



**Business Administration and Services Capstone Syllabus
CHS Business/PRCTC/Family of Consumer Science Department**

Contact Information: Parents may contact me by phone, email, or visiting the school.

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CCSD Vision Statement: The Chillicothe City School District will provide tomorrow's leaders with a high quality education by developing high expectations and positive personal relationships among students, staff and community members.

CCSD Mission Statement: The Chillicothe City School District empowers students to learn, to lead and to serve.

**Course Description and Prerequisite(s) from Course Handbook:
Business Capstone (Cavalier Café) - 407 (Every Year)**

Subject Code: 144035

Prerequisite: None

Grade: 10-12

Graded Conventionally

Credit: 1

Course Descriptions: Students will apply knowledge, attitudes and skills that were learned in a Marketing program in a more comprehensive and authentic way by running the Cavalier Café. Under supervision of the school and through community partnerships, students will combine classroom learning with work experience. Students will be responsible for marketing, sales, customer service, and inventory while running the café.

Required: 120-150 hours per course

Pre-Requisite: Instructor permission

Course Fee: Students will have the opportunity to be a part of a Career Tech Student Organization (BPA) as part of this course. Students who choose to be a part of the program's respective Career Tech Student Organization will have opportunities to be student officers, attend leadership activities, and participate in various leadership and skill competitions. Students who wish to be a part of the program's respective Career Tech Student Organization will be

required to pay the dues associated with the organization prior to participation in activities outside the normal classroom. **\$40 for BPA Membership**

Learning Targets: Defined below for clarity are the Unit Titles, Big Ideas of every Unit taught during this course and the Essential Questions to be answered to better understand the Big Ideas. A student's ability to grasp and answer the Essential Questions will define whether or not he or she adequately learns and can apply the skills found in Big Ideas. This will ultimately define whether or not a student scores well on assessments administered for this course.

- **1st Quarter**
 - **Unit I Title: Cleanliness and Hygiene**
 - **Big Idea #1:** I can explain the importance of cleanliness in a restaurant.
 - *Essential Question #1: What does the Health Department inspect a restaurant?*
 - *Essential Question #2: What are the consequences of an unsanitary restaurant?*
 - **Big Idea #2:** I can explain the importance of proper personal hygiene while working in a restaurant.
 - *Essential Question #1: Why can only healthy employees work with food?*
 - *Essential Question #2: Why should only clean and neat employees work with food?*
 - **Big Idea #3:** I can explain the reasons for keeping the business neat and clean at all times.
 - *Essential Question #1: What are the proper steps to clean and organize a food handling area in a business?*
 - *Essential Question #2: What are the proper steps to clean the customer area in a business?*
 - **Unit II Title: Ethical Sales Practices**
 - **Big Idea #1:** I can understand policies, procedures and processes that need to be in place for a successful business.
 - *Essential Question #1: What are policies, procedures and processes?*
 - *Essential Questions #2: What level of management creates the policies, procedures and processes in a business?*
 - **Big Idea #2:** I can properly handle cash.

- *Essential Question #1: What is the proper way to count down a cash drawer?*
 - *Essential Question #2: How do you accurately make change and count back to a customer for accuracy?*
 - **Big Idea #3:** I can explain ethical sales practices.
 - *Essential Question #1: What are ethical sales?*
 - *Essential Question #2: What are deceptive practices?*
 - *Essential Question #3: Why is being ethical important as an employee of a business?*
- **2nd Quarter**
 - **Unit III Title: Business Operations**
 - **Big Idea #1:** I can explain the processes involved in operating a profitable business.
 - *Essential Question #1: How are prices set?*
 - *Essential Question #2: What are the costs of the products being served?*
 - **Big Idea #2:** I can explain how inventory is handled.
 - *Essential Question #1: What is the procedure for checking inventory?*
 - *Essential Question #2: How can you complete an inventory order of supplies?*
 - **Big Idea #3:** I can explain the steps in the business process that creates additional value for the products and services as businesses strive to become more profitable.
 - *Essential Question #1: How is better value created for the customer?*
 - *Essential Question #2: What products can be created to enhance the drinking experience?*
 - *Essential Question #3: How are products priced?*
 - **Unit IV Title: Staffing of Business**
 - **Big Idea #1:** I can provide quality products and a good customer experience.
 - *Essential Question #1: Why must adequate staffing be scheduled?*
 - *Essential Question #2: What can be done to create uniform products that are delivered to the customers?*
 - **Big Idea #2:** I can effectively staff businesses for effective business operations.

