



## MARKETING SALES AND SERVICE

**PATHWAY:** Marketing & Management

**COURSE:** Entrepreneurship: Building a Business

**UNIT 9:** Human Resources & Management

### INTRODUCTION

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**Annotation:**

Students will gain an understanding of human resources and its importance for an entrepreneurial venture.

**Grade(s):**

X	9 <sup>th</sup>
X	10 <sup>th</sup>
X	11 <sup>th</sup>
X	12 <sup>th</sup>

**Time:**

6 days

**Author:**

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**Notes to the Teacher:**

The 2 graphic organizers have been adapted from Glencoe textbook company. You may need to recreate. The Mock Interview Activity will require much prior planning if you want to use real business owners instead of student-student groups. You will need to cut out help wanted ads from your local newspaper before the Help Wanted! Activity.

**Students with Disabilities:**

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.

## FOCUS STANDARDS

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### GPS Focus Standards:

**MKT-EN-9 Understand the concepts, systems, and strategies needed to acquire and develop human resource needs for an entrepreneurial entity.**

- a. Outline personnel procedures.
- b. Discuss the hiring and training process.
- c. Explain benefits for employees.

### GPS Academic Standards:

**ELA12W1.** The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

**ELA12W3.** The student uses research and technology to support writing.

**MM3A3.** Students will solve a variety of equations and inequalities.

## UNDERSTANDINGS & GOALS

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### Enduring Understandings:

- Students will evaluate personnel and employee procedures. Not only will they recognize the hire and training process, but employee benefits as well.

### Essential Questions:

- How does understanding the procedures for business employees, including hiring and training, aid the employee as much as the employer?
- What impacts could not having employee benefit cause?

### Knowledge from this Unit:

Students will be able to:

- Explain the procedures for hiring employees.
- Discuss the importance of the employee training process.
- Explain the benefits for employees.

### Skills from this Unit:

Students will be able to:

- Prepare interview guidelines.
- Implement personnel and employee procedures.
- Interview potential employees.

## ASSESSMENTS

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### Assessment Method Type:

- Pre-test
- Objective assessment - multiple-choice, true- false, etc.
  - Quizzes/Tests
  - Unit test
- Group project
- Individual project
- Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
  - Self-check rubrics
  - Self-check during writing/planning process
  - Journal reflections on concepts, personal experiences and impact on one's life
  - Reflect on evaluations of work from teachers, business partners, and competition judges
  - Academic prompts
  - Practice quizzes/tests
- Subjective assessment/Informal observations
  - Essay tests
  - Observe students working with partners
  - Observe students role playing
- Peer-assessment
  - Peer editing & commentary of products/projects/presentations using rubrics
  - Peer editing and/or critiquing
- Dialogue and Discussion
  - Student/teacher conferences
  - Partner and small group discussions
  - Whole group discussions
  - Interaction with/feedback from community members/speakers and business partners
- Constructed Responses
  - Chart good reading/writing/listening/speaking habits
  - Application of skills to real-life situations/scenarios
- Post-test

### Assessment(s):

- Mock Interviews

### Assessment(s) Description/Directions:

- See attached student directions.

## LESSON PLANS

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### Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.

- MKT-EN-9 Understand the concepts, systems, and strategies needed to acquire and develop human resource needs for an entrepreneurial entity..
    - a. Outline personnel procedures.
    - b. Discuss the hiring and training process.
    - c. Explain benefits for employees.
- 2. Review Essential Questions.
  - How does understanding the procedures for business employees, including hiring and training, aid the employee as much as the employer?
  - What impacts could not having employee benefit cause?
- 3. Identify and review the unit vocabulary.

<b>Human Resources</b>	Is a term used to describe the individuals who make up the workforce of an organization or business. It is also a term used to refer to the name of the function within an organization or business that is charged with the overall responsibility for implementing strategies, policies and goals relating to the management of individuals.
<b>Management</b>	Is the act of getting people together to accomplish desired goals and objectives. Management encompasses planning, organizing, staffing, and leading an organization or business for the purpose of accomplishing a business' goals and objectives.

4. Interest Approach/ Mental Set

As students are entering the classroom, have a song playing from a famous band. Once all students are seated, turn up the volume on the music and have students listen to the song (approximately 30 seconds). When time is up, offer the following questions and statements:

1. Who can tell me the name of this band?
2. How many people are in the band?
3. Who is the lead singer?
4. Who is the lead guitarist?
5. Name me some of your favorite bands? How many group members are there? Who is your favorite and what role do they play in the band as a whole?
6. What would your favorite band be like without your favorite member? Would you still like the band?

7. What would happen if you were at one of their concerts and every member of the band was playing all different songs at one time? What would it sound like? How would you react?

1. There would be chaos
2. You couldn't understand what they were playing/singing
3. The audience would not like the band's performance

8. Can you think of a famous band that has broken up? Why did they break up?

1. Because they could not get along.
2. They had different goals and objectives for the future of the band and themselves.

9. Who can tell me the title of the person who is in charge of booking gigs and promoting the band? The Manager.

10. What other responsibilities do you think the manager has?

1. He or she is responsible for proving the band with positive public relations
2. Over see day-to-day business
3. Look out for the betterment of the band
4. Make sure each member of the band is happy with the direction the band is going, the objectives and goals of the band.

- How does management in the business world relate to what we talked about pertaining to your favorite bands?

1. Every member of the business or organization has to work together to be successful and achieve the company goals just like a band has to work together to be a successful music group.
2. The human resources and manager are in charge of making sure that all employees can work well together and over see projects just like a band manager.
3. Business managers are responsible for putting operation plans into action.
4. Business managers are responsible for establishing policies and rules allow your business to run smoothly.
5. Managers deal with employees who are performing below expectations and work with the employee on improving their performance. A band manager does the same.
6. Develop procedures to resolve disputes among employees. A manager and band members have to work to resolve disputes within their band as well.

5. Day 1: PowerPoint: Human Resources Management PowerPoint, 2 Graphic Organizers

6. Day 2: Management's Role in Human Resources Activity

7. Day 3: Personnel: Who will you hire?
8. Day 4: Mock Interviews
9. Day 5: Customer Service Activity
10. Day 6: Help Wanted! Activity

#### **Attachments for Learning Experiences:**

- **3 C's of Credit Graphic Organizer**
- **Customer Service Activity**
- **Help Wanted! Activity**
- **Human Resources Graphic Organizer**
- **Management's Role in Human Resources Activity**
- **Personnel Who will you hire Activity**
- **Human Resources and Management Notes PowerPoint**

## **CULMINATING PERFORMANCE TASK**

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#### **Culminating Unit Performance Task Title:**

- Mock Interview

#### **Culminating Unit Performance Task Description:**

- Mock Interviews – Using business owners and contacts within your community, invite guest interviewers into your classroom to hold mock interviews with your students. If this is not possible, you can have the students interview one another (taking turns to be the interviewer and interviewee).
  - If students conduct mock interview, have students refer to their **Personnel Who will you hire Activity** sheet for a guide.

# UNIT RESOURCES

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## Web Resources:

## Materials & Equipment:

## What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input type="checkbox"/>	Website		