

## GENERAL BUSINESS KNOWLEDGE INSTRUCTOR'S SUMMARY

<b>Title:</b>	General Business Knowledge
<b>Hours:</b>	4 hours
<b>Objectives:</b>	Upon completing this course, students will have demonstrated their understanding of the importance of the work readiness skills taught in this program to both their success and the success of their employer. They will understand general business knowledge, business structures, business ethics, the Green work environment, the Green Collar workforce, basic marketing and financial knowledge.
<b>Materials:</b>	A marker board or chalk board, flip chart, course outline handout, course exercises and handouts.
<b>Implementation:</b>	The instructor for this course must be familiar with the other 8 modules taught in the Work Certified™ Program since this course is a wrap-up for the program. The environment for this course should be informal. This course may be taught in a round-table discussion format rather than a classical lecture format. The instructor should make use of handouts and exercises and a marker or chalkboard during the presentation of the content in this course.
<b>Topics:</b>	Basic General Business Knowledge Business Structures and Legal Responsibilities The Green Workplace The Green Collar Workforce Basic Marketing Basic Financial Statements
<b>Certification Requirements:</b>	Score 80% or higher on the General Business Knowledge Online Quiz Master all competencies for General Business Knowledge (see GBK5) Score 80% or higher on the Work Certified™ Certification Exam

**GBK4**

**Revision 8.1**

**Work Certified™ 1.2016**

## GENERAL BUSINESS KNOWLEDGE COMPETENCIES

GBK-51. Demonstrates understanding of general business knowledge, ethics, business structures and their legal responsibilities by participating in a team activity/discussion.

GBK-52. Demonstrates understanding of the importance of the green workplace and green collar jobs and how each creates a healthier workplace and sustainable environment by participating in a team activity/discussion.

GBK-53. Demonstrates knowledge of basic business framework and elements of mission statements, vision statements, values, ethics, sustainability, and marketing, by participating in a team activity and presentation to class.

GBK-54. Demonstrates knowledge of business and workplace basics by achieving a score of 80% or higher on **online module quiz**.

**GBK5**

**Revision 8.1**

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# GENERAL BUSINESS KNOWLEDGE COURSE OUTLINE

## LESSON 1

Course Introduction and Competencies  
General Business Knowledge  
Business Structures and Legal Responsibilities  
The Green Workplace  
The Green Collar Workforce  
Basic Marketing  
Basic Financial Statements

General Business Knowledge Module Online Quiz

**GBK6**

**Revision 8.1**

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# GENERAL BUSINSS KNOWLEDGE

## TEACHING PLAN OVERVIEW

### LESSON 1

This lesson plan is for five hours. Take two 10-minute breaks at appropriate times.

TOPIC	TIME	COPIES REQUIRED as HANDOUTS
Course Outline & Competencies	10-15 minutes	Competencies – page GBK5 Course Outline – page GBK6
General Business Knowledge	35-45 minutes	General Business Knowledge Handout- GBK13-17
Business Structures and Legal Responsibilities	35-45 minutes	Business Structures and Legal Responsibilities Handout- page GBK18 Terminology- page GBK19-20 Business Structures and Legal Responsibilities Team Discussion- page GBK21
<u>Understanding Basic Workplace Environment/Management:</u> The Green Workplace Top 10 Green Office Tips The Green Collar Workforce Workplace Skills Managing the Workplace	60 minutes	The Green Workplace- page GBK23-24 Top 10 Green Office Tips- page GBK25 The Green Collar Workforce- page GBK26-27 Workplace Skills Handout - page GBK28 Managing The Workplace - page GBK29
Basic Marketing	10 - 15 minutes	Marketing Handout - page GBK31
Your Company 101- <u>Competency</u>	60 minutes	Company 101 Team Activity Handout- page GBK32
Basic Financial Statements	10 - 15 minutes	Balance Sheet Handout - page GBK33 Income Statement Handout - page GBK34
General Business Knowledge Module Online Quiz- <u>Competency</u>	35-45 minutes	General Business Knowledge Module Online Quiz

GBK7

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**GENERAL BUSINESS KNOWLEDGE TEACHING PLAN  
LESSON 1**

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Course Outline & Competency Requirements	Competency List- page GBK5 Course Outline- page GBK6	N/A	Review material on these documents

**INSTRUCTOR NOTES:**

Make sure you discuss all competency requirements for this module with the participants. Let students know that this course uses their knowledge from prior modules, in particular Employment Expectations, Mastering Career Success and Customer Service.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
General Business Knowledge	General Business Knowledge Handout- page GBK13-17	N/A	Distribute and review General Business Knowledge Handout. Discuss the definition of a business, the divisions of a business, and how each division supports the other. Discuss the framework of a business and how the development of mission, vision, and values statements establishes company credibility, goals and of respecting the product/service, the employees, and the customer in operating a business. This will help to transition into the importance of practicing ethics and integrity in business operations. With the recent cases with Enron, WorldCom, Tyco, and others, the workforce has lost faith in corporate operations and ethics.

**INSTRUCTOR NOTES:**

Lead off the discussion on company mission statements, vision statements, values, and ethics. Tell the students that in today's workplace a company is only as strong as the foundation of its people, goals, values, and integrity. This indicates the company has a philosophy of ethics. More and more companies are establishing mission statements, vision statements, and a code of ethics in response to the demands of stakeholders for accountability. Stakeholders are customers, vendors, officers, employees, investors or anyone with an interest in the performance and success of the company.

**GBK8**

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**GBK10**

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**GENERAL BUSINESS KNOWLEDGE TEACHING PLAN**  
**LESSON 1**

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
<u>Understanding Basic Workplace Environment/Management:</u> The Green Workplace The Top 10 Green Office Tips The Green Collar Workforce Workplace Skills Managing the Workplace	The Green Workplace- page GBK23-24  Top 10 Green Office Tips- page GBK25  The Green Collar Workforce- page GBK26-27  Workplace Skills Handout - page GBK28  Managing The Workplace - page GBK29	GBK30	After talking about the important points below, distribute The Workplace Skills Handout and indicate to the class that these are skills necessary for adjustment to changing work environments. Next, indicate that it is not only the supervisor's role to ensure that the work is completed accurately and on time, but also to manage the workplace. Perform the Managing The Workplace Exercise (Ask the students to list some items they learned from previous classes that a supervisor needs to manage to ensure that the workplace is an effective, harmonious, smooth-running work unit).

**INSTRUCTOR NOTES:**

Discuss how the workplace is divided up into work units that act as teams in the workplace. Next, inform the students that each work unit has a supervisor and many work units are joined together with a number of supervisors reporting to a manager. All of the work units with supervisors and managers form the corporate organization structure. Inform the students that different businesses use different management techniques. Some businesses provide a lot of freedom to their supervisors to manage their staff in the method they believe is most effective; others require the supervisors to follow a specific management style. Most businesses, however, have a combination of both methods. How supervisors manage their work units is usually dictated from the top down. **An example:** assume Bob supervises a work unit and reports to Tom, who manages 3 supervisors and reports to Susan. For Bob to have the ability to make his own independent management decisions, both Tom and Susan have to give him that freedom. However, if Susan wants a specific report from Tom at noon, Tom may require Bill to have his numbers for the report to him by 11:00 AM and Bill may insist on specific tasks being completed by 10:00 AM so he can meet his deadline. Inform the students that very often a minor change in management can have a major impact in the workplace. For **example**, if Susan leaves the company and Tom is promoted to Susan's job, he may decide he does not need the report until the end of the day. This can give Bob the ability to rearrange the work schedule for his work unit. Therefore, even though the main two managers are the same (Bob and Bill) there can be major changes in the work unit.

**GBK11**

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**GENERAL BUSINESS KNOWLEDGE TEACHING PLAN  
LESSON 1**

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Basic Marketing	Marketing Handout- page GBK31	N/A	Discuss the four main components of marketing: price, product, promotion, and distribution. Use examples of businesses to illustrate these concepts(i.e., a fast-food chain: Product=food, promotion=mainly television, distribution=large number of franchised restaurants, price=affordable/low costs)

**INSTRUCTOR NOTES:**

Have students offer their own perspective on how these four key principles of marketing affect their decisions and purchases. How does marketing affect our choices?

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Your Company 101- <u>Competency</u>	Your Company 101 Handout- page GBK32	N/A	Assign groups to create their own mission and vision statements, establish values, to develop an action plan for environmental sustainability and a marketing plan based on one of the 4 company scenarios. There is limited time, so the content of each of these expectations is to be generally based on an understanding of each of the elements. Instruct the groups to approach each as a team to ensure support. Suggest designating a spokesperson for each element to present.

**INSTRUCTOR NOTES:**

Time is limited. Walk around room to ensure that the groups are working together and are accomplishing each of the elements. Remind them to focus on purpose of each and why these are key to a successful business operation.

**GBK12**

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**GENERAL BUSINESS KNOWLEDGE TEACHING PLAN  
LESSON 1**

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Basic Financial Statement	Balance Sheet Handout - page GBK33 Income Statement Handout - page GBK34	N/A	Distribute the Balance Sheet and Income Statement Handouts. Review what they are, why they are important and review their content.

**INSTRUCTOR NOTES:**

Insure students understand the difference between these two statements.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
General Business Knowledge Module Online Quiz- <u>Competency</u>	General Business Knowledge Module Online Quiz		See hardcopy of quiz and answer key in Chapter 3: LMS Database/Module Quizzes

**INSTRUCTOR NOTES:**

Distribute the Member Program Evaluation Form (see Chapter 2) just prior to handing out this quiz and be sure to fill out your Instructor Program Critique Form (see Chapter 2). Members must score 80% or higher on this online quiz to be eligible for certification.

***This is a competency that they must perform correctly.***