

Principles of Business Management (2016)

Management Theory

1 Students apply concepts of management theory to increase organizational performance.

- 1 Explore the evolution of management theory [PBM-1.1](#)
 - 2 Investigate roles, functions and strategies of management in different business situations [PBM-1.2](#)
 - 3 Assess leadership traits required for day-to-day operations of business in changing markets [PBM-1.3](#)
 - 4 Analyze a strategic plan to meet the needs of business operations [PBM-1.4](#)
 - 5 Assess role of government regulation in business [PBM-1.5](#)
 - 6 Define and identify the functions of management and their role in business [PBM-1.6](#)
 - 7 Differentiate between the legal forms of business ownership and organizational structures [PBM-1.7](#)
 - 8 Describe the marketing mix/marketing concept [PBM-1.8](#)
 - 9 Explain the impact of international trade on American business [PBM-1.9](#)
 - 10 Describe the characteristics of the franchising industry [PBM-1.10](#)
 - 11 Evaluate classical, behavioral, and quantitative management theory, as well as identify and describe contemporary management perspectives [PBM-1.11](#)
 - 12 Distinguish between the external, task, and internal environments of organizations [PBM-1.12](#)
 - 13 Define international business and recognize different international management strategies [PBM-1.13](#)
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Human Resource Management

2 Students apply and adapt a staffing process to maintain a working environment.

- 1 Identify cycle of recruitment, hiring, evaluation, training, and dismissal of employees [PBM-2.1](#)
 - 2 Appraise the benefits of life-long learning [PBM-2.2](#)
 - 3 List and describe the human resource functions in business [PBM-2.3](#)
 - 4 Discuss communication and its effect on the business environment [PBM-2.4](#)
 - 5 Explore career opportunities in business [PBM-2.5](#)
 - 6 Discuss the nature of work specialization, departmentalization, and the span of management [PBM-2.6](#)
 - 7 Discuss various forms of scheduling [PBM-2.7](#)
 - 8 Assess the nature of motivation and describe motivational techniques and programs [PBM-2.8](#)
 - 9 Identify and describe contemporary perspectives on leadership and discuss political behavior and politics [PBM-2.9](#)
 - 10 Recognize and understand cultural and individual differences [PBM-2.10](#)
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Financial Analysis

3 Students apply concepts of controlling a business's finances to make operational decisions.

- 1 Construct and interrupt financial documents [PBM-3.1](#)
 - 2 Formulate the price of goods at break-even profit level [PBM-3.2](#)
 - 3 Apply concepts of financial analysis [PBM-3.3](#)
 - 4 Evaluate inventory to meet customer needs [PBM-3.4](#)
 - 5 Examine the principles of short- and long-range financial planning [PBM-3.5](#)
 - 6 Explain the importance of purchasing and productions and their impact on the success of an organization. [PBM-3.6](#)
 - 7 Identify and describe the major purposes for and types of forecasting techniques [PBM-3.7](#)
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Problem Solving

4 Students design strategic plans to provide guide for business decisions.

- 1 Develop a vision, mission statement, and goals for strategic plans within a business [PBM-4.1](#)
 - 2 Explore opportunities for business development based on trends in the global marketplace [PBM-4.2](#)
 - 3 Apply the decision-making process to a business situation [PBM-4.3](#)
 - 4 Outline specific ways in which a company can help its community [PBM-4.4](#)
 - 5 Explain the importance of computer knowledge on the success of the organization [PBM-4.5](#)
 - 6 Describe the roles of goals and goal setting in the planning process and identify barriers that may interfere with goal setting [PBM-4.6](#)
 - 7 Explain the strategic planning process and the process of strategy implementation [PBM-4.7](#)
 - 8 List, describe, and apply the steps in the decision making process [PBM-4.8](#)
 - 9 Discuss how organizational activities are coordinated and describe the management of organizational conflict [PBM-4.9](#)
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Ethics

5 Students analyze the role of ethics to operate a business in a socially responsible manner.

- 1 Examine a business code of ethics to prevent unethical behavior [PBM-5.1](#)
- 2 Illustrate the impact of ethical practices on business performance [PBM-5.2](#)
- 3 Identify the social, legal, and economic challenges of the business environment [PBM-5.3](#)
- 4 Discuss social responsibility, the meaning of ethics in the business setting, and the social audit [PBM-5.4](#)