

FUNDAMENTALS OF BUSINESS, MARKETING, AND FINANCE
COURSE CODE: 5090

COURSE DESCRIPTION: Fundamentals of Business, Marketing, and Finance is designed to encourage students to pursue successful careers as an entrepreneur in business, marketing, and finance. Students will gain a basic understanding of business concepts including international business, business management and operations, financial planning, accounting fundamentals, risk management, marketing communications, and social responsibility and business ethics. This course will increase students' knowledge and skills that are utilized within business as it relates to a global society.

OBJECTIVE: Given the necessary equipment, supplies, and facilities, the student will be able to successfully complete all of the following standards for a course granting one unit of credit.

RECOMMENDED GRADE LEVEL: 9, 10

COURSE CREDIT: 1 unit (120 hours)

PREREQUISITE: None

COMPUTER REQUIREMENT: One computer per student and Internet accessibility

RESOURCES: [State-Adopted Instructional Materials/Resources](#)

A. SAFETY

Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their

role. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate creativity and innovation.
2. Demonstrate critical thinking and problem-solving skills.
3. Demonstrate initiative and self-direction.
4. Demonstrate integrity.
5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.
7. Demonstrate listening and speaking skills.
8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.
10. Demonstrate teamwork.

E. PROFESSIONAL KNOWLEDGE

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate global or “big picture” thinking.
2. Demonstrate career and life management skills and goal-making.
3. Demonstrate continuous learning and adaptability skills to changing job requirements.
4. Demonstrate time and resource management skills.
5. Demonstrates information literacy skills.
6. Demonstrates information security skills.
7. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

F. ECONOMIC FUNDAMENTALS

Proficient business professionals demonstrate knowledge of economic fundamentals. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1. Define economic terms (e.g., GDP, productivity, government spending cap, business cycle, balance of trade, tariffs, protectionism, profit motive).
2. Summarize the characteristics of a free enterprise economy.
3. Interpret the economic role played by business in satisfying customer needs and wants in a free enterprise system.
4. Explain the economic responsibilities of citizenship in a free enterprise system (protectionism, globalism, out sourcing).
5. Distinguish between economic systems around the world and their effect on how businesses operate in the United States.
6. Differentiate among the principles of supply, demand, and equilibrium associated with setting prices in a free enterprise system.
7. Compare and contrast business cycles and their impact on the economy.
8. Analyze the positive and negative impacts of government spending on the economy.

G. BUSINESS MANAGEMENT AND OPERATIONS

Proficient business professionals demonstrate knowledge of the role of management within an organization in the business environment. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1. Define business management and operations terms (e.g, peak efficiency, continuous improvement, best practices).
2. Describe common types of business operations (e.g., logistics, scheduling, facilities management)
3. Evaluate the five primary management functions, i.e., planning, organizing, staffing, leading, and controlling.
4. List the responsibilities involved at the different levels of management.
5. Compare characteristics of effective leaders.
6. Distinguish between various effective leadership styles.
7. Explain the five functions of business: accounting, finance, production, marketing, and management.
8. Compare and contrast different structures of organizational charts.
9. Analyze the impact of technology on business operations.

H. INTERNATIONAL BUSINESS

Proficient business professionals demonstrate an understanding of international business and the role it plays in the global environment. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1. Identify international business terms, e.g., tariff, import, export, exchange rate, balance of trade).
2. Analyze the impact of geography, culture, and the political economy on global business relations.
3. Discuss how the United States has impacted international trade throughout history.
4. Research the impact of international business activities on the local, state, and national economies.
5. Analyze the role of multinational organizations and their impact on global economies.
6. Describe the impact of electronic communication tools (e.g., internet, video conferencing, webcasts, and email) on global business activities.

I. ENTREPRENEURSHIP

Proficient business professionals demonstrate knowledge of entrepreneurship and its role in the business environment. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Identify the various forms of business ownership.
2. Analyze the advantages and disadvantages of business ownership.
3. Analyze business types (e.g., retail, service, wholesale, and manufacturing).
4. Determine major causes of business failure.
5. Describe e-commerce and how it promotes business opportunities (e.g., social media, blogs, click-and-mortar)

J. FINANCIAL PLANNING

Proficient business professionals demonstrate establishing and attaining effective goals. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Define SMART goals and demonstrate how SMART is used to develop effective financial planning.
2. Plan and create a budget.
3. Analyze types and purposes of retirement plans
4. Demonstrate procedures for managing financial accounts, e.g., debit/credit cards, savings and checking accounts.
5. Compare and contrast various sources of credit.
6. Assess the advantages and disadvantages of credit usage.

7. Describe how a good credit record can be established and maintained.
8. Explain how businesses use credit.

K. ACCOUNTING FUNDAMENTALS

Proficient business professionals demonstrate basic accounting knowledge. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Define accounting terms (e.g., debit, credit, assets, liabilities, ledgers, accounting equation, equity, revenue, expenses).
2. Describe the key steps in the accounting cycle.
3. Identify and demonstrate transactions used in the double-entry accounting system.
4. Analyze major financial statements, their purpose, and components.
5. Demonstrate knowledge of various software used in accounting.

L. RISK MANAGEMENT (INSURANCE)

Proficient business professionals know the different types of insurance used in the business environment. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Identify the various types of insurance (home, life, medical, automobile, liability, disability, etc.).
2. Analyze various types of risks businesses face and appropriate strategies for dealing with them.
3. Evaluate how the economy affects the insurance industry.
4. Differentiate sources of risk, e.g., human, economic, and natural.
5. Analyze the techniques of risk management (e.g., risk transfer, risk avoidance, and risk retention).
6. Develop strategies that minimize business losses due to natural disaster, cyber security, theft, regulatory changes, lawsuits, etc.

M. MARKETING FUNDAMENTALS

Proficient business professionals understand the role of marketing and how it is used in the business environment. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Define marketing terms (e.g., marketing, advertising, marketing mix, consumers, target market, merchandising).
2. Explain the components of the marketing mix.

3. Identify the functions of marketing.
4. Analyze the political, legal, and regulatory forces in the marketing environment.
5. Evaluate various marketing plans and their components.
6. Analyze the impact of branding and promotion used in marketing.

N. MERCHANDISING FUNDAMENTALS

Proficient business professionals understand the role of merchandising and how it is used in the business environment. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Define merchandising and other related terms.
2. Explain the concept of product mix.
3. Demonstrate an understanding of the buying process.
4. Analyze the impact of trends on merchandising.

O. SOCIAL RESPONSIBILITY AND BUSINESS ETHICS

Proficient business professionals understand the importance of social responsibility and the use of business ethics. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Discuss workplace issues that either enhance or detract from employee and company wellbeing (e.g., job safety, diversity, hiring practices).
2. Analyze the purpose of the mission statement and statement of social responsibility.
3. Analyze how conflict of interest impacts the business environment.
4. Differentiate business ethics and personal ethics.

P. CAREER PLANNING AND DEVELOPMENT

Proficient business professionals demonstrate how to prepare to enter the business workplace. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

1. Evaluate career opportunities within the Business, Marketing, and Finance clusters.
2. Develop and demonstrate career planning skills to include writing a resume, researching career opportunities, completing a job application, preparing for an interview, dressing appropriately, etc.

3. Demonstrate proficient business communication skills using appropriate technology.
4. Incorporate appropriate business math skills, as needed.

[Additional Course Materials and Resources](#)

[Course Academic Standards and Indicators](#)