



**Mountain Range High School**  
12500 Huron Street • Westminster, CO 80234  
Office: (720) 972-6300 • Fax: (720) 972-6529  
<http://www.mountainrange.adams12.org>



<b>School Year</b>	2018-2019	<b>Teacher</b>	Hilary Wimmer
<b>Office</b>	South Side – Row #1 Hours – Before School, Access, 8 <sup>th</sup> Hour, or by appointment	<b>Website</b>	See Google Classroom. Front Range Website <a href="http://www.frontrange.edu">www.frontrange.edu</a> < <a href="http://www.frontrange.edu">http://www.frontrange.edu</a>
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Course Name	Business Strategies
<p><b>Course Description</b></p>	<p>According to the United States' Bureau of Labor Statistics, a business exists when one or more of the following conditions is met:</p> <ul style="list-style-type: none"> <li>• Machinery or equipment of substantial value is used in conducting the business.</li> <li>• An office, store, or other place of business is maintained.</li> <li>• The business is advertised by listing in the classified section of the phone book, displaying a sign, distributing cards or leaflets, or otherwise publicizing that the work or service is offered to the general public.</li> </ul> <p>A "business" is not limited to being for- or not-for profit, having a brick-and-mortar or a virtual location, being public or private, or being large or small. Neither is it limited to organizations providing physical goods. Hospitals, attorneys' offices, and colleges are businesses. Regardless of where people are employed, they are part of the business world.</p> <p>To succeed in business, staff needs to perform a variety of activities. These activities include financial analysis, human-resources management, information management, marketing, operations, and strategic management. In large companies, entire departments may be devoted to carrying out one of these activities. In small companies, on the other hand, one person performs a number of the activities.</p> <p>The business world in which people work is dynamic and changing. The pace at which it is changing has accelerated due to a variety of environmental shifts: downsizing, outsourcing, mergers, global competition, world markets, legal requirements, and technological innovations, to name a few.</p> <p>All of these factors and shifts impact the skills, attitudes, and abilities needed for success in today's workplace. To that end, the <i>Business Strategies</i> course has been developed to introduce students to opening, operating, and exiting a business, giving them opportunities to interact with local entrepreneurs; examine the environmental factors impacting the business they open; and to perform business activities that take place in the work environment.</p> <p>Using a project-based course of study, students will master the performance indicators in Section 2 of this guide by conducting primary and secondary research, working in teams and as individual project members, and applying current technology for project completion.</p> <div data-bbox="1295 569 1533 804" style="text-align: right;"> </div>



## Course Schedule

For a detailed course outline, please visit our [Google Classroom](#).

## Goals

The broad goals of the *Business Strategies* course are to accomplish the following:

- Reinforce academic skills in such areas as mathematics, communication, reading, and writing
- Encourage creative thought, problem solving, and decision making
- Enable students to acquire understand and appreciate business and its significance to the economy
- Stimulate student interest in business careers
- Provide a realistic understanding of entrepreneurship
- Increase student awareness of the increasingly complex business world
- Assist students in developing appropriate attitudes about business
- Encourage the use of technology in classroom projects and activities
- Facilitate student understanding of the impact of a global economy on future career opportunities
- Assist students with enhancing their teamwork skills
- Stimulate reflection on processes, performance, and outcomes
- Apply project-based learning strategies
- Pave the way for student success in a business administration major

Introduction to the Course		
Orientation	Overview of course, including: <ul style="list-style-type: none"> <li>• Goals and expectations</li> <li>• Classroom rules and regulations</li> <li>• Overview of student organization</li> </ul> LinkedIn Activity (pp. 4-2—4-3) Introduction to Project Money Maker (pp. 4-4—4-6) Selection of Name for Class Business	Week 1
Looking at the Numbers		
What do we expect our business's revenue and expenses to be?	FI:096 Forecast sales (MN) (pp. 4-7—4-9) FI:099 Develop company's/department's budget (MN) LAP-FI-099 (pp. 4-20—4-22)	Weeks 1 & 2
	◆ Quiz 1 (FI:096, FI:099)	
Developing a Plan		
What do we need to plan?	SM:013 Develop business plan (ON) LAP-SM-013 (pp. 4-23—4-25)	Weeks 2 & 3
	◆ Objective Exam	
Managing Human Resources		



Who will do the work?	BL:007 Explain the nature of human resources regulations (SU) (pp. 4-26—4-27) HR:498 Recruit new employees (SU) (pp. 4-28—4-29) HR:354 Screen job applications/résumés (SU) (pp. 4-30—4-31)	Weeks 4 & 5
	◆ Quiz 2 (BL:007, HR:498, HR:354)	
	HR:355 Interview job applicants (SU) (pp. 4-32—4-34) HR:356 Select and hire new employees (SU) (pp. 4-35—4-36)	
	◆ Quiz 3 (HR:355, HR:356)	

