

# Paso Robles High School Course Submission

## Basic Course Information

<p>1. Course Title Business Management Practicum</p>	<p>9. Subject Area/Discipline</p> <p style="padding-left: 20px;">History/Social Science</p> <p style="padding-left: 20px;">English</p> <p style="padding-left: 20px;">Mathematics</p> <p style="padding-left: 20px;">Laboratory Science</p> <p style="padding-left: 20px;">Language other than English</p> <p style="padding-left: 20px;">Visual &amp; Performing Arts</p> <p style="padding-left: 20px;">Elective</p> <p>Discipline: CTE/Business Management Pathway Practicum: FBLA</p>
<p>2. Abbreviations: Transcript Bus Man Prac</p>	
<p>3. Abbreviations: Course Code</p>	
<p>4. School: Paso Robles HS</p>	
<p>5. District Paso Robles Joint Unified</p>	
<p>6. City Paso Robles, CA</p>	<p>10. Is this course being submitted for possible UC honors designation? If so, the course will be reviewed against UC honors criteria.</p> <p style="text-align: center;">Yes    <b>No</b></p>
<p>7. School / District Web Site www.pasoschools.org</p>	<p>11. Grade Levels: 11-12</p>
<p>8. School Course List Contact Name: Jennifer Gaviola Title/Position: Deputy Superintendent Phone: E-mail:</p>	<p>12. Length of Course</p> <p style="padding-left: 20px;"><u>0.5 (half year or semester equivalent)</u></p> <p style="padding-left: 20px;"><u>1.0 (one year equivalent)</u></p> <p style="padding-left: 20px;"><u>2.0 (two year equivalent)</u></p> <p style="padding-left: 20px;">Other: _____</p>
<p>13. <u>Date of School Board Approval:</u></p>	
<p>14. <u>Program Status:</u> Has the course being added been previously approved for an educational provider that has "program status" with UC? _____ Yes    No</p>	
<p>15. <u>Online Publisher Course:</u> Is the course being added been offered by a previously approved online course publisher? _____ Yes    No If "Yes", who is the provider:</p>	
<p>16. <u>Reinstate an Archived Course:</u> Has the course being added been previously approved on the school's "a-g" course list but is not currently listed? _____ Yes    No If so, year removed from list? _____ Under what course title?</p>	
<p>17. <u>A-G Course Modeled After an Approved Course Outside the District:</u> Has the course being added been previously approved elsewhere outside the district? If so, which school(s)?</p>	

18. Pre-requisite and/or Co-requisites: Introduction to Business Management, Business Communications

19. Course Overview (Brief Description of Course):

Students enrolled in this course will apply learned knowledge from previous pathway courses by operating the PRHS Student Store (both on campus and webstore). This course is designed to expand students' skills and knowledge of business management principles through real-world work practices. Students learn to plan and direct all operations including staff hiring and management, cash and inventory control, and customer service. Students will receive direct instruction in one 99-minute (block day) class a week, and perform an additional 161 minutes of supervised work running the PRHS Student Store and performing managerial duties outside of store hours. The practicum serves to evaluate professionalism and potential as a future business professional. This is the final course in the Business Management Pathway.

## **COURSE DESCRIPTION**

This capstone course reinforces the previous course of study in the Business Management pathway and extends professional learning opportunities for students through a combination of related classroom instruction and supervised unpaid employment in the PRHS Student Store. Students learn to plan and direct all operations including staff hiring and management, cash and inventory control, store design, marketing, and customer service. Finally, the practicum serves to evaluate professionalism and potential as a future business professional. Students must work a minimum of 260 minutes per week on store operation and management, to include a minimum of 2 store shifts per week. Attendance at weekly classroom instruction is required.

### **Course Content**

**The Retail Business Overview** - Students will explore store-based retailing and webstore retailing in this unit, including the types and significance of retailers, defining target market demographics, geographic, and psychographic considerations to segment the marketplace.

**Major Assignment:** Students will create a report that identifies all target markets in the sphere of influence of the PRHS Student Store, including a defense of which target markets are most important to focus on.

**Store Management** - Students will examine the policies and procedures necessary for store operations, including resources, procedures, and internal controls necessary for day to day store operation. Includes effective methods of deterring theft and what to do in case a theft occurs.

**Major Assignment:** Students will create a policies and procedures manual for the PRHS Student Store.

**Professionalism** - Students will explore characteristics of professionalism and how unprofessional behavior can potentially impact a career. Includes focus on identifying important mindsets, understanding effective communication and appropriate interaction, and the importance of personal and professional growth using S.M.A.R.T. goals.

**Major Assignment:** Students will write a personal essay describing their professional characteristics and set S.M.A.R.T. goals for personal and professional growth.

**Human Resources** - Selecting, retaining, developing, and training employees. Legal and ethical considerations, labor laws (including workplace privacy, sexual harassment, occupational safety & health

rights, and the Fair Labor Standards Act). Effective supervision, working well with others, and creating a healthy work culture will also be explored.

**Major Assignment(s):** Develop a list of interview questions and conduct a mock interview with another student. Create a poster summarizing applicable labor laws

**Buying and Pricing Merchandise** - Students will explore selection of merchandise sources, vendors and optimizing the merchandise mix, pricing policies and formulas.

**Major Assignment:** Students will create an Order & Pricing List, as well as a written defense of its effectiveness.

**Retail Market Strategy** - Understand the elements of a strategic plan including a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, marketing mix, and the “4 P’s” of marketing (product, price, place, and promotion). Consideration of the target market in obtaining a competitive advantage.

**Major Assignment(s):** Conduct a SWOT analysis for the PRHS Student Store. Create a visual representation of the 4 P’s as they relate to the PRHS Student Store.

**Store Design & Visual Merchandising** - Students will explore the importance of visual merchandising, including planning the store layout and creating displays through the use of color, lighting, technology, and interactivity to move the customer through the selling process.

**Major Assignment(s):** Students will create a visual merchandising plan for the physical store or the webstore.

**Customer Service** - Students will explore the aspects of successful customer service including building relationships and transaction services (credit, returns, complaints, dealing with disruptive customers).

**Major Assignment:** Students will create a poster or other visual representation of what practices provide excellent customer service. Must include a customer problem scenario with proposed solutions.

**Employment Portfolio** - Students will learn the main strategies for self-promotion in the hiring process, such as job applications, résumé writing, interviewing skills, and portfolio preparation. The use of technological resources to access, manipulate, and produce information, products, and services will be explored.

**Major Assignment(s):** Students will prepare a resume, letter of introduction (also known as a cover letter), letter of recommendation requests, work sample, and thank you letter in a formal employment portfolio.

## **COURSE MATERIALS**

**Texts & Instructional Materials:** Instructional materials available through CTEOnline and other sources, and those developed by the instructor.

**Textbook:** N/A

**Technology:** Chromebook or access to other computing devices

## **FINANCIAL IMPLICATIONS**

### **Financial Implications**

Itemized Cost of Textbooks, Supplemental Materials, Supplies & Equipment necessary to initiate the course as presented:

Office supplies	\$ 500
Human Resource Supplemental Materials (posters, booklets)	\$ 250
Materials for store design/signage	\$1,000

Funding Source:

Perkins Grant