teaching Methods:  The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit:
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility:
The student must maintain a grade point average of 2.0 or better.