

**eDynamic Learning Course Title: Word**

**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
<b>(1) The student demonstrates professional standards/employability skills required by business and industry.</b>		
(A) communicate effectively with others using oral and written skills;	Unit 7: Editing 101	Lessons 1, 4
(B) demonstrate collaboration skills through teamwork;	Unit 7: Editing 101	Lessons 1, 4
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Unit 7: Editing 101	Lessons 1, 4
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Unit 8: Pulling it All Together in Word	Lab
(E) comply with all applicable rules, laws, and regulations;	Unit 8: Pulling it All Together in Word	Activity 2
(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 4: Working with Lists and Information Systems	Lesson 1
<b>(2) The student describes the characteristics of business.</b>		
(A) explain the principles of supply and demand;	Unit 4: Working with Lists and Information Systems	Lesson 1
(B) differentiate between goods and services;	Unit 4: Working with Lists and Information Systems	Lesson 1
(C) identify the types of business;	Unit 4: Working with Lists and Information Systems	Lesson 1

(D) compare the different forms of ownership;	Unit 4: Working with Lists and Information Systems	Lesson 1
(E) examine the organizational structure and functions of business;	Unit 4: Working with Lists and Information Systems	Lesson 1
(F) interpret the nature of balance sheets and income statements;	Unit 4: Working with Lists and Information Systems	Lesson 1
(G) identify business cycles.	Unit 4: Working with Lists and Information Systems	Lesson 1
<b>(3) The student defines ethics in business.</b>		
(A) distinguish between ethical and unethical business practices;	Unit 4: Working with Lists and Information Systems	Lesson 3
(B) contrast ethical, moral, and legal choices that relate to the decision-making process in business situations	Unit 4: Working with Lists and Information Systems	Lesson 3
<b>(4) The student differentiates between the types of economic systems with emphasis on the private enterprise system and the U.S. economy.</b>		
(A) compare and contrast the types of economic systems, including traditional, centrally planned, market, and mixed economies;	Unit 4: Working with Lists and Information Systems	Lesson 1
(B) summarize the characteristics of the private enterprise system;	Unit 4: Working with Lists and Information Systems	Lesson 1
(C) identify factors affecting business profits, revenues, and expenses.	Unit 4: Working with Lists and Information Systems	Lesson 1
<b>(5) The student relates to the impact of international business on the U.S. economy.</b>		
(A) explain the role of business in a global society;	Unit 4: Working with Lists and Information Systems	Lesson 1
(B) compare domestic and world trade;	Unit 4: Working with Lists and Information Systems	Lesson 1
(C) explain the impact of imports and exports on the U.S. economy.	Unit 4: Working with Lists and Information Systems	Lesson 1
<b>(6) The student identifies the role and impact of government, the legal system, and organized labor in business.</b>		

(A) differentiate among the roles of government in business;	Unit 4: Working with Lists and Information Systems	Lesson 1
(B) describe types of activities performed by governments in business;	Unit 4: Working with Lists and Information Systems	Lesson 1
(C) ascertain the role of the legal system in business;	Unit 4: Working with Lists and Information Systems	Lesson 1
(D) explain the role of organized labor in society	Unit 4: Working with Lists and Information Systems	Lesson 1
<b>(7) The student classifies types of businesses that market goods and services.</b>		
(A) explain the importance of different marketing strategies for goods versus services;	Unit 4: Working with Lists and Information Systems	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: Working with Lists and Information Systems	Lesson 1
(C) identify types of retailers;	Unit 4: Working with Lists and Information Systems	Lesson 1
(D) explain the role of retailers in a private enterprise system;	Unit 4: Working with Lists and Information Systems	Lesson 1
(E) identify examples of wholesalers;	Unit 4: Working with Lists and Information Systems	Lesson 1
(F) describe the role of wholesalers in a private enterprise system	Unit 4: Working with Lists and Information Systems	Lesson 1
<b>(8) The student analyzes cost and profit relationships in finance.</b>		
(A) explain the concept of productivity;	Unit 4: Working with Lists and Information Systems	Lesson 1
(B) analyze the impact of specialization and division of labor on productivity;	Unit 4: Working with Lists and Information Systems	Lesson 1
(C) explain the concept of organized labor and business.	Unit 4: Working with Lists and Information Systems	Lesson 1
<b>(9) The student understands the fundamental principles of money.</b>		

(A) evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer;	Unit 4: Working with Lists and Information Systems	Lesson 1
(B) identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes;	Unit 4: Working with Lists and Information Systems	Lesson 1
(C) list functions of money such as medium of exchange, unit of measure, and store of value;	Unit 4: Working with Lists and Information Systems	Lesson 1
(D) summarize the purposes and importance of credit;	Unit 4: Working with Lists and Information Systems	Lesson 1
(E) explain legal responsibilities associated with financial exchanges.	Unit 4: Working with Lists and Information Systems	Lesson 1
<b>(10) The student demonstrates an understanding of personal financial management.</b>		
(A) explain the importance of providing accurate information;	Unit 3: Tables that Talk	Lessons 1-3
(B) calculate gross and net pay;	Unit 3: Tables that Talk	Lessons 1-3
(C) simulate opening and maintaining various types of bank accounts;	Unit 3: Tables that Talk	Lessons 1-3
(D) reconcile bank statements;	Unit 3: Tables that Talk	Lessons 1-3
(E) compare the advantages and disadvantages of different types of banking services;	Unit 3: Tables that Talk	Lessons 1-3
(F) examine investment growth by developing a personal investment plan;	Unit 3: Tables that Talk	Lessons 1-3
(G) prepare an individual income tax return.	Unit 3: Tables that Talk	Lessons 1-3
<b>(11) The student explains the importance of marketing as well as the functions of marketing.</b>		
(A) define marketing;	Unit 1: The Word is Your Oyster	Lesson 1
(B) understand how marketing is related to other functions of business;	Unit 1: The Word is Your Oyster	Lesson 1
(C) explain the marketing concept;	Unit 1: The Word is Your Oyster	Lesson 1
(D) describe marketing functions and its related activities.	Unit 1: The Word is Your Oyster	Lesson 1
<b>(12) The student understands the scope of market identification.</b>		
(A) explain the concept of market and market identification;	Unit 1: The Word is Your Oyster	Lesson 1
(B) identify market segments;	Unit 1: The Word is Your Oyster	Lesson 1

(C) explain the difference in market segmentation and mass marketing;	Unit 1: The Word is Your Oyster	Lesson 1
(D) define and explain the importance of target markets;	Unit 1: The Word is Your Oyster	Lesson 1
(E) identify a target market for a product or service using market segmentation	Unit 1: The Word is Your Oyster	Lesson 1
<b>(13) The student understands the importance of an effective marketing mix.</b>		
(A) explain the concept of marketing strategies;	Unit 1: The Word is Your Oyster	Lesson 1
(B) define each component of the marketing mix;	Unit 1: The Word is Your Oyster	Lesson 1
(C) identify examples of an effective marketing mix;	Unit 1: The Word is Your Oyster	Lesson 1
(D) create an effective marketing mix for a product or service;	Unit 1: The Word is Your Oyster	Lesson 1
(E) explain the role of participation as a key element of marketing.	Unit 1: The Word is Your Oyster	Lesson 1
<b>(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.</b>		
(A) analyze individual goals and interests;	Unit 8: Pulling it All Together in Word	Lesson 4
(B) determine individual talents, abilities, and skills;	Unit 8: Pulling it All Together in Word	Lesson 4
(C) develop an individual career plan.	Unit 8: Pulling it All Together in Word	Lesson 4