

Business Leadership: Becoming a Manager - Grade 12, Workplace Preparation (BOG4E)

A. Management Basics

1. Describe the levels and types (e.g., general, functional, line, staff) of managers found in an organization;
2. Describe the skills, activities, functions, and responsibilities of managers;
3. Describe ways in which managers can improve productivity in a business (e.g., by eliminating waste, providing training programs, purchasing in bulk, developing a positive corporate culture, utilizing knowledge of a diverse workforce).

B. Communication

1. Produce business communication documents (e.g., letters, forms, reports) that meet business standards;
2. Create display documents (e.g., flyers, pamphlets) and use them appropriately for a variety of purposes;
3. Use appropriate techniques when making group and individual presentations;
4. Demonstrate the ability to use information technology and other tools that help managers improve productivity and profitability (e.g., word processing, desktop publishing, e-mail, electronic research tools, spreadsheets);
5. Use proper business vocabulary in oral and written communication.

C. Marketing Issues

1. Identify the components of the marketing mix (the four Ps - product, price, place, promotion) and evaluate their associated costs;
2. Identify the relationship among customer service, a positive image, and success in the local community;
3. Explain the role of advertising and promotion in running a business;
4. Describe the various methods of selling (e.g., face-to-face sales, telemarketing, e-commerce) and identify when each is best utilized;
5. Assess the marketing strategies of local businesses.

D. Financial Management

1. Identify the elements of an operating budget (e.g., sales, inventory, supplies, wages, insurance, rent);

E. Effective Leadership

1. Compare a variety of leadership styles (e.g., task-oriented, relationship-oriented, authoritarian, consultative, incentives oriented);
2. Explain why different leadership styles are appropriate to different managerial tasks (e.g., implementing change, managing conflict, managing stress);

F. Motivating Employees

1. Explain the relationship between motivating factors (e.g., psychological contract, quality of work life, job satisfaction) and job performance in business;
2. Explain the use of control techniques (e.g., performance appraisals, progressive discipline procedures);
3. Describe incentives and rewards used by specific businesses to motivate individuals and groups (e.g., monetary, non-monetary, psychological, benefits systems).

G. Career Opportunities

1. Produce, using applications software, the necessary documentation for entry into the workforce (e.g., résumé, cover letter, online application).