

*Business Management
Required Curriculum and Learning Objectives
30 Clock Hours
Effective 03-18-2009*

Business Planning

Upon completion of this section, the student should be able to:

1. Describe how a “business purpose” is determined.
2. Describe how a “service” business differs from other types of businesses.
3. Identify various affiliated service providers and describe how they support a service business.
4. Describe and compare the following methods of business operation:
 - Centralized vs. franchised
 - Single vs. multi-site operation
5. Describe how to create a market analysis for a service business.
6. Develop a market strategy plan for a service business.
7. Analyze and evaluate needed support services.

Business Ethics

Upon completion of this section, the student should be able to:

1. Discuss the need for ethical practices when operating a service business.
2. Identify five (5) standards of practice that relate to “ethical” business practice.
3. Compare and contrast how varying degrees of adherence to these five (5) ethical standards can affect a business.

Elements and Organization of a Service Business

Upon completion of this section, the student should be able to:

1. Identify the requirements to license a Washington business.
2. Identify L&I procedures for complying with Workers' Compensation requirements for independent contractors.
3. Describe and compare the types of business organizations permitted to conduct business in Washington.

Financing a Service Business

Upon completion of this section, the student should be able to:

1. Identify guidelines and procedures in establishing banking arrangements.
2. Describe various methods of financing start-up costs and operating costs for a service business.
3. Describe the process of opening lines of credit for a service business.
4. Demonstrate how to calculate profit and loss projections.
5. Define and determine capital projections.
6. Describe the following forms of taxes that impact a service business:
 - B&O
 - Unemployment compensation
 - Workmen's compensation
 - Federal withholding
7. Evaluate lease vs. purchase options regarding technology equipment.
8. Explain the purpose of a maintenance schedule.

Site Selection

Upon completion of this section, the student should be able to:

1. Describe site option factors relating to selecting a business location.
2. Identify growth pattern characteristics influencing site selection.
3. Describe how to assess future site needs during expanding and contracting market periods.

Office Design

Upon completion of this section, the student should be able to:

1. Describe and compare two physical layout alternatives for a service business.
2. Describe factors in addition to cost that influence physical size needs of an office.
3. Discuss how décor and furnishings can affect a company profile and image.
4. Identify and describe technology and communication equipment that maximize efficiency.

Fiscal Management

Upon completion of this section, the student should be able to:

1. Describe the process of establishing a business operating account and identify necessary bookkeeping procedures.
2. Demonstrate an ability to read and evaluate a financial statement.
3. Describe various methods of monitoring budget expenditures income and return on investment.

Office Management

Upon completion of this section, the student should be able to:

1. Identify and describe two methods of organizing business files and records.
2. Describe a system that manages business information and paper flow.
3. Identify and prioritize a list of ten (10) management tasks.
4. Identify and discuss the value of office policy and procedures manual.

Human Resource Management

Upon completion of this section, the student should be able to:

1. Describe how to evaluate staffing and compensation needs.

2. Write a job description for a support staff employee.
3. Describe methods for evaluation staff performance.
4. Discuss the importance of delegation.
5. Describe effective span of control.

Information Technology

Upon completion of this section, the student should be able to:

1. Describe methods of determining telecommunication and personal computer systems needs.
2. Describe and compare use of purchased software vs. in-house systems.
3. Explain the value of networking alternatives, including Internet.

Marketing

Upon completion of this section, the student should be able to:

1. Identify and describe the value of market research data.
2. Identify the elements and describe the benefits of developing a “comprehensive” public relations campaign.
3. Describe and compare two marketing strategies for promoting company services.

Managed Growth and Strategic Planning

Upon completion of this section, the student should be able to:

1. Describe the importance of consistently monitoring and evaluation market trends.
2. Explain how to identify target niches and describe their benefit to the company marketing strategy.
3. Discuss growth opportunities through expansion of services or acquiring affiliate businesses.