

**WEST JEFFERSON HILLS SCHOOL DISTRICT  
THOMAS JEFFERSON HIGH SCHOOL  
RETAIL MANAGEMENT**

**GRADES 11-12**

Curriculum strand: Finance and Accounting

<b>NBEA Academic Standards</b> Student must be able to do	<b>Objective</b> Content or process student will be able to know and do	<b>Instructional Methods</b>	<b>Materials/Resources</b> Textbooks, trade books, workbooks, software, hardware, etc.	<b>*Assessment Procedures</b> *Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP	<b>*Additional Learning</b> Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP	<b>*Extended Learning</b> Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP
<i>Pennsylvania's public schools shall teach, challenge and support every student to realize his or her maximum potential and to acquire the knowledge and skills needed to. . .</i>						
Accounting: I, II, III, IV, V *  Economics and Personal Finance: I, III, V, VI, VII *  * Students will be <i>applying</i> these standards on a daily basis in the operations of their store	<ul style="list-style-type: none"> <li>• Keep the books for a small retail business</li> <li>• Prepare and apply a budget for the business</li> <li>• Prepare financial statements</li> <li>• Complete Sales and Use Tax forms and submit them to the state</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher presentations</li> <li>• Computer simulation</li> <li>• Cooperative learning</li> <li>• Real-world experience</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Computer simulation</li> <li>• Internet</li> <li>• Supplemental materials gathered from various sources</li> <li>• Real-world source documents</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher observation</li> <li>• Performance-based evaluation (meeting goals and accomplishing tasks)</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher and peer assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Additional responsibilities will be provided for students who excel</li> </ul>

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RETAIL MANAGEMENT**

**GRADES 11-12**

Curriculum strand: Marketing Activities and Promotions

<b>PA Academic Standards</b> Student must be able to do	<b>Objective</b> Content or process student will be able to know and do	<b>Instructional Methods</b>	<b>Materials/Resources</b> Textbooks, trade books, workbooks, software, hardware, etc.	<b>*Assessment Procedures</b> *Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP	<b>*Additional Learning</b> Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP	<b>*Extended Learning</b> Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP
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Marketing: I, II, III, IV, V, VI *  Entrepreneurship: II, III, VIII *  Economics: IV, V, IX *  * Students will be <i>applying</i> these standards on a daily basis in the operations of their store	<ul style="list-style-type: none"> <li>• Conduct and analyze market research</li> <li>• Create advertisements and use promotional tools to generate business</li> <li>• Plan events to promote the store</li> <li>• Select, analyze, and revise pricing strategies.</li> <li>• Apply laws of supply and demand</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher presentations</li> <li>• Computer simulation</li> <li>• Cooperative learning</li> <li>• Real-world experience</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Computer simulation</li> <li>• Internet</li> <li>• Supplemental materials gathered from various sources</li> <li>• Real-world data gathered through market research</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher observation</li> <li>• Performance-based evaluation (meeting goals and accomplishing tasks)</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher and peer assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Additional responsibilities will be provided for students who excel</li> </ul>

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**GRADES 11-12**

Curriculum strand: Purchasing and Inventory

<b>NBEA Academic Standards</b> Student must be able to do	<b>Objective</b> Content or process student will be able to know and do	<b>Instructional Methods</b>	<b>Materials/ Resources</b> Textbooks, trade books, workbooks, software, hardware, etc.	<b>*Assessment Procedures</b> *Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP	<b>*Additional Learning</b> Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP	<b>*Extended Learning</b> Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP
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Entrepreneurship: III, V, VII, VIII *  Economics and Personal Finance: I, IV, V, VI *  Business Law: II *  Management: V, VIII, X, XI *  * Students will be <i>applying</i> these standards on a daily basis in the operations of their store	<ul style="list-style-type: none"> <li>• Place orders with various businesses to stock the store</li> <li>• Design and create clothing and other gear using silk screening techniques, embroidery, etc.</li> <li>• Maintain a perpetual inventory using the bar coding system</li> <li>• Take a periodic physical inventory and compare to perpetual inventory</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher presentations</li> <li>• Computer simulation</li> <li>• Cooperative learning</li> <li>• Real-world experience</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Computer simulation</li> <li>• Supplemental materials gathered from various sources</li> <li>• Real-world catalogs, websites, etc.</li> <li>• Real-world suppliers/vendors</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher observation</li> <li>• Performance-based evaluation (meeting goals and accomplishing tasks)</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher and peer assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Additional responsibilities will be provided for students who excel</li> </ul>

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**GRADES 11-12**

Curriculum strand: Merchandising and Store Maintenance

<b>NBEA Academic Standards</b> Student must be able to do	<b>Objective</b> Content or process student will be able to know and do	<b>Instructional Methods</b>	<b>Materials/ Resources</b> Textbooks, trade books, workbooks, software, hardware, etc.	<b>*Assessment Procedures</b> *Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP	<b>*Additional Learning</b> Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP	<b>*Extended Learning</b> Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP
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Marketing: II, IV *  Management: XI *  * Students will be <i>applying</i> these standards on a daily basis in the operations of their store	<ul style="list-style-type: none"> <li>• Create store displays</li> <li>• Design store layout and observe consumer behavior in relation to the layout</li> <li>• Keep the store in peak condition</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher presentations</li> <li>• Computer simulation</li> <li>• Cooperative learning</li> <li>• Real-world experience</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Computer simulation</li> <li>• Supplemental materials gathered from various sources</li> <li>• Real-world catalogs, websites, etc.</li> <li>• Real-world suppliers/vendors</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher observation</li> <li>• Performance-based evaluation (meeting goals and accomplishing tasks)</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher and peer assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Additional responsibilities will be provided for students who excel</li> </ul>

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**GRADES 11-12**

Curriculum strand: Website Design and Information Technology Management

<b>NBEA and PA Academic Standards</b> Student must be able to do	<b>Objective</b> Content or process student will be able to know and do	<b>Instructional Methods</b>	<b>Materials/Resources</b> Textbooks, trade books, workbooks, software, hardware, etc.	<b>*Assessment Procedures</b> *Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP	<b>*Additional Learning</b> Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP	<b>*Extended Learning</b> Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP
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Management: VIII *  Information Technology: IV, V *  PA Standards: 3.7 D, E *  * Students will be <i>applying</i> these standards on a daily basis in the operations of their store	<ul style="list-style-type: none"> <li>• Create and maintain an interactive website</li> <li>• Create and maintain forms for recording sales, orders, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher presentations</li> <li>• Computer simulation</li> <li>• Cooperative learning</li> <li>• Real-world experience</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Computer simulation</li> <li>• Supplemental materials gathered from various sources</li> <li>• Real-world catalogs, websites, etc.</li> <li>• Real-world suppliers/vendors</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher observation</li> <li>• Performance-based evaluation (meeting goals and accomplishing tasks)</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher and peer assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Additional responsibilities will be provided for students who excel</li> </ul>