

MANAGEMENT

Course Frameworks

Course Code: 04223



North Dakota Marketing Education
State Board for Career and Technical Education

Course Title	<i>Management</i>
MIS03 Course #	04223
License Code	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
Description	<i>Management expands student understanding of management. It exposes students to several types of management, including customer relationship management, human resources management, information management, knowledge management, project management, quality management, risk management, and strategic management. Economics, finance, operations, and professional development are also stressed throughout the course.</i>
Performance Indicators	87
Credit	1 credit
Program of Study	<i>Management is an advanced course for the Business Administration Program of Study for Marketing Education</i>
Grade Level	11-12 Prerequisite: Marketing I (04210) or instructor approval.

Course Outline Introduction	An outline is provided to identify a recommended instructional sequence/schedule for <i>Management</i> . The outline identifies the week in which each learning outcome should be taught and the performance indicators to be taught during that week.
Week 1	
	<p>Explain the goals of the <i>Management</i> course</p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Analyze company resources to ascertain policies and procedures (CO:057) (CS)</p> <p>Explain the concept of management (SM:001, SM LAP 3) (CS)—Review if <i>Business and Marketing Essentials</i> course used</p>
Week 2	
	<p>Take responsibility for decisions and actions (EI:075) (PQ)</p> <p>Follow rules of conduct (PD:251) (CS)</p> <p>Discuss the nature of managerial planning (SM:063) (SP)</p>
Week 3	
	<p>Organize and prioritize work (OP:228) (CS)</p> <p>Describe the nature of taxes (EC:072) (SP)</p> <p>Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP)</p>
Week 4	
	<p>Analyze the impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)</p> <p>Coordinate work with that of team members (OP:230) (CS)</p> <p>Explain the impact of the law of diminishing returns (EC:023) (SP)</p>
Week 5	
	<p>Describe the economic impact of inflation on business (EC:083) (SP)</p> <p>Discuss the measure of consumer spending as an economic indicator (EC:081) (SP)</p>
Week 6	
	<p>Follow chain of command (PD:252) (CS)</p> <p>Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP)</p> <p>Discuss the impact of a nation's unemployment rates (EC:082) (SP)</p>

Week 7	
	<p>Explain the economic impact of interest-rate fluctuations (EC:084) (SP)</p> <p>Determine the impact of business cycles on business activities (EC:018, EC LAP 9) (SP)</p>
Week 8	
	<p>Use time-management skills (PD:019; OP LAP 1, PD LAP 1, QS LAP 21) (SP)</p> <p>Explain the nature of global trade (EC:016, EC LAP 4) (SP)</p> <p>Discuss the impact of cultural and social environments on global trade (EC:045, EC LAP 24) (SP)</p>
Week 9	
	<p>Describe the determinants of exchange rates and their effects on the domestic economy (EC:100) (SP)</p> <p>Write business letters (CO:133) (CS)</p>
Week 10	
	<p>Explain managerial considerations in organizing (SM:064) (SP)</p> <p>Orient new employees (HR:360) (CS)</p> <p>Assist others with prioritizing work responsibilities (HR:385) (SU)</p>
Week 11	
	<p>Determine the nature of organizational goals (PD:254) (SP)</p> <p>Ascertain employee's role in meeting organizational goals (PD:255) (SP)</p>
Week 12	
	<p>Explain the nature of knowledge management (KM:001) (SP)</p> <p>Discuss the role of ethics in knowledge management (KM:002) (SP)</p>
Week 13	
	<p>Explain legal considerations for knowledge management (KM:004) (SP)</p> <p>Explain the use of technology in knowledge management (KM:003) (SP)</p>

Week 14	
	<p>Identify techniques that can be used to capture and transfer knowledge in an organization (KM:005) (SP)</p> <p>Write inquiries (CO:040) (CS)</p> <p>Explain the nature of operations (OP:189, OP LAP 3) (CS)—Review if <i>Business and Marketing Essentials</i> course used</p>
Week 15	
	<p>Discuss the role of ethics in operations (OP:190) (SP)</p> <p>Discuss legal considerations in operations (OP:339) (SP)</p> <p>Discuss the use of technology in operations (OP:191) (SP)</p>
Week 16	
	<p>Describe types of purchase orders (OP:250) (CS)</p> <p>Discuss types of inventory (OP:336) (CS)</p> <p>Manage the bid process in purchasing (OP:160) (SP)</p>
Week 17	
	<p>Select vendors (OP:161) (SP)</p> <p>Negotiate terms with vendors in business (OP:337) (SP)</p> <p>Maintain vendor/supplier relationships (OP:241) (SP)</p>
Week 18	
	<p>Evaluate vendor performance (OP:162) (SP)</p> <p>Manage commitments in a timely manner (EI:077) (CS)</p> <p>Semester Exam</p>
Week 19	
	<p>Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)—Review if <i>Business and Marketing Essentials</i> course used</p> <p>Explain the role of ethics in human resources management (HR:411) (SP)</p> <p>Describe the use of technology in human resources management (HR:412) (SP)</p>
Week 20	
	<p>Describe managerial considerations in staffing (SM:065) (SP)</p> <p>Discuss managerial considerations in directing (SM:066) (SP)</p>

Week 21	
	Demonstrate a customer-service mindset (CR:004) (CS) Reinforce service orientation through communication (CR:005) (CS)
Week 22	
	Respond to customer inquiries (CR:006) (CS) Write informational messages (CO:039) (CS)
Week 23	
	Adapt communication to the cultural and social differences among clients (CR:019) (CS) Interpret business policies to customers/clients (CR:007) (CS)
Week 24	
	Handle difficult customers (CR:009, CR LAP 3) (CS) Handle customer/client complaints (CR:010) (CS) Demonstrate appropriate creativity (PD:012, QS LAP 5) (SP)
Week 25	
	Identify company's brand promise (CR:001) (CS) Discuss actions employees can take to achieve the company's desired results (MK:015, MK LAP 2) (SP) Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)
Week 26	
	Explain factors that influence customer/client/business buying behavior (MK:014) (SP) Discuss the nature of customer relationship management (CR:016, CR LAP 2) (SP) Describe the use of technology in customer relationship management (CR:018) (SP)
Week 27	
	Explain the role of ethics in customer relationship management (CR:017) (SP) Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)

Week 28	
	Describe the nature of managerial control (control process, types of control, what is controlled) (SM:004) (SP) Describe the need for financial information (FI:579) (CS)
Week 29	
	Describe the nature of income statements (FI:094, FI LAP 4) (SP) Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP)
Week 30	
	Explain the nature of balance sheets (FI:093) (SP) Describe the nature of budgets (FI:106, FI LAP 3) (SP)
Week 31	
	Explain the nature of risk management (FI:084, FI LAP 8) (SP) Explain the role of ethics in risk management (RM:041) (SP)
Week 32	
	Discuss legal considerations affecting risk management (RM:043) (SP) Describe the use of technology in risk management (RM:042) (SP)
Week 33	
	Explain the nature of quality management (QM:001) (SP) Identify quality-management measures/techniques (OP:163) (SP) Utilize quality-management methods at work (OP:164) (SP)
Week 34	
	Describe crucial elements of a quality culture (OP:019) (SP) Discuss the nature of continuous improvement of the quality process (QM:003) (SP) Explain the nature of project management (OP:158) (SP)
Week 35	
	Explain the nature of managerial ethics (SM:002) (MN) Explain management theories and their applications (SM:030) (MN)

Week 36	
	Explain the nature of business plans (SM:007, SM LAP 1) (MN) Course Assessment Final Exam