

RSM#7(2018 #14): Human Resource Management & Professional Development

Content Area: **Business/Tech.**
Course(s): **Retail Store Management**
Time Period: **June**
Length: **20**
Status: **Published**

Unit Overview:

Crafting the tools and strategies to plan staff, lead, and organize human resources is key to stability in business. Identifying the qualities of effective employees is critical to staff development and important to the type of career qualities that are valuable in the workplace.

LAB Activity/Structured Learning Experience: Each day, students will participate in the operations of the school store structured learning experience for a full lab period. The classroom learning will be incorporated into the daily school store activities.

The DECA Connection - (DECA opportunities and business/community connections) Students develop the skills to plan, organize, strategize, execute, reflect, and evaluate outcomes of various campaigns, activities, and projects that follow the National DECA guidelines

Enduring Understandings

The learner will understand the tools, techniques, and systems that businesses use to plan, staff, lead, and organize human resources. Utilizing these qualities helps students to explore and obtain jobs in a career path.

Essential Questions

- How can I make a community and business connection through DECA?
- Should training for a job be mandatory?
- What skills define a good, loyal employee?
- Why are jobs hard to find?

Standards/Indicators/Student Learning Objectives (SLOs)

- Lesson 1 objective: understand the advantages of motivating employees
- Lesson 2 objective: Your rights in the workplace
- Lesson 2: How to effectively respond to difficult workplace situations
- Lesson 3 objective: analyze strategies to use time effectively for job and career

- Lesson 4 objective: create a personal goal chart
- Lesson 5 objective: identify job leads
- Lesson 5: identify a variety of positive attributes to help in preparation for a job interview
- Lesson 6 objective: Create an effective employee training program for the workplace.
- Lesson 6 objective: identify effective employee training programs
- Lesson 7 objective: Project - Create a presentation for an industry specialist of your original employee training program

12.9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
12.9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
12.9.3.MK.5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
12.9.3.MK-COM	Marketing Communications
12.9.3.MK-MER.1	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.
12.9.3.MK-MGT.1	Plan, organize and lead marketing staff to achieve business goals.
12.9.3.MK-MGT.7	Communicate information about products, services, images and/or ideas.
12.9.3.MK-RES.2	Design and conduct research activities to facilitate marketing business decisions.
12.9.3.MK-RES.3	Use information systems and tools to make marketing research decisions.
12.9.3.MK-SAL	Professional Sales Career Pathway

Lesson Titles

- Lesson 1. Human Resources and Handling Constructive Criticism
- Lesson 2. Saying "no"
- Lesson 3. Time Management
- Lesson 4. Setting Goals
- Lesson 5. Employability
- Lesson 6. Hiring and Firing Employees
- Lesson 7. Interviewing for a Management Position

Career Readiness, Life Literacies, & Key Skills

TECH.9.4.12.CI.1	Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
TECH.9.4.12.CI.2	Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).
TECH.9.4.12.CI.3	Investigate new challenges and opportunities for personal growth, advancement, and

transition (e.g., 2.1.12.PGD.1).

Inter-Disciplinary Connections

- MA.9-12.4.1 - [Standard] - All students will develop number sense and will perform standard numerical operations and estimations on all types of numbers in a variety of ways.

LA.RI.11-12.2

Determine two or more central ideas of a text, and analyze their development and how they interact to provide a complex analysis; provide an objective summary of the text.

LA.W.11-12

Writing

Numbers and Number Systems

Quantities.

Instructional Strategies, Learning Activities, and Levels of Blooms/DOK

- Article Read & Response
- Individual project
- Internet Research
- Large group discussion
- Online Activity
- Partner Project/Activity
- Reading activity/text/workbook
- Small group activity
- Store Operations
- Teacher Lecture/Notes
- Teacher provided activity

Modifications

Diverse Learners: Teacher will solicit responses from a diverse sampling of the classroom population to acknowledge the influence of race, ethnicity, gender, religion, socioeconomics, culture, or academic achievement on a student's development or attitude. The classroom will incorporate additional resources for:

ELL Modifications

- Choice of test format (multiple-choice, essay, true-false)

- Continue practicing vocabulary
- Provide study guides prior to tests
- Read directions to the student
- Read test passages aloud (for comprehension assessment)
- Vary test formats
- Work with fewer items per page or line and/or materials in a larger print size.

