

Merced County ROP: Standards-Based Lesson Plan

LESSON PLAN MISCELLANEOUS INFORMATION:

Course Name	Teacher Designer	Time Allocation
Marketing Occupations	Mary Whited	Two fifty minute periods

Lesson Title	Unit Title and Number
Organizing and Staffing	IX. Retailing A.1 Organizing and Staffing

CONTENT AND ACADEMIC STANDARDS

Content Standard(s) from Business Education Frameworks	Business Management: Management Principles-Business Organizational Theory 3.3.2
English Academic Standard(s)	ELA 9-10: Writing Strategies: Research and Technology 1.3 ELA 11-12: Writing Strategies: Research and Technology 1.6 & 1.8
Math Academic Standard(s)	N/A

LESSON PLAN COMPETENCIES (FROM COURSE OUTLINE)

IX.A.1 Investigate and describe the management structure and philosophy of a business.
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LESSON PLAN OBJECTIVES (SUB LEARNING GOALS)

<ol style="list-style-type: none"> 1. Identify ways in which an organization is structured. 2. Identify a mission statement and its purpose.
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INSTRUCTIONAL MATERIALS REQUIREMENTS

Teacher Needs	<ol style="list-style-type: none"> 1. Marketing Essentials Textbook (Chapter 11: Management Skills) 2. Vertical or Horizontal Organization OH Transparency 3. PowerPoint Presentation
Student Needs:	<ol style="list-style-type: none"> 1. Marketing Essentials Textbook (Chapter 11: Management Skills) 2. Marketing Final Project Guidelines – Outline

ESSENTIAL QUESTIONS FOR THE LESSON: Resource Available

	<ol style="list-style-type: none"> 1. What are the different types of management organizations? 2. What are the three levels of management? 3. What is a mission statement? 4. Why is it important to understand management organization systems in order to achieve job satisfaction?
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FOUR-STEP LESSON PLAN: Describe the lesson in detail: Resource Available

Introduction	<ol style="list-style-type: none"> I. As a class have the students draw an organization chart for the High School. <ol style="list-style-type: none"> A. Ask why certain administration positions exist. This will introduce the subject of types of Management Structures.
Presentation	<ol style="list-style-type: none"> I. Have student read Chapter 11 in <i>Marketing Essentials</i>, paying close attention to “Types of Management Structure” and/or lecture on the Chapter using PowerPoint Presentation. II. Show the OH Transparency of <i>Vertical or Horizontal</i>. Discuss the vertical layout and pose the question of how the chart would differ if the company were organized horizontally? <ol style="list-style-type: none"> A. Answer: A company that is horizontally organized would replace third management level with teams organized around a specific goal, including the production employees who are part of the team. III. Now re-introduce the organization chart for the High School. Have the students answer additional questions about the chart: <ol style="list-style-type: none"> A. Like is it vertical or horizontal? Why? B. Could the school run effectively using the other organization? C. Apply the three levels of management to the High School. Who is the “top management”, “middle management”, and “supervisory-level management”?

FOUR-STEP LESSON PLAN: Continued

Application	<ul style="list-style-type: none"> I. Explain to students that management structure of every company is slightly different. <ul style="list-style-type: none"> A. Some have strong leadership from the top and only allow mid-level and supervisory-level managers to execute orders from top executives. B. In other companies, self-managed work teams make many of the daily decisions. II. Have students describe the management structure of their job-training site and note what factors determine the structure. <ul style="list-style-type: none"> A. Make a T-bar on the board and label one side <i>horizontal</i> and the other side <i>vertical</i>. B. Call on students to describe their management structure from above and categorize whether the businesses are horizontally or vertically structured.
Testing and Assessment	<ul style="list-style-type: none"> I. Students are to use their marketing research subject and investigate what type of management structure they use and what is their philosophy or mission statement. II. Students are to write about the organization and staffing of their research subject to include the management structure and philosophy that includes their mission, values and community involvement.

INSTRUCTIONAL STRATEGIES: Resource Available

Learning Modalities	Auditory, Visual
Bloom's Taxonomy	Knowledge, comprehension, application, analysis, synthesis, evaluation
Six A's	Assessment, Active Exploration, Applied Learning, Academic Rigor, Authenticity

HOMEWORK ASSIGNMENTS OR EXTRA CREDIT

Students are to write about the organization and staffing of their research subject to include the management structure and philosophy that includes their mission, values and community involvement. This is to be added to the final research project.

