

## **Business, Entrepreneurship, & Hospitality**

### **RCAS Policies/Procedures:**

Students will be required to follow all RCAS policies and procedures. To view the RCAS High School Student Handbook, click [handbook](#).

### **Course Description:**

”Unlocking Success: Your Gateway to Business and Hospitality Excellence”  
Are you ready to unlock your potential in the exciting worlds of business and hospitality? Our course is your key to success in the global marketplace. Discover the secrets of business, from economics and finance to marketing and leadership. You’ll gain the skills needed to tackle challenges on local and international scales while sharpening your problem-solving abilities. In parallel, journey into the thriving realm of hospitality and tourism. Find your perfect career match by assessing your personal attributes. Learn the professional behaviors, skills, and abilities that set you on the path to excellence in hospitality, from customer service to event planning. This integrated approach equips you with a dynamic skill set and a 360-degree view of commerce and service industries. Join us and open the door to limitless possibilities in business and hospitality.

### **Textbook:**

The Teen Entrepreneur, 2E

### **Required Resources:**

**“Limited Choice” Resources:** (students will be asked to choose at least one title from this list)

## **Student Choice:**

Will student be asked to choose additional reading material from the classroom or school library?

No

## **Essential Questions:**

- IB 1: Students will identify skills needed to be successful in the global economic environment.
- IB 2: Students will compare the different forms of business organizations and management styles.
- IB 3: Students will apply concepts of marketing, business finances and technology in the operation of a business.
- IB 4: Students will evaluate: roles individuals play as consumers in the economy, financial management concepts, and careers in financial management. IHT 1: Students will identify career pathways within the hospitality and tourism industry.
- IHT 2: Students will examine safety, security and environmental issues related to the hospitality and tourism industry.
- IHT 3: Students will summarize concepts of customer service.
- IHT 4: Students will investigate ethical and legal responsibilities of the hospitality and tourism industry.
- IHT 5: Students will demonstrate skills and practices required for careers in the hospitality and tourism industry.
- Indicator # CRS 1      Apply appropriate academic and technical skills
- Indicator # CRS 2      Communicate effectively and appropriately
- Indicator # CRS 3      Contribute to the growth employee, employer, and community success
- Indicator # CRS 5      Use critical thinking
- Indicator # CRS 6      Demonstrate innovation and creativity
- Indicator # CRS 7      Model ethical leadership and effective management
- Indicator # CRS 8      Works productively in teams and demonstrate cultural competency

- Indicator # CRS 9 Utilizes technology
- Indicator # CRS 10 Manage personal career development

### **Essential Learning Intentions:**

IB 1: Students will identify skills needed to be successful in the global economic environment.

Webb Level One - Recall

IB 1.1: Explain the terms economics and economic activity.

- Explain how limited resources affect business.
- Explain factors that affect supply and demand.
- Explain concepts of economic resources.
- Identify economic indicators to detect economic trends and conditions.
- Explain the nature of global trade.
- Compare and contrast different types of economic systems.
- Explain how economic systems answer the basic economic questions.

Webb Level One - Recall

IB 1.2: Explain businesses' roles in a global society.

- Explain ways in which businesses interact with society.
- Describe different ways our government intervenes in and/or regulates business.
- Explain the nature of labor unions.

Webb Level One - Recall

IB 1.3: Discuss career choices in economics.

Webb Level Two - Skill/Concept

IB 3.1: Demonstrate marketing principles involved in business operations.

- Describe factors that influence customer-business relationships.
- Identify the elements of the marketing mix.
- Explain the effects of competition in a free enterprise system.

IB 2: Students will compare the different forms of business organizations and management styles.

Webb Level Two - Skill/Concept

IB 2.1: Compare and contrast different forms of business organizations.

- Discuss common forms of business ownership.
- Explain factors that affect the selection of ownership.

Webb Level Three - Strategic Thinking

IB 2.2: Differentiate among different management styles and human resource procedures.

