**Business Management Schedule (based on teaching Business Plan)**

Day 1 – Intros

Day 2 – Canvas, Website, Concurrent Enrollment

Day 3 – M1 O1-3

Day 4 – M1 O4-6 Discussion and Quiz M1 Role of Business

Day 5 – M2 O1-4

Day 6 – M2 O5-7 Discussion, Quiz M2 Economic Environment

Day 7 – Business Ideation – Pancake Review – Assign Business Plan Idea

Day 8 – Pt 1 – Business Name and Description of Business – Sabattical – Shark Tank – Business Name Generator. “How to name your start-up. 6 Trends for 2016.” Article.

Day 9 – Pt 1 – Form of Ownership – M7 Discussion and Quiz M7 Business Ownership

Day 10 – Pt 1 – Ideal Customer – M13 O1 – Readings: Marketing and Customer Relations, Influences of Consumer Decisions. Meyers Briggs Test

Day 11 – Pt 1 – Our Advantages – M13 O1 – Readings: Marketing Defined and Value Proposition. Shark Tank – Daisy Cakes

Day 12 – Pt 1 – Ethical Issues – M6 – Do Case Study – Drug testing, ADA, sexual harassment, FLSA Discussion and Quiz M6 Business Ethics – Personal code of Ethics

Day 13 – Pt 1 – Social responsibility and Global Issues – M3O1,O4 M6O4 Discussion and Quiz M3 Global Environment – In Class Activity 13. Shark Tank

Day 14 – Free Day

Day 15 – Pt 2 – Mission Statement – Mission Stmt Exercise and/or personal mission creation

Day 16 – Pt 2 – Goals – M10O5 – “Goal Setting Theory” section. Long term(strategic) and short term(operational). Helium Act.

Day 17 – Pt 2 – SWOT – M9O3 – SWOT PPT – 20 coin activity

Day 18 – Pt 2 – Management – M9O1,3,4 and M12O1 – budgets, schedules, policies Discussion and Quiz M9 Management

Day 19 – Pt 2 – Organizational Chart – M12O4 – Flat, Tall, Central, De-centralized. In Class Activity 19

Day 20 – Pt 2 – Floor Plan – M12O2 Discussion and Quiz M12 Managing Process

Day 21 – Pt 2 – Raw Materials and Quality Assurance – M12O6,7 and M14O3 – man-whole-ret-customer

Day 22 – Free Day

Day 23 – Pt 3 – Corporate Culture and Leadership Philosophy – M11O2 and M10O4 – Form, storm, norm, perform. Autocratic, Democratic, Theory X,Y,Z. Herzberg Theory. Economic Dice – motivation exercise

Day 24 - Pt 3 – Corporate Culture and Leadership Philosophy – M11O2 and M10O4 – Form, storm, norm, perform. Autocratic, Democratic, Theory X,Y,Z. Herzberg Theory Discussion and Quiz M10 and M11 Motivating Employees and Teamwork and Communication

Day 25 – Pt 3 – Job Descriptions – M15O1-3 In Class Activity 25

Day 26 – Pt 3 – Job Specifications – M15O5-6 – HR case study or current event. Legal interview questions

Day 27 – Pt 3 – Training – M15O4

Day 28 – Pt 3 – Compensation and Incentives – M15O4 read “compensation” and M4O1 Discussion and Quiz M15 Human Resource Management. In Class Activity 28 - both

Day 29 – Free Day

Day 30 – Marketing Mix – 4P’s of marketing M13O3

Day 31 – Pt 4 – Target Market – M13O2 Discussion and Quiz M13 Marketing Function In Class Activity 31

Day 32 – Pt 4 – Product Features and Product Differentiation – M14O1 and M5O4 – copyright, trademark, business cycle, Product life cycle, brand, brand strategies Discussion and Quiz M5 Legal Environment In class activity 32 and 34

Day 34 – Pt 4 - Pricing – M14O2 Build your Business skills assignment (folder)

Day 35 – Pt 4 – Place (Distribution) – M14O3

Day 36 – Pt 4 – Advertising and Promotions – M13O1 and M14O4 Readings: Sales Promotions, Personal Selling, Direct Marketing, Digital Marketing: Websites, Digital Marketing: Social Media Discussion and Quiz M14 Marketing Mix

Day 37 – Free Day

Day 38 – Pt 5 – IT resources and Customer Service – M12O5 and M14O4 Readings: IMC definition, Marketing Campaigns and IMC

Day 39 – Pt 5 – Cost of Doing Business M16O3

Day 40 – Pt 5 – Cost of Doing Business M16O2 Balance Sheet, Income Stmt, Assets, Liabilities, Equity. Discussion and Quiz M16 Accounting and Finance

Day 41 – Pt 5 – Expected Revenue – Shark Tank

Day 42 – Free Day

Day 43 – Pt 6 – Start Up Costs and Financing – M4O2-3 - venture capitalists, banks, CU’s Discussion and Quiz M4 Financial Markets

Day 44 – Pt 6 – Executive Summary

Day 45 – Test Review

Day 46 – Test Review

Day 47 – Final Test