

Business and Professional Development

MISSION VALLEY REGIONAL OCCUPATIONAL PROGRAM BUSINESS AND PROFESSIONAL DEVELOPMENT COURSE OUTLINE

1. Course Title:

Business and Professional Development

2. CBEDS Title:

4698

3. CBEDS Number:

Other office/ computer course

4. Job Titles/O*NET/DOT Codes:

Receptionists and Information Clerks	43-4171.00
Customer Service Representatives, Utilities	43-4051.02
New Accounts Clerks	43-4141.00
Office Clerks, General	43-9061.00
Counter and Rental Clerks	41-2021.00
Order Clerks	43-4151.00
Demonstrators and Product Promoters	41-9011.00
Telemarketers	41-9041.00
Door to Door Sales Workers, News and Street Vendors, Related Workers	41-9091.00
Interviewers	43-4061.01
Library Assistants, Clerical	43-4121.00

5. Course Description:

This course focuses on preparing students for the workplace by making a smooth transition from the classroom to a demanding work environment. Students learn about responsibilities to their school and employer while participating in a work-based learning program. Students will develop critical thinking skills and recognize which personal qualities will make them the most capable person and most valuable to the employer. Students will improve their ability to read, write, speak, listen, and solve math problems. Students will also develop the workplace know-how required to perform well in a demanding position. While participating in a work experience, students will start preparing for a full-time career. This course prepares students for the challenges of independent living while maintaining full-time employment. Students will learn to manage their income wisely in order to build a secure and satisfying life.

Students will have the opportunity to set career goals, learn to create presentations, understand the importance of professional dress, practice interviewing skills, and compile a personal portfolio to aid them in their job search.

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Upon successful completion of this course, students will be able to demonstrate the following skills necessary for employment or further education and training:

I. Career Preparation Standards (Note: additional hours for Career Preparation Standards are integrated into instruction in content area standards).

The Workplace

A. Understand personal skill development and political/workplace legality.

1. Demonstrate an understanding of classroom policies and procedures.
2. Define business ethics and explain the importance of ethical standards in the business environment.
3. Discuss the laws that apply to sexual harassment and discuss tactics for handling harassment situations.
4. Discuss the political and legal environment in government protection, enforcing competition, regulation of business, and legal terminology (intellectual property, contracts, torts)
5. Discuss the importance of personal skills in a business environment i.e. positive attitude, self-confidence, honesty, perseverance, self-discipline.
6. Define personal hygiene and identify acceptable business attire for the industry.
7. Prioritize tasks and meet deadlines.

Hours: 10

B. Understand principles of effective interpersonal skills, conflict resolution and negotiation.

1. Discuss and demonstrate the dynamics of conflict resolution and negotiation and their importance within the business environment.
2. Work cooperatively, share responsibilities, accept supervision and assume leadership roles.
3. Demonstrate cooperative working relationships and prepare etiquette across gender and cultural groups.
4. Discuss ethical issues in the workplace
5. Research involvement with Unions

Hours: 10

C. Understand principles of effective interpersonal skills, conflict resolution, and negotiation.

1. Recognize the importance of good reading, writing, math, and keyboarding skills in the business environment and implement a plan for self-improvement as needed.
2. Apply estimation, measurement, and calculation skills to business applications, including whole number math, decimals, and fractions, counting and monetary function, and use of tables as appropriate to the industry.
3. Read, write, and give directions.
4. Exhibit critical and creative thinking skills and logical reasoning skills.
5. Recognize problem situations; identify, locate, and organize needed information or data; and propose, evaluate, and select from alternative solutions.

Hours: 5

D. Understand principles of effective communication.

1. Read and implement written instructions, technical manuals, written communication, and reference books.

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2. Present a positive image through verbal and nonverbal communication through the use of appropriate methods.
3. Demonstrate proper etiquette in business communications, including an awareness of requisites for international/global communications (i.e. customs, time zones)
4. Demonstrate writing/editing skills i.e. write, proofread, and edit business correspondence, use correct grammar, punctuation, capitalization, vocabulary, and spelling, and select appropriate forms of technology for communication.

Hours: 5

E. Understand occupational safety issues, including avoidance of physical hazards

1. Discuss and implement good safety practices, including avoidance and reporting of physical hazards in the work environment, safe operation of equipment, and proper handling of hazardous material.
2. Apply sound ergonomic principles in organizing one's workspace.

Hours: 10

F. Understand career paths and strategies for obtaining employment

1. Explore career opportunities and projected trends, investigate required education, training, and experience, and develop individual education plans.
2. Identify steps for setting goals and writing personal goals and objectives.
3. Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.
4. Develop job acquisition documents, including job application, resume, appropriate cover and follow-up correspondence, and portfolio.
5. Identify and demonstrate effective interviewing techniques.

Hours: 15

G. Understand and adapt to changing technology and e-business.

1. Identify and demonstrate the use of computer hardware and peripherals.
2. Identify and explain the use of computer software.
3. Identify and use operating systems.
4. Input and retrieve information.
5. Understand the importance of lifelong learning in adapting to changing technology.
6. Examine Social Media and its benefits and drawbacks within business
7. Analyze E-Commerce in buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.

