

Business Management Course Outline

Hannah Everetts, Edon-Northwest HS

Unit 1 - Career Development & Human Resources

- Career Planning, Resume Building, Cover Letters, Job Applications, Mock Interviews
- *All components align with Job Interview CDE*

Unit 2 - Business Structures

- Learn about the different ways businesses are set up
- Great time to conduct field trip or have local businesses come in

Unit 3 - Business Planning

- Guest Speaker: local business owner/entrepreneur
 - Start planning businesses with their groups.
 - Work on Business Plan
- *Log these businesses as new SAE's in AET*

Unit 4 - Sales & Customer Service

- Learn all components of sales process
 - Make advertisements, business cards, flyers, etc. for business
 - Complete a sales presentation individually
- *Follows nearly all components for the Ag Sales CDE*

Unit 5 - Agricultural Marketing

- Develop ways to market products from businesses
- Game Development

Unit 6 - Finance

- Utilize Ag Econ Curriculum from USDA
- *Aligns pretty well with Farm Business Management CDE*

Items to Add/Edit:

- Final business presentations → something like Shark Tank (way to involve local business bureau?)
- Want to include new units on Business Law and the Biosecurity standards
- Edit Marketing unit to include grain merchandising