- Examine management strategies to improve performance and competitive advantages of an organization.
- Determine human resources management legal responsibility in maintaining labor relations.
- Determine proper human resources procedures for managing employees.

Webb Level Two - Skill/Concept

IB 2.3: Explore professional and ethical leadership styles.

- Model professional leadership styles.
- Address ethical dilemmas.

Webb Level Two - Skill/Concept

IB 2.4: Explore careers in business organizations and through business ownership.

IB 3: Students will apply concepts of marketing, business finances and technology in the operation of a business.

- Explore careers in marketing and sales fields.

Webb Level One - Recall

IB 3.2: Describe roles technology plays in business operations.

- Identify information technologies commonly used in business operations.
- Discuss how information technology impacts business operations.
- Discuss how technologies apply to trends in information systems.
- Discuss technology careers available within business organizations.

Webb Level Two - Skill/Concept

IB 3.3: Explain the financial process needed to start and operate a business.

- Recognize the need for a business plan.
- Recognize the importance of maintaining accurate business records using acceptable accounting processes.
- Recognize the importance of utilizing information available to make sound decisions in operating a business.
- Explain the importance of the profit motive.
- Explore finance careers available within business organizations.

IB 4: Students will evaluate roles individuals play as consumers in the economy, financial management concepts, and careers in financial management.

Webb Level Three - Strategic Thinking

IB 4.1: Demonstrate how important a consumer is in the global economy.

- Apply the steps in a rational decision-making process to a situation

involving an economic decision by an individual.

- Demonstrate responsibility for consequences of economic choices.

Webb Level Three - Strategic Thinking

IB 4.2: Apply processes involved in consumer financial planning.

- Identify the difference between needs and wants.
- Describe the importance of financial goals.
- Create and analyze the budget process.
- Examine careers in financial planning.

Webb Level Two - Skill/Concept

IB 4.3: Examine available banking services and credit options.

- Describe different types of financial institutions and their services.
- Explain various types of consumer credit.
- Describe positive and negative consequences of using credit.
- Explore careers pertaining to financial services.

Webb Level Two - Skill/Concept

IB 4.4: Explain savings and investment options to meet short- and long-term goals.

- Explain the time value of money.
- Explain differences between savings and investing.
- Identify criteria for choosing savings and investment options.
- Examine careers concerning savings and investing.

IHT 1: Students will identify career pathways within the hospitality and tourism industry.

Webb Level One - Recall

IHT 1.1: Describe workplace skills necessary to be successful in the hospitality and tourism industry.

### Webb Level Three - Strategic Thinking

IHT 1.2: Compare and contrast career pathways in the hospitality and tourism industry.

IHT 2: Students will examine safety, security and environmental issues related to the hospitality and tourism industry.

### Webb Level One - Recall

IHT 2.1: Identify industry standards which comply with safety policies and procedures.

IHT 3: Students will summarize concepts of customer service.

### Webb Level Two - Skill/Concept

IHT 3.1: Evaluate the impact customer relations has on success in the hospitality and tourism industry.

### Webb Level Two - Skill/Concept

IHT 3.2: Distinguish customer service processes to meet customer expectations.

IHT 4: Students will investigate ethical and legal responsibilities of the hospitality and tourism industry.

### Webb Level Two - Skill/Concept

IHT 4.1: Investigate issues related to confidentiality and ethics in the hospitality and tourism industry.

### Webb Level Two - Skill/Concept

IHT 4.2: Describe legal rights and responsibilities of hospitality and tourism employees and guests.

IHT 5: Students will demonstrate skills and practices required for careers in the hospitality and tourism industry.

Webb Level Two - Skill/Concept

IHT 5.1: Apply practices and skills involved in lodging occupations.

Webb Level Two - Skill/Concept

IHT 5.2: Apply practices and skills for recreation, travel and tourism services.

Webb Level Two - Skill/Concept

IHT 5.3: Apply practices and skills involved in the restaurant and food service industry.