

GOAL STATEMENT

Business Management

Thomas Jefferson High School

The Business Management course exposes students to the many facets of small business operation. The goal of this course is to introduce subjects such as Management, Marketing, Sales, Quality, Finance, and Operations. An emphasis is placed on developing and implementing a business plan. The students are also given an opportunity to employ their business skills in a real-world situation by operating the school store. Students interested in pursuing a career in the business field or venturing into business ownership would find this class to be especially worthwhile.

During this course the student will:

1. Understand terminology related to small business operations.
2. Explore the various types of businesses and the specific requirements of founding and/or operating each.
3. Develop a new venture business plan.
4. Utilize resources effectively and efficiently to achieve organizational goals through planning/strategizing, organizing, leading/directing, and evaluating/controlling.
5. Participate in the daily activities of a small business (the school store) such as: Management, Finance, Inventory Control, Marketing, and Merchandising.