Hours: 15

II. Business Management Skills

A. Understand Global Business

1. Differences in cultural, economic, and legal environments abroad.
2. Methods of entry into international markets

Hours: 10

B. Demonstrate knowledge of basic Economic concepts and terminology necessary to successfully operate a business

1. The economic environment and its impact on business. Macroeconomic Systems: Capitalism, Socialism, Communism.

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2. Macroeconomic metrics

- GDP (Gross Domestic Product)
- CPI (Consumer Price Index)
- Unemployment Rate

3. Monopoly, oligopoly, monopolistic competition, perfect competition.

Hours: 10

D. Develop Accounting skills necessary for successful business management.

1. Demonstrate an understanding of basic accounting terminology, concepts, and procedures for a proprietorship or partnership
2. Analyze how business transactions affect parts of the accounting equation
3. Record business transactions in a journal
4. Post amounts from a journal to a general and/or subsidiary ledger
5. Plan adjustments for a worksheet
6. Identify selected procedures for finding and correcting errors in accounting records
7. Prepare/understand a balance sheet and an income statement
8. Utilize financial information to make managerial decisions
9. Prepare business forms related to a checking account
10. Maintain financial records using a computer and computer software
11. Analyze Securities, Markets, & Investments

Hours: 20

E. Develop computer skills necessary for successful business management.

1. Demonstrate a basic understanding of the information processing cycle, the hardware used and basic terminology
2. Produce and format common office documents such as letters, memos and reports
3. Prepare mailable copy from rough drafts
4. Solve common word processing problems
5. Generate special sections of documents using software features
6. Demonstrate an understanding of print controls
7. Create a database, input data, and print a report
8. Create a spreadsheet utilizing formulas, input data, and print a report
9. Using data from a spreadsheet, print various types of graphs
10. Compose letters, memos, and reports necessary to maintain a business

Hours: 10

F. Develop Sales & Marketing skills necessary for successful business management.

1. Marketing strategies within segmentation
2. Distribution within wholesale retail
3. Marketing Segmentation
4. Marketing Mix
 - Product Life Cycle
 - Pricing
 - Distribution
 - Place
 - Communications and Promotion

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Hours: 15

G. Develop Finance skills necessary for successful business management.

1. Understanding Portfolio theory, equity markets, money markets, deep markets, and marketing Innovations

- Debt, bonds, and term bonds

2. Stocks

- Equity
- Common Stock
- Preferred Stock
- Retained Earnings

3. Operation of Security Changes

4. Financial Related Events

5. Risk Management & Insurance Concepts

Hours: 15

H. Understand Entrepreneurship for starting up a business

1. Develop small business decisions

2. Evaluate new business opportunities

3. Research critical factors for success

4. Risk Management - coordinated and economical application of resources to minimize, monitor, and control the probability or impact of unfortunate events or to maximize the realization of opportunities.

5. Sources of funding/Good & Services

6. Developing Business plans including the following sections:

- 1. Type of Organization
- 2. Concept History and Background
- 3. Competition
- 4. Location
- 5. Facilities
- 7. Personnel
- 8. Financial/Legal
- 9. Management Styles

7. Understand sole proprietorship, general and limited partnerships, corporations, and joint ventures and alliances.

Hours: 20

I. Understand Human Resources

1. Recruiting and Selection

2. Functionality and relation to stakeholders

3. Training

4. Compensation & Benefits

5. Employment Outlook

Hours: 10

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TOTAL HOURS 180

6. Hours:

Class	180
CC	
CVE	
Total Hours	180

7. Prerequisites:

None

8. Date of revision:

Reviewed by advisory, October 12, 2023

9. Course Outline:

Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.

10. Additional Items:

a. Articulation:

BUS 051: Introduction to Business at Mission College

b. UC Credit:

“g” credit

c. Instructional Strategies:

- Lecture
- Comparative Analysis
- Hands-on Practice/ Demonstration
- Small & Large Group Activities (role-playing, discussion, teamwork, brainstorming)
- Community/ Business Observations
- Use of Business Partners (guest speakers, interviews)

d. Instructional Materials:

- School to Career J.J. Littrell, James H. Lorenz, Harry T. Smith Edition: 2014 (Goodheart-Willcox Publisher) ISBN: 978-1-61960-304-2
- Multi-Media (handouts, Internet access, CD ROMs, software)
- Simulations, Projects
- Reading Assignments
- Oral & Written Reports
- Online Articles/ Tutorials

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e. Certificate Competency List:

Career Preparation Standards

- Apply occupational safety practices
- Describe business operations and systems
- Application of technology skills

Career Technical Skills

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| <ul style="list-style-type: none">● Identify short and long-term goals● Use effective job search resources● Create a career plan● Ability to collect and organize materials to create a powerful presentation● Use appropriate gestures and voice tone to enhance a presentation● Use dynamic verbal and communication skills● Understand the importance of rehearsing● Summarize main points● Capable of fielding audience questions | <ul style="list-style-type: none">● Know the importance of professional dress for interviewing● Complete a job application● Create a resume● Collect letters of recommendation● Collect character references● Write a thank you and follow-up letter● Describe acceptable interview behavior● Complete a mock interview● Transfer career information to portfolio● Create a hardcopy and/or digital portfolio |
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