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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Business Management and Administration |
| **Course Name** | Business Management |
| **Lesson/Unit Title** | Functions of Business |
| **TEKS Student Expectations** | **130.139. (c) Knowledge and Skills**  (2) The student demonstrates an understanding of the management concept.  (B) The student is expected to explain management functions, including planning, organizing, staffing, leading and controlling  (3) The student recognizes the importance of planning in an organization.  (A) The student is expected to define the term planning  (C) The student is expected to define types of planning such as marketing, financial, and organizational  (D) The student is expected to identify steps of the management decision-making process |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | The students will be able to:   * List each type of business function. * Discuss activities that are associated with business. * Categorize each activity into one of the business functions. * Explain why each business activity should be categorized into that function. * Explain the interdependence of each activity on marketing. * Explain the impact of an international economy on business activities. |
| **Rationale** | None |
| **Duration of Lesson** | 5 Days |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | * Business * Production * Marketing * Management * Finance * International trade * Economic dependence |
| **Materials/Specialized Equipment Needed** | * Display for slides, websites for assignments and class discussion * Marketing Essentials, Schneider Farese, Kimbrell, Woloszyk, Glencoe McGraw-Hill * International Business, Dlabay & Scott, South-Western Cengage Learning * Website that displays organizations charts (e.g. [www.theofficialboard.com,](http://www.theofficialboard.com,) [www.finance.yahoo.com](http://www.finance.yahoo.com), etc.) * Printer paper * Assignments and website information ready to distribute to students. (Activity Research Project) Direction Sheet * Poster Board * Internet for students to research different companies * Computer with slideshow software and Internet Access * Projector to show internet sites * Computers for students to conduct research and collect data for projects |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | Learner Preparation:  Business involves many different activities such as turning raw materials into a finished product, informing customers about your product or even getting enough money to start a business. The various business activities can be categorized into four functions: production, marketing, management or finance. Effective use of these functions is what determines the profitability of a business.  Ask students to brainstorm what business activities they think were involved in getting the latest technology gadget from an idea to a real product being sold in stores.  Introduction:  SHOW: Show the students the organization chart for a major social networking corporation using one of the business websites (e.g. [www.theofficialboard.com,](http://www.theofficialboard.com/) finance.yahoo.com, etc.).  ASK: Ask students why they think that corporations have so many different executives in charge of different areas.  SAY: Explain that many companies use this model. For instance, many companies such as major social networking corporations has one executive in charge of finance as the CFO (Chief Financial Officer) and another in charge of operations COO (Chief Operations officer).  SHOW: Show students’ organizational charts from major corporations that they are familiar with.  ASK: Ask students why they think most companies follow this model.  SAY: Explain that most companies divide responsibilities according to activity so each can focus on a specific business activity. Most business activities can be categorized into a specific area. It is more efficient to assign managers to each function so they can manage those resources effectively. |
| **Direct Instruction \*** | 1. Business Activities 2. Business 3. All the activities involved in producing and marketing goods and services 4. Business Activities 5. Four Functions of Business: 6. Production 7. Marketing 8. Management 9. Finance   TEACHRE NOTE: Use all slides and current events as aids. All of the activities required to produce goods and services and get them to the market can be categorized into one of four business functions.   1. Production 2. Process that creates, manufactures, grows, or improves a good or service 3. Examples of production include: 4. Potatoes grown in Idaho 5. Smartphones manufactured in China 6. Art created by a painter 7. Trees cut down and turned into lumber 8. Lumber used to build a house   TEACHER NOTE: Use slides as aid.  Production can be turning raw materials into finished goods, music, art or computer programs that are created. Production activities include turning plastics into phone cases, trees into tables and growing potatoes to sell in the grocery store.   1. Marketing 2. Marketing is involved whenever a product is sold 3. Marketing activities include: 4. Pricing of the product 5. Deciding what the product is and how it should look 6. Where the product will be sold and how it will get there 7. To whom the product will be promoted 8. Examples include: 9. Sales people ringing up the sale 10. Advertising a product on a TV show 11. Free samples being given out at a store 12. Public relations   TEACHER NOTE: Use slides as aid.  Marketing is involved in all aspects of business. It includes the four P’s: product, price, place and promotion.  Marketing activities include advertising, product development, training sales people or mailing out flyers for your business.   1. Management 2. Management is effectively using the company’s resources by planning, organizing and controlling them to achieve the company’s goals 3. Company resources are: 4. Assets that the company owns like property, manufacturing plants and buildings (land) 5. People who work for the company (labor) 6. Money that the company as (capital)   TEACHER NOTE: Use slides as aid.  If the factors of production (land, labor & capital) of the company are managed effectively the company can make money and be profitable.   1. Finance 2. Finance is the money that is used to operate a business. It can also mean borrowing money to facilitate business. 3. Finance is involved when a customer purchases a car and borrows money for the purchase 4. Finance is also involved when a manager uses wise management to ensure the company is profitable   TEACHER NOTE: Use slides as aid.  Finance is used to manage the businesses money and assets but it can also help customers purchase product.  