

Business Essentials Long Term Project

Business Portfolio Business Plan

First Semester: Preparing Yourself for the Future

Standards Covered:

Job Acquisition Process

BCS-BE-38: The student integrates all forms of communication in the successful pursuit of employment.

- a. Identifies traditional and on-line sources of employment information.
- b. Writes a letter of application and resume for a simulated job opportunity.
- c. Prepares responses to commonly asked interview questions.
- d. Discusses the significance of nonverbal communication in the interviewing process.
- e. Demonstrates appropriate personal appearance and grooming for an interview.
- f. Designs a portfolio, including resume format suitable for on-line posting.
- g. Prepares a list of questions to ask an interviewer.
- h. Participates in and analyzes mock interviews.
- i. Prepares an interview follow-up letter.
- j. Identifies correct strategies for accepting or rejecting a job offer.

Ethics

BCS-BE-11: The student compares and contrasts common ethical issues.

- a. Defines ethics.
- b. Defines work ethic.
- c. Offers opinion of honest and dishonest business practices.

BCS-BE-12: The student evaluates personal responsibility of ethical behavior.

- a. Identifies ethical character traits (example: honesty, integrity, justice)
- b. Identifies unethical employee attitudes and behaviors that would lead to unsatisfactory customer service.
- c. Outlines a business code of ethics.

BCS-BE-13: The student investigates the relationship between ethics and law.

- a.
Describes a person's responsibility under the law as it relates to business activities.
- b.
Classifies unethical and illegal conduct in business and related consequences.
- c.
Describes federal laws dealing with fair business practices including competition, advertising and pricing.
- d.
Lists examples of how unethical behavior leads to government regulations.

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BCS-BE-14: The student derives the importance of employer/employee relationships.

- a. Identifies conditions that create positive relationships between employee and employer.
- b. Identifies conditions that create negative relationships between employee and employer.

BCS-BE-15: The student evaluates the impact of technology on business ethics.

- a. Identifies ethical considerations resulting from technology such as computer snooping or hacking.
- b. Analyzes business practices and procedures involving the use of technology in the workplace.
- c. Develops a technology fair use policy for a typical business.

Academic standard:

ELA10LSV1 The student participates in student-to-teacher, student-to-student and group verbal interactions

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Steps to Complete	Time Period	Completed
Complete a Career Assessment		
Research their top three career choices		
Diagram their Holland Codes in chart form		
Based on their Holland Codes, they are to find out the name, type of career, salary range, required education/licensure, and all other qualifications to engage in this career.		
Create a Letter of Application/Purpose		
Create a Resume based on Career Interest		
Dress for Success List Do's and Don't per gender		
Interview Skills and Preparation; include Interview Follow Up Letter		
Accepting or Denying The Job Strategies		

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Second Semester-Developing Your Own Business

Go to www.dba.virginia.Gov.services/files/Cookbook.pdf

This is a Cookbook to preparing you to start your own business.

Use this book as a guide for students to complete this project.

Teachers will develop their own rubric for each portion of the project.