- *Essential Question #1: How many employees need to be scheduled to meet customer demand?*
 - *Essential Question #2: How can you rotate employees for even shifts and hours?*
 - **Big Idea #3:** I can provide customer service expectations based upon the values and ethnicity of the customers.
 - *Essential Question #1: Explain the importance of outstanding customer service?*
 - *Essential Question #2: How are values and expectations different in various target markets?*
- **MID-TERM EXAM**
- **3rd Quarter**
 - **Unit V Title: Products to the End User**
 - **Big Idea #1:** I can understand the ordering system.
 - *Essential Question #1: What is the ordering system that is used?*
 - *Essential Question #2: What are ways to track the deliver process?*
 - **Big Idea #2:** I can deliver products efficiently and timely.
 - *Essential Question #1: What is the production time of each product?*
 - *Essential Question #2: What time standard should the employee be held accountable for completing their tasks?*
 - **Big Idea #3:** I can create a plan to receive feedback for the customers and the target customer.
 - *Essential Question #1: What is a target customer?*
 - *Essential Question #2: How can customer feedback be obtained?*
 - *Essential Question #3: How does the data obtained help a business operate more efficiently?*
 - **Unit VI Title: Promotion**
 - **Big Idea #1:** I can explain the value of advertising new products and services.
 - *Essential Question #1: How can you create a relationship between the sponsorships and the existing products?*
 - *Essential Question #2: How can your product be advertised?*

- **Big Idea #2:** I can advertise products and services.
 - *Essential Question #1: What is traditional media?*
 - *Essential Question #2: What is social media?*
 - *Essential Question #3: Why is it important to diversify advertising?*
 - **Big Idea #3:** I can explain how social media has enhanced advertising.
 - *Essential Question #1: What are the different ways to advertise on social media?*
 - *Essential Question #2: What type of social media can we use to promote the product?*
- **4th Quarter**
 - **Unit VII Title: Product Development**
 - **Big Idea #1:** I can create a new product to be sold that meets required guidelines.
 - *Essential Question #1: How do you choose what types of products to create? What are the challenges of creating a new product?*
 - *Essential Question #2: How can you track the impact of a new product sold?*
 - **Big Idea #2:** I can test market the new product.
 - *Essential Question #1: How will the new product be tested?*
 - *Essential Question #2: What will the new product price be?*
 - *Essential Question #3: Why are there no guarantees in new product success?*
 - **Big Idea #3:** I can explain food samples for customers.
 - *Essential Question #1: Why is it a good marketing tactic to give samples of products?*
 - *Essential Question #2: How will decide the success of the new sampled product?*
 - **Unit VIII Title: Business Improvements**
 - **Big Idea #1:** I can explain how the business model can be improved.
 - *Essential Question #1: What can be done to create more profit for the business?*
 - *Essential Question #2: What can be done to save on expenses?*
 - **Big Idea #2:** I can explain how supervising and managing will help a business succeed.
 - *Essential Question #1: How can supervision of employees be improved?*

- *Essential Question #2: What can be done to hold employees accountable for their actions or inactions working during the café?*
- **Big Idea #3:** I can explain how to motivate employees.
 - *Essential Question #1: What is motivation?*
 - *Essential Question #2: What incentives can be used to improve employee performance?*

END OF COURSE EXAM

- Completed by End of May

Course Materials:

- Google Chromebook

Course Expectations:

- Being a student in the Cavalier Café is a privilege and all students are held to the student handbook code of conduct.
- Students working in the Cavalier Café students are expected to follow all CHS, district as well as the café classroom policies, processes and procedures.
- Students are to be neat, clean, honest and ethical while working in the café at all times.
- Students will strive daily to accurately track profits, expenses and inventory.

Grading:

Unit Exams	50%
Assessments (Including: Quizzes, Essays, Labs, and Projects)	30%
Class work/Homework	20%

- Each nine week's grade comprises 20% of a student's final grade.
- The Mid-Term Exam and End of Course Exam each comprise 10% of a student's final grade.

Grading Scale:

The grading scale for Chillicothe High School can be found in the student handbook or online at

<http://www.chillicothe.k12.oh.us/1/Content2/studenthandbook>.

Late Work: Late work will be subject to the Board-adopted policy on assignments that are submitted late (to be reviewed in class).

- Regardless of the absence type (excused or unexcused), students will be expected to make up work and be held accountable for learning all material they missed.

- Any student who is absent from school (excused or unexcused) will have one (1) additional day for every day they missed, to make up his/her work for full credit (100%).
- Any student who exceeds the allotted time to turn in an assignment for full credit may still turn in late work for partial credit.
 - Any student who turns in work up to 1 week late must at least be given the opportunity to earn 75% on that assignment.
 - Any student who turns in work between 1 and 2 weeks late must at least be given the opportunity to earn 60% on that assignment.
- The end of the 9 weeks is the cut off point for teachers to accept late work from students for full or partial credit, unless the teacher decides to give the student an incomplete for the 9 weeks due to extenuating circumstances.

Performance Based Section: Writing Assignments/Exams/Presentations/Technology

One or more of the End of Unit Exams may be Performance Based. According to the Ohio Department of Education, "Performance Based Assessments (PBA) provides authentic ways for students to demonstrate and apply their understanding of the content and skills within the standards. The performance based assessments will provide formative and summative information to inform instructional decision-making and help students move forward on their trajectory of learning." Some examples of Performance Based Assessments include but are not limited to portfolios, experiments, group projects, demonstrations, essays, and presentations.

**CHS Business Administration and Services Capstone
(Cavalier Café) Syllabus**

After you have reviewed the preceding packet of information with your parent(s) or guardian(s), please sign this sheet and return it to me so that I can verify you understand what I expect out of each and every one of my students.

Student Name (please print):

Student Signature:

Parent/Guardian Name (please print):

Parent/Guardian Signature:

Date:
