eDynamic Learning Course Title: Access

State: TX
State Course Title: Principles of Business, Marketing & Finance
State Course Code: 130132
State Standards: Business Management & Administration
Date of Standards: 2017

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	Unit 5: Reports That Work	Lesson 3
(B) demonstrate collaboration skills through teamwork	Unit 8: Entrepreneurship and Risk	Activity 1
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace	Unit 7: Ready for the World: Printing and Exporting Data	Lesson 4
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed	Unit 6: Access in Business	Lesson 2
(E) comply with all applicable rules, laws, and regulations	Unit 6: Access in Business	Lesson 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	Unit 6: Access in Business	Lesson 2
(2) The student describes the characteristics of business		
(A) explain the principles of supply and demand	Unit 6: Access in Business	Lesson 4
(B) differentiate between goods and services	Unit 6: Access in Business	Lesson 4
(C) identify the types of business	Unit 6: Access in Business	Lesson 3

(D) compare the different forms of ownership	Unit 6: Access in Business	Lesson 3
(E) examine the organizational structure and functions of business	Unit 6: Access in Business	Lesson 4
(F) interpret the nature of balance sheets and income statements	Unit 3: Query Quest	Lessons 3, 4
(G) identify business cycles	Unit 6: Access in Business	Lesson 4
(3) The student defines ethics in business		
(A) distinguish between ethical and unethical business practices	Unit 1: Getting Started with Databases	Lesson 4
(B) contrast ethical, moral, and legal choices that relate to the decision-making process in business situations	Unit 1: Getting Started with Databases	Lesson 4
(4) The student differentiates between the types of economic systems with emphasis on the private enterprise system and the US economy		
(A) compare and contrast the types of economic systems, including traditional, centrally planned, market, and mixed economies	Unit 7: Ready for the World: Printing and Exporting Data	Lesson 4
(B) summarize the characteristics of the private enterprise system	Unit 6: Access in Business	Lesson 3
(C) identify factors affecting business profits, revenues, and expenses	Unit 7: Ready for the World: Printing and Exporting Data	Lesson 4
(5) The student relates to the impact of international business on the US economy		
(A) explain the role of business in a global society	Unit 7: Ready for the World: Printing and Exporting Data	Lessons 1-4
(B) compare domestic and world trade	Unit 7: Ready for the World: Printing and Exporting Data	Lessons 1-4
(C) explain the impact of imports and exports on the US economy	Unit 7: Ready for the World: Printing and Exporting Data	Lessons 1-4
(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	Unit 6: Access in Business	Lesson 3
(B) describe types of activities performed by governments in business	Unit 6: Access in Business	Lesson 3
(C) ascertain the role of the legal system in business	Unit 6: Access in Business	Lesson 3
(D) explain the role of organized labor in society	Unit 6: Access in Business	Lesson 3

(7) The student classifies types of businesses that market goods and services		
(A) explain the importance of different marketing strategies for goods versus services	Unit 6: Access in Business	Lessons 2-4
(B) define business and industry terms such as producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses	Unit 6: Access in Business	Lessons 2-4
(C) identify types of retailers	Unit 6: Access in Business	Lessons 2-4
(D) explain the role of retailers in a private enterprise system	Unit 6: Access in Business	Lessons 2-4
(E) identify examples of wholesalers	Unit 6: Access in Business	Lessons 2-4
(F) describe the role of wholesalers in a private enterprise system	Unit 6: Access in Business	Lessons 2-4
(8) The student analyzes cost and profit relationships in finance		
(A) explain the concept of productivity	Unit 6: Access in Business	Lesson 1
(B) analyze the impact of specialization and division of labor on productivity	Unit 6: Access in Business	Lesson 1
(C) explain the concept of organized labor and business	Unit 6: Access in Business	Lesson 1
(9) The student understands the fundamental principles of money		
(A) evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer	Unit 6: Access in Business	Lessons 1, 2, 4
(B) identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes	Unit 6: Access in Business	Lessons 1, 2, 4
(C) list functions of money such as medium of exchange, unit of measure, and store of value	Unit 6: Access in Business	Lessons 1, 2, 4
(D) summarize the purposes and importance of credit	Unit 6: Access in Business	Lessons 1, 2, 4
(E) explain legal responsibilities associated with financial exchanges	Unit 6: Access in Business	Lessons 1, 2, 4
(10) The student demonstrates an understanding of personal financial management		
(A) explain the importance of providing accurate information	Unit 3: Query Quest	Lessons 1-4
(B) calculate gross and net pay	Unit 3: Query Quest	Lessons 1-4
(C) simulate opening and maintaining various types of bank accounts	Unit 3: Query Quest	Lessons 1-4
(D) reconcile bank statements	Unit 3: Query Quest	Lessons 1-4
(E) compare the advantages and disadvantages of different types of banking services	Unit 3: Query Quest	Lessons 1-4

(F) examine investment growth by developing a personal investment plan	Unit 3: Query Quest	Lessons 1-4
(G) prepare an individual income tax return	Unit 3: Query Quest	Lessons 1-4
(11) The student explains the importance of marketing as well as the functions of marketing		
(A) define marketing	Unit 6: Access in Business	Lesson 4
(B) understand how marketing is related to other functions of business	Unit 6: Access in Business	Lesson 4
(C) explain the marketing concept	Unit 6: Access in Business	Lesson 4
(D) describe marketing functions and its related activities	Unit 6: Access in Business	Lesson 4
(12) The student understands the scope of market identification		
(A) explain the concept of market and market identification	Unit 6: Access in Business	Lesson 4
(B) identify market segments	Unit 6: Access in Business	Lesson 4
(C) explain the difference in market segmentation and mass marketing	Unit 6: Access in Business	Lesson 4
(D) define and explain the importance of target markets	Unit 6: Access in Business	Lesson 4
(E) identify a target market for a product or service using market segmentation	Unit 6: Access in Business	Lesson 4
(13) The student understands the importance of an effective marketing mix		
(A) explain the concept of marketing strategies	Unit 6: Access in Business	Lesson 4
(B) define each component of the marketing mix	Unit 6: Access in Business	Lesson 4
(C) identify examples of an effective marketing mix	Unit 6: Access in Business	Lesson 4
(D) create an effective marketing mix for a product or service	Unit 6: Access in Business	Lesson 4
(E) explain the role of participation as a key element of marketing	Unit 6: Access in Business	Lesson 4
(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	Unit 6: Access in Business	Lesson 2
(B) determine individual talents, abilities, and skills	Unit 6: Access in Business	Lesson 2
(C) develop an individual career plan	Unit 6: Access in Business	Lesson 2