

eDynamic Learning Course Title: Principles of Business, Marketing and Finance 1a / 1b

State: Texas

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State Course Code: 130.132

State Standards: Principles of Business, Marketing, and Finance

Date of Standards: 2015

TEKS	Unit Name(s)	Lesson(s) Numbers
(1) The student demonstrates professional standards/employability skills required by business and industry.		
(A) communicate effectively with others using oral and written skills;	7b: Employment Skills in a Business Center	Lesson 3
(B) demonstrate collaboration skills through teamwork;	7b: Employment Skills in a Business Center	Lesson 3
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	7b: Employment Skills in a Business Center	Lessons 1, 2
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	7b: Employment Skills in a Business Center	Lessons 1, 2
(E) comply with all applicable rules, laws, and regulations; and	7a: The Role of Government	Lessons 1-3
(F) demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results.	7b: Employment Skills in a Business Center	Lesson 4
(2) The student describes the characteristics of business.		
(A) explain the principles of supply and demand;	3a: Economics of Business Part 1	Lesson 2
(B) differentiate between goods and services;	2a: Classifications and Types of Businesses	Lessons 1-5
(C) identify the types of business;	2a: Classifications and Types of Businesses	Lessons 1-5
(D) compare the different forms of ownership;	1a: Fundamentals of Business	Lesson 4
(E) examine the organizational structure and functions of business;	1a: Fundamentals of Business	Lessons 1-5
(F) interpret the nature of balance sheets and income statements; and	6b: Business Finance	Lesson 2
(G) identify business cycles.	3a: Economics of Business Part 1	Lessons 3, 5

(3) The student defines ethics in business.		
(A) distinguish between ethical and unethical business practices; and	5a: The Role of Ethics in Business	Lesson 1
(B) contrast ethical, moral, and legal choices that relate to the decision-making process in business situations.	5a: The Role of Ethics in Business	Lesson 1
(4) The student differentiates between the types of economic systems with emphasis on the private enterprise system and the U.S. economy.		
(A) compare and contrast the types of economic systems, including traditional, centrally planned, market, and mixed economies;	3a: Economics of Business Part 1	Lessons 2, 3
(B) summarize the characteristics of the private enterprise system; and	2a: Classifications and Types of Businesses	Lesson 1
(C) identify factors affecting business profits, revenues, and expenses.	4a: Economics of Business Part 2	Lesson 1
(5) The student relates to the impact of international business on the U.S. economy.		
(A) explain the role of business in a global society;	6a: Global Impact on Business	Lessons 1-4
(B) compare domestic and world trade; and	6a: Global Impact on Business	Lessons 2-4
(C) explain the impact of imports and exports on the U.S. economy.	6a: Global Impact on Business	Lesson 1
(6) The student identifies the role and impact of government, the legal system, and organized labor in business.		
(A) differentiate among the roles of government in business;	7a: The Role of Government	Lessons 1-5
(B) describe types of activities performed by governments in business;	7a: The Role of Government	Lessons 1-5
(C) ascertain the role of the legal system in business; and	7a: The Role of Government	Lessons 1-5
(D) explain the role of organized labor in society.	4a: Economics of Business Part 2	Lesson 2
(7) The student classifies types of businesses that market goods and services.		
(A) explain the importance of different marketing strategies for goods versus services	3b: The Marketing Mix	Lessons 2, 5
(B) define business and industry terms such as producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses	2a: Classifications and Types of Businesses	Lessons 1-5
(C) identify types of retailers;	2a: Classifications and Types of Businesses	Lesson 4
(D) explain the role of retailers in a private enterprise system;	2a: Classifications and Types of Businesses	Lesson 4
(E) identify examples of wholesalers; and	2a: Classifications and Types of Businesses	Lesson 2
(F) describe the role of wholesalers in a private enterprise system.	2a: Classifications and Types of Businesses	Lesson 2
(8) The student analyzes cost and profit relationships in finance.		
(A) explain the concept of productivity;	4a: Economics of Business Part 2	Lesson 2
(B) analyze the impact of specialization and division of labor on productivity; and	4a: Economics of Business Part 2	Lesson 2

(C) explain the concept of organized labor and business.	4a: Economics of Business Part 2	Lesson 2
(9) The student understands the fundamental principles of money.		
(A) evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer;	4b: Principles of Money	Lesson 2
(B) identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes;	4b: Principles of Money	Lesson 1
(C) list functions of money such as medium of exchange, unit of measure, and store of value;	4b: Principles of Money	Lessons 1-5
(D) summarize the purposes and importance of credit; and	4b: Principles of Money	Lessons 3, 4
(E) explain legal responsibilities associated with financial exchanges.	4b: Principles of Money	Lessons 1-5
(10) The student demonstrates an understanding of personal financial management.		
(A) explain the importance of providing accurate information;	5b: Basic Financial Management	Lessons 1-5
(B) calculate gross and net pay;	5b: Basic Financial Management	Lessons 1, 2
(C) simulate opening and maintaining various types of bank accounts;	5b: Basic Financial Management	Lesson 4
(D) reconcile bank statements;	5b: Basic Financial Management	Lesson 4
(E) compare the advantages and disadvantages of different types of banking services;	5b: Basic Financial Management	Lesson 4
(F) examine investment growth by developing a personal investment plan; and	6b: Business Finance	Lesson 4
(G) prepare an individual income tax return.	5b: Basic Financial Management	Lesson 3
(11) The student explains the importance of marketing as well as the functions of marketing.		
(A) define marketing;	1b: Marketing	Lesson 1
(B) understand how marketing is related to other functions of business;	1b: Marketing	Lessons 1-5
(C) explain the marketing concept; and	1b: Marketing	Lesson 2
(D) describe marketing functions and its related activities.	1b: Marketing	Lesson 3
(12) The student understands the scope of market identification.		
(A) explain the concept of market and market identification;	2b: Market Segmentation	Lesson 2
(B) identify market segments;	2b: Market Segmentation	Lessons 1-4
(C) explain the difference in market segmentation and mass marketing;	2b: Market Segmentation	Lesson 2

(D) define and explain the importance of target markets; and	2b: Market Segmentation	Lesson 2
(E) identify a target market for a product or service using market segmentation.	2b: Market Segmentation	Lessons 1-3
(13) The student understands the importance of an effective marketing mix.		
(A) explain the concept of marketing strategies;	2b: Market Segmentation	Lesson 2
(B) define each component of the marketing mix;	3b: The Marketing Mix	Lessons 1-5
(C) identify examples of an effective marketing mix;	3b: The Marketing Mix	Lessons 1-5
(D) create an effective marketing mix for a product or service; and	3b: The Marketing Mix	Activity
(E) explain the role of participation as a key element of marketing.	3b: The Marketing Mix	Lessons 1-5
(14) The student identifies career opportunities within the Business Management and Administration career cluster, the Finance career cluster, and the Marketing career cluster and formulates a career plan.		
(A) analyze individual goals and interests;	8b: Business Careers	Lessons 1, 3, 4
(B) determine individual talents, abilities, and skills; and	8b: Business Careers	Lesson 3
(C) develop an individual career plan.	8b: Business Careers	Lessons 4, 5