

eDynamic Learning Course Title: PowerPoint

State: TX

State Course Title: Principles of Business, Marketing & Finance

State Course Code: 130.132

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 4: Growing Pains	Lessons 1, 5
(B) demonstrate collaboration skills through teamwork;	Unit 8: Making IT	Lesson 3
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Unit 8: Making IT	Lessons 2, 3
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Unit 8: Making IT	Lesson 3
(E) comply with all applicable rules, laws, and regulations;	Unit 7: The Final Product	Lesson 4
(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 7: The Final Product	Lesson 1
(2) The student describes the characteristics of business.		
(A) explain the principles of supply and demand;	Unit 3: Chart Your Future	Lessons 1-4
(B) differentiate between goods and services;	Unit 5: The AV Club	Lesson 1
(C) identify the types of business;	Unit 4: Growing Pains	Lesson 1
(D) compare the different forms of ownership;	Unit 4: Growing Pains	Lesson 1
(E) examine the organizational structure and functions of business;	Unit 4: Growing Pains	Lesson 1
(F) interpret the nature of balance sheets and income statements;	Unit 3: Chart Your Future	Lesson 4

(G) identify business cycles.	Unit 3: Chart Your Future	Lesson 4
(3) The student defines ethics in business.		
(A) distinguish between ethical and unethical business practices;	Unit 4: Growing Pains	Lesson 1
(B) contrast ethical, moral, and legal choices that relate to the decision-making process in business situations	Unit 4: Growing Pains	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;	Unit 4: Growing Pains	Lesson 1
(B) summarize the characteristics of the private enterprise system;	Unit 4: Growing Pains	Lesson 1
(C) identify factors affecting business profits, revenues, and expenses.	Unit 3: Chart Your Future	Lessons 1-4
(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;	Unit 4: Growing Pains	Lesson 1
(B) compare domestic and world trade;	Unit 4: Growing Pains	Lesson 1
(C) explain the impact of imports and exports on the U.S. economy.	Unit 4: Growing Pains	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;	Unit 4: Growing Pains	Lesson 1
(B) describe types of activities performed by governments in business;	Unit 4: Growing Pains	Lesson 1
(C) ascertain the role of the legal system in business;	Unit 4: Growing Pains	Lesson 1
(D) explain the role of organized labor in society	Unit 4: Growing Pains	Lesson 1
(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 8: Making IT	Lesson 1
(B) define business and industry terms such as producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses;	Unit 4: Growing Pains	Lesson 1
(C) identify types of retailers;	Unit 4: Growing Pains	Lesson 1
(D) explain the role of retailers in a private enterprise system;	Unit 4: Growing Pains	Lesson 1
(E) identify examples of wholesalers;	Unit 4: Growing Pains	Lesson 1

(F) describe the role of wholesalers in a private enterprise system	Unit 4: Growing Pains	Lesson 1
(8) The student analyzes cost and profit relationships in finance.		
(A) explain the concept of productivity;	Unit 4: Growing Pains	Lessons 1, 2
(B) analyze the impact of specialization and division of labor on productivity;	Unit 4: Growing Pains	Lessons 1, 2
(C) explain the concept of organized labor and business.	Unit 4: Growing Pains	Lessons 1, 2
(9) The student understands the fundamental principles of money.		
(A) evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer;	Unit 3: Chart Your Future	Lessons 1-4
(B) identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes;	Unit 3: Chart Your Future	Lessons 1-4
(C) list functions of money such as medium of exchange, unit of measure, and store of value;	Unit 3: Chart Your Future	Lessons 1-4
(D) summarize the purposes and importance of credit;	Unit 3: Chart Your Future	Lessons 1-4
(E) explain legal responsibilities associated with financial exchanges.	Unit 3: Chart Your Future	Lessons 1-4
(10) The student demonstrates an understanding of personal financial management.		
(A) explain the importance of providing accurate information;	Unit 3: Chart Your Future	Lessons 1-4
(B) calculate gross and net pay;	Unit 3: Chart Your Future	Lessons 1-4
(C) simulate opening and maintaining various types of bank accounts;	Unit 3: Chart Your Future	Lessons 1-4
(D) reconcile bank statements;	Unit 3: Chart Your Future	Lessons 1-4
(E) compare the advantages and disadvantages of different types of banking services;	Unit 3: Chart Your Future	Lessons 1-4
(F) examine investment growth by developing a personal investment plan;	Unit 3: Chart Your Future	Lessons 1-4
(G) prepare an individual income tax return.	Unit 3: Chart Your Future	Lessons 1-4
(11) The student explains the importance of marketing as well as the functions of marketing.		
(A) define marketing;	Unit 8: Making IT	Lesson 1
(B) understand how marketing is related to other functions of business;	Unit 8: Making IT	Lesson 1
(C) explain the marketing concept;	Unit 8: Making IT	Lesson 1
(D) describe marketing functions and its related activities.	Unit 8: Making IT	Lesson 1

(12) The student understands the scope of market identification.		
(A) explain the concept of market and market identification;	Unit 8: Making IT	Lesson 1
(B) identify market segments;	Unit 8: Making IT	Lesson 1
(C) explain the difference in market segmentation and mass marketing;	Unit 8: Making IT	Lesson 1
(D) define and explain the importance of target markets;	Unit 8: Making IT	Lesson 1
(E) identify a target market for a product or service using market segmentation	Unit 8: Making IT	Lesson 1
(13) The student understands the importance of an effective marketing mix.		
(A) explain the concept of marketing strategies;	Unit 8: Making IT	Lesson 1
(B) define each component of the marketing mix;	Unit 8: Making IT	Lesson 1
(C) identify examples of an effective marketing mix;	Unit 8: Making IT	Lesson 1
(D) create an effective marketing mix for a product or service;	Unit 8: Making IT	Lesson 1
(E) explain the role of participation as a key element of marketing.	Unit 8: Making IT	Lesson 1
(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 8: Making IT	Lesson 3
(B) determine individual talents, abilities, and skills;	Unit 8: Making IT	Lesson 3
(C) develop an individual career plan.	Unit 8: Making IT	Lesson 3