



BLUE VALLEY DISTRICT CURRICULUM OVERVIEW

Business Management & Leadership

UNIT 1: Introduction to Leadership

ESSENTIAL QUESTIONS

What does it mean to be a leader?

BIG IDEAS

- Students will understand the difference between being a leader and a manager.
- Students will understand that different leadership styles may yield different responses from followers.
- Students will apply leadership approaches in an authentic business project

GUIDING QUESTIONS

Content and Process

- How does a leader differ from a manager? How are each important in a business organization?
- Describe different leadership styles. In what situation might they have a positive impact? What are the potential challenges someone with each leadership style might encounter?
- How might a leader enlist others in formulating and supporting a collaborative vision?
- What does it mean to be a "learning organization?" How does a leader foster a culture to support a learning organization?
- What is the difference between commitment and compliance? Why is it important for a leader to understand the difference?
- How can a leader foster professional growth for members of an organization?

Reflective

- What is my preferred leadership style? What skills could I build to improve my effectiveness as a leader?
- How might my leadership style impact my work environments? How might my colleagues respond to my leadership style?
- How can I contribute to the creation of a culture of learning as a learning organization?
- When do I need to use leadership skills? When do I need to apply management strategies?

UNIT 2: Business Processes

ESSENTIAL QUESTIONS

What does it take to run a business?

Why must businesses document their processes and decisions?

BIG IDEAS

- Students will understand that every business needs to apply sound accounting practices for accountability and decision making.
- Students will explore and apply strategies for building capacity and managing human resources.
- Students will understand the economic principles of supply and demand that impact business success.
- Students will understand the components of formal documentation of business processes and why these are used.
- Students will apply the knowledge and skills in this unit in an authentic business project

GUIDING QUESTIONS

Content and Process

- How are sound business decisions made? How can SWOT Analysis and Proposal document the decision-making process?
- How does a business strategically plan for business growth, profit, and goals? How is this documented in a Business Plan?
- What accounting processes are needed to monitor my business?
- How are accounting processes documented?
- How do supply and demand impact products, pricing, and sales?

Reflective

- What might happen to my business if I do not maintain accurate financial records?
- How did SWOT analysis impact my business decisions?

UNIT 3: Business Communication

ESSENTIAL QUESTIONS

What is needed to communicate professionally in a business setting?

How can effective communication contribute to the success of an organization?

BIG IDEAS

- Students will understand and apply effective oral, written, and nonverbal communication.
- Students will demonstrate the ability to communicate with clarity and consistency to influence and lead.
- Students will understand and apply protocols for effective meetings to accomplish business purposes.
- Students will develop the skills in this unit as they are applied in an authentic business project such as a school-based enterprise.

GUIDING QUESTIONS

Content

- What do I communicate non-verbally?
- What elements need to be included in professional communication to accomplish business goals?
 - Impactful presentation techniques and skills
 - Letter/email writing
 - Executive Summaries
- How is a professional business meeting conducted to review data, draw conclusions, make decisions, etc.?
- How can coaching and communication strategies be leveraged to build capacity and manage responsibilities?
- How can leaders establish two-way dialogue that supports mutual trust?

Reflective

- How might recipients respond to my recent business communication and what might be the impact on our business goals.

UNIT 4: Problem Solving

ESSENTIAL QUESTIONS

How do leaders work through problems?

BIG IDEAS

- Students will understand that problems and challenges are a natural occurrences in a learning organization.
- Students will apply problem-solving strategies to work through authentic organizational challenges.
- Students will apply critical and creative thinking skills in solving authentic challenges.
- Students will utilize design thinking to solve a challenge or meet a need
 - Identify a challenge or need
 - Identify constraints
 - Design a solution to meet the challenge or need
 - Develop and refine a prototype
 - Present and display solution appropriate for intended audience

GUIDING QUESTIONS

Content and Process

- What are the challenges facing my business?
- For whom is this a problem?
- What do I know about the problem?
- What questions do I need to investigate? What resources will be helpful?
- What are some solution ideas?
- How can SCAMPER or other strategies increase my creativity?
- What criteria will we use to select our best idea?
- What were the results when we tested our solution?
- How can our solution idea be improved?
- How will we present our solution for an audience?

Reflective

- Why is it important to recognize or predict challenges facing our business?
- What obstacles did my team encounter as we worked to solve a business challenge?
- What did I learn from this experience that will help me in solving future organizational challenges?

UNIT 5: Marketing

ESSENTIAL QUESTIONS

How can marketing strategies impact the success of a business?

BIG IDEAS

- Students will understand the impact marketing has on the success of a business.
- Students will understand the importance of market research, utilizing both qualitative and quantitative study.
- Students will identify the target market and the key promotional techniques most effective with those groups.
- Students will develop the skills in this unit as they are applied in an authentic business project such as a school-based enterprise.

GUIDING QUESTIONS

Content and Process

- Who is the target market of the school based enterprise or entrepreneurial project?
- How can the school based enterprise best communicate with our target market?
- What is the difference between a brand and logo?
- What is the brand promise?
- What is the marketing media plan?

Reflective

- What does our brand say about our organization?