

Departments in a Business

A DIGITAL DISCOVERY LESSON

Identifying Business
Departments Lesson

Editable
Interactive Slides
Prompts Critical
Thinking

A Google Slides file
that easily converts
to Microsoft
PowerPoint

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP Intro Digital Activity

What's included?

- ✓ 9-slides Google Slides lesson
- ✓ Interactive Student Response Activity
- ✓ Business Dept. Scenario Analysis
- ✓ Department Identification Activity



Great for In Person, Sub Day, or Virtual

Students learn about Business Departments

Sales and marketing departments conduct market research, develop sales strategies, manage brands, and build customer relationships to attract and retain customers.



Business Education with Denise Leigh ©

**6 Slides for
Different
Department**

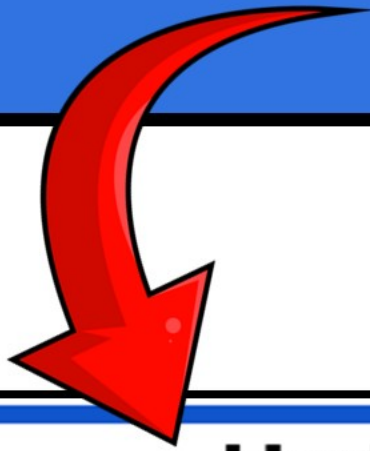
**NO PREP!
PLUG & PLAY!**

Finance departments secure and manage the use of funds and use financial data to recommend strategies for improving a business's performance.



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Critical Thinking Activity



Identifying Business Departments

Directions: Read each scenario and decide which department in the organization would most likely handle the situation. Choose from: Accounting, Operations, Human Resources, Finance, Sales & Marketing, or Research & Development.

1. A company wants to create a brand-new type of energy drink and needs a team to test flavors and design the product.
2. A business needs to review employee applications and interview candidates for a new position.
3. A company is planning how to spend its money and decide whether it can afford to open new stores next year.
4. A company launches an advertising campaign on social media to attract more customers to buy its new product line.
5. A manager checks to make sure products are being produced efficiently and shipped to stores on time.
6. A company reviews records to make sure bills are paid, expenses are tracked, and financial statements are accurate.

**Which
Department
Would
Handle the
Situation?**

Teaching Duration: 30 minutes + Discussions

9 Slides included

Specialized Departments In a Business



Specialized Departments & Business Success

Specialized departments are responsible for different areas of business and develop expertise in these areas, which improves the business's ability to meet customer needs and wants effectively and efficiently.



Sales and marketing departments conduct market research, develop sales strategies, manage brands, and build customer relationships to attract and retain customers.



Research and development departments innovate and improve existing goods, services, and processes to better meet customers' needs and wants.

Often called R&D



Operations departments manage the technical process of manufacturing goods or developing services to get the business's products to customers.



Accounting departments track expenditures and earnings and prepare financial statements to monitor the financial health of a business.



Finance departments secure and manage the use of funds and use financial data to recommend strategies for improving a business's performance.



Human resources departments recruit, train, and oversee the evaluation of employees to ensure the business has a workforce with the knowledge, skills, and abilities to produce and provide the product, market to customers, make sales, and manage finances.

Often called HR



Identifying Business Departments

Directions: Read each scenario and decide which department in the organization would most likely handle the situation. Choose from: Accounting, Operations, Human Resources, Finance, Sales & Marketing, or Research & Development.

1. A company wants to create a brand-new type of energy drink and needs to test flavors and design the product.
2. A business needs to review employee applications and interview candidates for a new position.
3. A company is planning how to stage its movie and decide whether it can afford to open in new theaters.
4. A business wants to launch a new advertising campaign on social media to attract new customers.
5. A company checks to make sure products are being produced efficiently and shipped to stores on time.
6. A company reviews records to make sure bills are paid, expenses are tracked, and financial statements are accurate.



Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