Give students 1 minute to pair share business activities that they needed to bring a new tennis shoe to market. Then have them discuss as a class and categorize them into business functions   1. Business activities interdependence on marketing 2. Marketing is what allows businesses to satisfy the customers wants and needs 3. Marketing creates mutually satisfying exchanges and promotes products 4. Marketing is intertwined with each business category 5. Marketing assists production by 6. Telling them which products customers want to buy 7. Helping design products shapes, colors and packaging 8. Marketing activities 9. Help define the target market 10. Assist with pricing and packaging 11. Promote the product 12. Determine the best outlets to sell the products 13. Marketing works with management by 14. Developing products that customers will want to purchase 15. Ensuring that the products are sold where customers will purchase them 16. Marketing and finance work together to make money available so that people can purchase products. 17. Loans for new cars 18. Payment plans for furniture 19. Credit cards offered by banks   TEACHER NOTE: Use slides as aid.  Marketing is involved in all types of business activities. It is marketing that helps produce what the product will look like, what color it will be, how much it will cost and how customers will become aware of the product. If marketing does its job by ensuring that the business understands what the customers’ wants and needs are, and they ensure that the business keeps that as their goal they will be a successful business.   1. Impact of international economy on business activities 2. International Trade involves the exchange of goods and services between nations 3. Most countries need to get some of their goods and services from other countries. This is called economic dependence. 4. Resources include 5. Raw materials 6. Labor Force 7. Capital 8. Location 9. Countries like the United States and Canada have good climates for agriculture. 10. Countries in the Middle East have crude oil. 11. Russia has coal. 12. Eastern Europe and Asia have inexpensive labor forces. 13. Consumers, producers, workers and nations benefit from international trade.     1. Consumers benefit from the competition that foreign companies offer.     2. Producers can expand their business by conducting business in other countries.     3. Workers benefit from increased trade which leads to lower unemployment.     4. Nations benefit as a whole by increased foreign investment, higher standard of living and more options for consumers when choosing products.   TEACHER NOTE: Use slides as aid.  In today’s world we are so connected that most products cannot be produced without input from other countries. There are many benefits to international trade. It can reduce unemployment, offer more goods and services to consumers and allow products to be produced that could not be produced by one country.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  None |
| **Guided Practice \*** | Working in small groups, assign students a type of business from the following list. They will brainstorm the types of activity that would be associated with that business. They will create a poster listing the four business functions with each activity listed under the correct function. Each group will present their posters to the class.  Business Types:   * Doctor’s office * Internet Retailer * Tennis Shoe Manufacturer * Recycling Plant * Electronic Store * Video Game Designer * Hair Salon * Grocery Store * Clothing Manufacturer   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  None |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Business Activity Project (group project: 2-3 students per group)  Students will research a major soft drink company (e.g. Coca-Cola, Pepsi, Cadbury Schweppes, etc.) to determine the types of products that they produce, where they are distributed and how their product is promoted worldwide.  Students will list the types of business activities that a soft drink manufacturer is required to perform in order to run their company.  Students will produce a slideshow presentation that gives a brief overview of the soft drink Company, the products that they produce and the countries in which their product is sold. The slideshow presentation will also list the business activities that they determined were required by the manufacturer and the business function in which they belong.  Students will present their slides the class and be evaluated by the assigned rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  None |
| **Lesson Closure** | Question: What are the business functions?  Question: When are they used?  Question: What type of activities fall under the production function?  Question: What type of activities fall under the marketing function?  Question: What type of activities fall under the management function?  Question: How is marketing interrelated to these functions?  Question: How does marketing contribute to the success of the business? |
| **Summative/End of Lesson Assessment \*** | Students will be evaluated on their “Business Activities by using the assigned rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  None |
| **References/Resources/**  **Teacher Preparation** | Teacher Preparation:  Teacher will review the terms in the outline, slides, and handouts to become familiar with lesson.  Teacher should locate and evaluate various resources and websites before the lesson.  Teacher will have assignments and website information ready to distribute to students.  References:  Marketing Essentials, Schneider Farese, Kimbrell, Woloszyk, Glencoe McGraw-Hill International Business, Dlabay & Scott, South-Western Cengage Learning |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** |  |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication**  **90 Second Speech Topics** |  |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Practicum Job Activity Project  Student Directions  Students are to use their practicum jobs as the basis for this project. If they are not sure what business activities are required by their practicum jobs, they are to research the company for which they work. If necessary, they can ask their managers or co-workers what activities they perform. Then they will write an essay which includes a brief overview of their company, the business activities that the company must perform and which business functions those activities fall under. They will state which activities they perform and how marketing is involved in their jobs. |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | DECA |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)