504 and IEP Accommodations and Modifications

- Allow for redos/retakes
- Assign fewer problems at one time (e.g., assign only odds or evens)
- Differentiated center-based small group instruction
- Extra time on assessments
- Highlight key directions
- If a manipulative is used during instruction, allow its use on a test
- Opportunities for cooperative partner work
- Provide reteach pages if necessary
- Provide several ways to solve a problem if possible
- Provide visual aids and anchor charts
- Test in alternative site
- Tiered lessons and assignments
- Use of a graphic organizer
- Use of concrete materials and objects (manipulatives)
- Use of word processor
- Provide formal and informal verbal interaction to provide practice, increase motivation, and self-monitoring

Gifted and Talented Modifications

- Alternate assignments/enrichment assignments
- Enrichment projects
- Extension activities
- Higher-level cooperative learning activities
- Pairing direct instruction with coaching to promote self-directed learning
- Provide higher-order questioning and discussion opportunities
- Provide texts at a higher reading level
- Tiered assignments
- Tiered centers

At Risk Modifications

- Additional time for assignments
- Adjusted assignment timelines
- Agenda book and checklists
- Answers to be dictated
- Assistance in maintaining uncluttered space
- Books on tape
- Concrete examples
- Extra visual and verbal cues and prompts
- Follow a routine/schedule
- Graphic organizers
- Have students restate information
- No penalty for spelling errors or sloppy handwriting
- Peer or scribe note-taking
- Personalized examples
- Preferential seating
- Provision of notes or outlines
- Reduction of distractions
- Review of directions
- Review sessions
- Space for movement or breaks
- Support auditory presentations with visuals
- Teach time management skills
- Use of a study carrel
- Use of mnemonics
- Varied reinforcement procedures
- Work in progress check

Formative Assessment

- Class Discussion
- Group Work
- Group Work - Prioritizing Tasks
- Guided Practice
- Oral Response/Random Questioning
- Peer Evaluations
- Performance Assessment
- Presentation - Handling Difficult Customers
- Presentation - Role Play - Mock Interviews

- Project - Setting Goals
- Teacher Observations
- Written Activity

Benchmark Assessments

Skills-based assessment

Reading response

Writing prompt

Lab practical

Alternative assessments

Performance tasks

Project-based assignments

Problem-based assignments

Presentations

Reflective pieces

Concept maps

Case-based scenarios

Portfolios

Warm-Up

- Brainstorm 5!
- Learning Log
- Minute to Win it!
- Pair/Share
- So What?
- The DECA Connection

Anticipatory Set

- Notable Quotables
- Question of the Day
- Review Prior Lesson
- The "Retail Doctor" Blog
- Video Clip Presentation
- Vocabulary introduction

Closure

- 3-2-1 List!
- Exit Card
- Journalize memorable learning/muddy points
- The DECA Connection
- The Gray Zone
- Whip around

Summative Assessment

- Oral Product/Presentation Rubric
- Performance Task/Evaluation Rubric
- Quiz - Time Management
- Unit Test - Human Resource Management

Resources & Materials

- DECA Competitive Events Manual and Practice Materials
- DECA.org
- Marketing Essentials 2016 -student workbook & math practice book activities
- Marketing Essentials 2016 –textbook
- MBA Research LAP(Learning, Achievement, Performance) Packets & Activities
- The Bureau of Labor Statistics=<https://www.bls.gov/ooh/>
- The Job Hunter's Handbook
- The Marketing Teacher online textbook: Developing an IMC
- The Marketing Teacher online textbook: Project Management Made Easy
- The Marketing Teacher online textbook: Reputation Management resource for BOE
- The Marketing Teacher online textbook: The Double Win resource for BOE
- Various Business Magazines/Articles

Technology

- Calculators
- Google Chromebooks, Classroom, & various Google Applications
- Internet
- Large Electric Appliances
- Microsoft Office Suite 2016
- Personal Technology Devices
- Promethean Interactive Smartboard
- Remind Application
- Small Electric Appliances
- SQUARE Electronic Cash Register Terminal & Interface
- Surveillance Equipment

TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
TECH.8.1.12.C	Communication and Collaboration: Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.
TECH.8.1.12.F	Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.