

MARKETING
Eureka High School

1. **COURSE TITLE:** **Business Connections - I**

2. **CBEDS TITLE:** **Work Experience**

3. **CBEDS NUMBER:** **4900**

4. **JOB TITLES/DOT CODES:** **Order Clerk, Food & Beverage 209.567-014**
 Cashier 1 211.362-010
 Cashier 2 211.462-010
 Cashier-Checker 211.462-014

5. **COURSE DESCRIPTION:** **This class, which meets daily, is for students who are interested in retailing and learning about the world of work. Students will learn how to be successful in their jobs by examining current and practical work-related issues. Topics covered may be, but are not limited to, Money Management, Job Search Skills, Cashiering, Living on Your Own, Income Tax Returns, Payroll Deductions, Human Relations, Advertising, Communications, etc. This class is also valuable for students who want a career in business or who want to start their own business. Grade for this class is determined by course-related assignments.**

6. **HOURS:** **80 hrs**

7. **PREREQUISITES:** **16 years and older**

8. **DATE:** **November 2002**

9. **COURSE OUTLINE:**
 - A. **ESSENTIAL EMPLOYABILITY SKILLS:**
 1. **Job Application**
 2. **Resume**
 3. **Interview Skills**
 4. **Dress and Grooming**
 5. **Cover Letter**
 6. **Follow-up Letter**

7. Career Exploration
8. Labor Law
9. Employment Transitions

B. CONTENT AREA SKILLS :

1. Cash Handling
 - a. Describe various methods for handling cash in the work environment. Use appropriate technology.
2. Retail Math
 - a. Describe various ways retailers use math. Teach concepts and application in work environment. Use appropriate technology.
3. Time Sheets
 - a. Introduce various time sheets. Describe how to use a time sheet-ethical use.
4. Payroll Deductions
 - a. Discuss current payroll deductions. Indicate proper percentages for deductions.
5. Personal Money Management
 - a. Introduce various personal money management systems. Indicate proper math necessary for maintaining personal money systems.
6. Investments
 - a. Describe investment opportunities. Explain how investments fluctuate. Introduce rate of return.
7. Goal Setting
 - a. Introduce stages of goal setting with time frame and rate of return.
8. Credit and Basics
 - a. Explain how credit works plus various types of credit. Explain interest rates and finance charge.
9. Income Tax Returns
10. Work Ethic
 - a. Describe ethical work behavior. Indicate guideline for effective use.
11. Conflict Resolution
 - a. Introduce concepts and techniques for resolving conflicts.
12. Stress Management
 - a. Introduce techniques for managing and reducing stress.
13. Motivation Initiative
 - a. Discuss ways to motivate and take initiative. Introduce incentives.
14. Verbal and Non-verbal communication
 - a. Discuss verbal and non-verbal concepts and skills and how they apply to work environment.
15. Critical Thinking
 - a. Introduce critical thinking skills. Discuss benefits to work environment.
16. Problem Solving/Decision Making
 - a. Introduce problem solving/decision making matrix. Apply to work related problems.
17. Team Building/Team Work
 - a. Discuss various methods for team building including roles and responsibilities.
18. Business Ethics
 - a. Discuss ethical business practice including the impact caused by unethical behavior.

- 19. Diversity/Culture**
 - a. Discuss a variety of cultures; indicate the guidelines for appropriate communication within each culture.
- 20. Work Attitudes and Behaviors**
 - a. Describe work attitudes and behavior and the impact of them in the work environment.
- 21. Time Management**
 - a. Discuss time management strategies.
- 22. Management Styles**
 - a. Explain the way management styles affect employee and customer relations.
- 23. Leadership Styles**
 - a. Explain the different leadership styles and how they affect employee and customer relations.
- 24. Sexual Harassment.**
 - a. Present policies and procedures. Discuss working relationships of employees.
- 25. Personal Skills**
 - a. Discuss how personal skills affect working environment. Identify personal skills.
- 26. Violence in the Workplace**
 - a. Identify potentially unsafe environments. Discuss precautions and tips for avoiding/preventing violence.
- 27. Professional Telephone Etiquette**
 - a. Present proper telephone etiquette. Apply to the workplace.
- 28. Profitability**
 - a. Explain the importance of customer service and the overall impact on profitability.
- 29. Business Competition**
 - a. Discuss business competition as it relates to local, region, state and general survival.
- 30. Business and Finance Relationships**
 - a. Present business finance as it relates to the systems of accounting, purchasing, selling (accounts payable/receivable).
- 31. Global/International Trade**
 - a. Discuss and research trade alliances as well as differences in trade practices due to culture, language, etc. Evaluate the impact of imports/exports on economies.
- 32. Entrepreneurship**
 - a. Introduce the aspects involved in owning and operating your own business.
- 33. Physical Distribution Channels**
 - a. Explain how physical distribution inventory management and logistics impact marketing.
- 34. Business Ownership**
 - a. Present and discuss various types of business ownership i.e. partnership, corporations, etc.
- 35. Promotion**
 - a. Describe the 4 elements of the promotional mix and their use. Identify sales promotion activities and the appropriate media mix, which would be most effective.
- 36. Salesmanship**
 - a. Present 8 steps of a sale. Define characteristics of a successful salesperson. Importance of ethical behavior during a sale.
- 37. E-Commerce**
 - a. Explain the impact of the internet on the discipline of marketing and the business environment.
- 38. Computer Literacy**
 - a. Explain how current technology can be used in marketing, media, customer service, job search, etc. Present basic computer knowledge for applications.

39. Computer Applications

- a. **Demonstrate and use computer for classroom assignments and work related tasks.**

40. Written Communication

- a. **Design marketing units where written communication is demonstrated. Present proper and acceptable written communication skills utilizing proper business grammar and spelling.**

41. Business Law

- a. **Explain and present current business law practices and procedure-concentrating on rights and responsibilities of owner, employer, employees and environment.**

42. OSHA Regulations

- a. **Present current health and safety rules and regulations as well as proper reporting procedures.**