



Dyersburg High School
 Career and Technical Education
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Business Management Pacing Guide First Semester

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1 st Quarter	TN Standards	Lesson Focus	Additional Notes	
Week 1	Role of Management 1 - 5	Intro to Course	Procedures/Syllabus/FBLA	
Week 2		Describe the management process and examine the functions of management	Management functions	
Week 3		Different Management Theories Distinguish between historical and modern management theories	Characteristics of and distinguish between	
Week 4		Research management skills Develop and analyze a business plan using historical and modern approach	Compare and contrast business plans using different approaches	
Week 5	Planning and Strategic Management 6-9	Analyze the elements of sample business plans	Business plan templates	
Week 6		Investigate and choose an existing business to research	Current business' target market	
Week 7		Design, write, modify and evaluate a business plan	Examine an existing business plan	
Week 8		Benchmark indicators	SWOT	
Week 9		Revisit Standards/EXAM WEEK		
End of 1st Quarter				
Fall Break				
2 nd Quarter	TN Standards	Lesson Focus	Additional Notes	
Week 1	Business Process Considerations 10 - 11	Mission Statement	Create a new, or recommend updates	
Week 2		PEST analysis	Conduct a PEST analysis	
Week 3	Marketing Considerations 12 - 14	Summarize competitors	Identify five businesses for summarizing	
Week 4		Customer profile	Develop a supporting claim and counterclaim	
Week 5		Customer profile	Develop detailed customer profile to summarize characteristics, including BPI	
Week 6		Industry pricing	Similar products and services	
Week 7		Four key market factors	Cost and expense, supply and demand, consumer perception, and competition	



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	Week 8		Four key market factors	Cost and expense, supply and demand, consumer perception, and competition
	Week 9		Revisit Standards/EXAM WEEK	
	End of 2nd Quarter			
	End of 1st Semester	Semester I Exam		
	Winter Break			
	Business Management Pacing Guide Second Semester			
	3rd Quarter	TN Standards	Lesson Focus	Additional Notes
	Week 1	Organizational Considerations 15 - 20	Advantages and disadvantages of basic forms of business ownership	Identify variations of basic forms of business ownership
	Week 2		Operational plans	Make recommendations for change
	Week 3		Organizational structure	Organizational charts
	Week 4		Identify applicable risks	Risk management
	Week 5		Identify and list governing laws governing the operations of the business/contracts	Federal, state, and local regulations
	Week 6	Human Relations Considerations 21 - 22	Employee manual	Human resource policies and employee expectations
	Week 7		Labor and management	Legal/illegal strategies
	Week 8		Labor and management disputes	Labor and management strategy Create a Portfolio 3-ring binder
	Week 9		Standards Revisit/EXAM WEEK	
	End of 3rd Quarter			
	4th Quarter	TN Standards	Lesson Focus	Additional Notes
	Week 1	Financial Considerations 23 - 26	Interpret data on financial statements	Financial position
	Week 2		Financial control tools	TQM operations
	Week 3		Short-term and long-term financial needs	Advantages and disadvantages of funding
	Week 4		International trade	Research and prepare a presentation on how a business could succeed in an international environment



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	Final Project 27	Management consultant role	Present written report and oral presentation
Week 6		Management consultant role	Present written report and oral presentation
Week 7		Management consultant role	Present written report and oral presentation
Week 8		Management consultant role	Present written report and oral presentation
Week 9		EXAM WEEK	
End of 4th Quarter			
End of 2nd Semester	Semester II Exam		