<b>Managing Human Resources (cont'd)</b>		
How can we help employees succeed?	HR:362 Explain the role of training and human resources development (SU) (pp. 4-37—4-38) HR:392 Train staff (SU) (pp. 4-39—4-40) HR:367 Ensure equitable opportunities for employees (SU) (pp. 4-41—4-42)	Weeks 6 & 7
	◆ Quiz 4 (HR:362, HR:392, HR:367)	
Who will work when, and what will they do?	HR:497 Schedule employees (SU) (pp. 4-43—4-44) HR:386 Delegate work to others (SU) (pp. 4-45—4-46) SM:080 Explain motivation theories and their applications (MN) (pp. 4-47—4-48)	Weeks 7 & 8
	◆ Objective Exam	
<b>Actualizing the Business</b>		
What decisions do we still need to make?	OP:676 Purchase inventory/supplies (SP) (pp. 4-55—4-57) PI:007 Set prices (MN) (pp. 4-58—4-59) CM:010 Select channels of distribution (MN) (pp. 4-60—4-61)	Weeks 9 & 10
	◆ Quiz 5 (OP:676, PI:007, CM:010)	
What do we need to do when the business opens?	PR:461 Promote good/service/idea (MN) (pp. 4-62—4-64) SE:046 Sell good/service/idea to individuals (SP) (pp. 4-65—4-66) FI:089 Maintain record of daily financial transactions (MN) (pp. 4-67—4-68)	Weeks 10 & 11



	◆ Objective Exam	
<b>Handling Bumps in the Road</b>		
How can risk management help us when things go wrong?	SM:075 Explain the nature of risk management (SP) LAP-SM-075 (pp. 4-71—4-73)	Week 11
How is our staff doing?	EC:015 Explain the concept of organized labor and business (SP) LAP-EC-005 (pp. 4-75—4-76) HR:515 Discuss issues associated with workplace diversity (e.g., ethnic, generational, religious, gender) (SP) (pp. 4-77—4-78) HR:366 Handle employee complaints and grievances (SU) (pp. 4-79—4-80) HR:368 Assess employee performance (SU) (pp. 4-81—4-82)	Weeks 12 & 13
	◆ Quiz 6 (SM:075, EC:015, HR:515, HR:366, HR:368)	
What changes do we need to make?	SM:094 Describe relationship among innovation, learning, and change (CS) (pp. 4-83—4-84) SM:095 Explain the nature of change management (SP) (pp. 4-85—4-86)	Week 14
	◆ Quiz 7 (SM:094, SM:095)	
Is our business operating according to plan?	SM:006 Track performance of business plan (MN) (pp. 4-87—4-88)	Week 15
<b>Thinking About the Future</b>		
What are we going to do with our business?	EN:037 Develop exit strategies (ON) (pp. 4-89—4-90)	Week 15
	◆ Quiz 8 (SM:006, EN:037)	
HSB Afterparty	Activity #1: Knowledge Matters. . . Pass It On (p. 4-92) Activity #2: Developing an Attitude of Gratitude (p. 4-93) Activity #3: Let Your (Unique) Light Shine (pp. 4-94—4-95) Activity #4: Talk Like TED (or Not) (pp. 4-96—4-97) Activity #5: Welcome to the Gray Zone (pp. 4-98—4-100)	Weeks 16 & 17
	◆ Final Exam	Week 18



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Assessment/Practice Proficiency Levels	
4	Advanced Understanding of the Standard
3	Meets the Standard
2	Approaches the Standard
1	Does not Meet the Standard

Course Grade Scale	
A	89.5 - 100
B	79.5 - 89.4
C	69.5 - 79.4
D	59.5 - 69.4
F	0 - 59.4

Grade Reporting Criteria/Weights	
Content	40%
Communication	25%
21 <sup>st</sup> Century Workplace Skills	25%
Practice	10%
Grades are based on achievement of Content Standards and Grade Level Expectations. *Weekly progress grades are posted at <a href="https://ic.adasm12.org/campus/portal/adams12.isp">https://ic.adasm12.org/campus/portal/adams12.isp</a>	

General Expectations
<ul style="list-style-type: none"> <li>Grades are based upon the demonstration of proficiency on units associated within specific grade reporting criteria.</li> <li><b>Assessment: 90%</b> Assessments are a means to determine a student's mastery and understanding of information, skills, concepts, or processes.</li> <li><b>Practice: 10%</b> Practice includes opportunities for students to receive clear, specific, and timely feedback as they are developing knowledge and skills, prior to Assessments.</li> <li>Assessments will be graded based on teacher/district/state rubrics.</li> </ul>
Class Expectations
<p><b>Missing or incomplete assignments/assessments for this course:</b> Superintendent Policies 6280 Homework and 6281 Make-Up Work will be followed for this course. They state that it is the student's responsibility to request and obtain missing work. When a student has an excused absence, the student has the same number of days they were absent plus one day to make up assignments. Students who are unexcused may not be able to receive feedback from Practice prior to required Assessments.</p>

**Front Range Community College Course Information:**

Students must comply with all of the Front Range Community College deadlines and instructions to receive college.