

Principles of Business, Marketing, & Finance

At-A-Glance - Lamar CISD

Ongoing Skills Imbedded All Year	Professional Standards/Employability Skills/Technical Skills		
	1(A) The student will communicate effectively with others using oral and written skills. 1(B) The student will demonstrate collaboration skills through teamwork. 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. 1(E) The student will comply with all applicable rules, laws, and regulations. 1(F) The student will demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant.		
Grading Period	Unit Name	Estimated Time Frame	TEKS
Grading Period 1 29 Days	Orientation/Technology Skills	16 Days	1A
	1(A) The student will communicate effectively with others using oral and written skills. (*Typing) AES: Digital Citizenship Unit 1 - Lessons 1 and 2; Digital Citizenship Unit 2 – Lessons 1, 2 and 3; Digital Citizenship Unit 3 – Lessons 1 and 2; Keyboarding Unit 1 – Lessons 1-9 ICEV: Additional Resources: typing.com, sense-lang.org and typingclub.com		
	Microsoft Office 365 Word	8 Days	1A
	1(A) The student will communicate effectively with others using oral and written skills. (*Microsoft Word) AES: Word 1 Essentials Unit 1-2; Word 2 Fundamentals Unit 1 AES Supplemental Assignments: Word 1 Essentials Who's Who Getting an Autograph activity		
	Intro to Economics	5 Days	2G, 4C, 9C, 12A
2(G) The student will identify business cycles. 4(C) The student will identify factors affecting a business' profits, revenues, and expenses. 9(C) The student will list functions of money such as medium of exchange, unit of measure, and store of value. 12(A) The student will explain the concept of market and market identification. AES: Economics Unit 1 - Lessons 1, 2 and 3 ICEV:			
Grading Period 2 27 Days	Economics - Supply & Demand	7 Days	2A
	2(A) The student will explain the principles of supply and demand. AES: Economics Unit 2 - Lessons 1, 2, 3 and 4 ICEV:		
	Economics - Economic Systems	5 Days	4A, 4B, 6D
	4(A) The student will compare and contrast the types of economic systems, including traditional, centrally planned, market, and mixed economies. 4(B) The student will summarize the characteristics of the private enterprise system. 6(D) The student will explain the role of organized labor in society. AES: Economics Unit 3 - Lessons 1, 2 and 3 ICEV:		
	Economics – Productivity	2 Days	8A, 8B, 8C
	8(A) The student will explain the concept of productivity. 8(B) The student will analyze the impact of specialization and division of labor on productivity. 8(C) The student will explain the concept of organized labor and business. AES: Economics Unit 3 - Lesson 4 ICEV:		
Business Law - Business Regulations	6 Days	3A, 3B	
3(A) The student will distinguish between ethical and unethical business practices. 3(B) The student will contrast ethical, moral, and legal choices that relate to the decision-making process in business situations. AES: Business Law Unit 1 - Lessons 1, 2 and 3 ICEV:			

	Business Law - Government	7 Days	6A, 6B, 6C
	6(A) The student will differentiate among the roles of government in business. 6(B) The student will describe types of activities performed by governments in business. 6(C) The student will ascertain the role of the legal system in business. AES: Business Law Unit 2 – Lessons 1 and 2; Business Law Unit 3 – Lessons 1 and 3 ICEV:		
Grading Period 3 28 Day	International Business - Trade	8 Days	2B, 5A, 5B, 5C
	2(B) The student will differentiate between goods and services. 5(A) The student will explain the role of business in a global society. 5(B) The student will compare domestic and world trade. 5(C) The student will explain the impact of imports and exports on the U.S. economy. AES: International Business Unit 1 - Lessons 1, 2, 3 and 4 ICEV:		
	International Business	10 Days	2C, 2D, 2E, 9B
	2(C) The student will identify the types of business. 2(D) The student will compare the different forms of ownership. 2(E) The student will examine the organizational structure and functions of business. 9(B) The student will identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes. AES: International Business Unit 3 - Lessons 1 and 4 AES Supplemental Assignments: International Business Unit 2 – Lessons 1 and 2; International Business Unit 3 – Lessons 2 and 3; Successful International Businesses ICEV:		
	Global Project	10 Days	5A
5(A) The student will explain the role of business in a global society. AES: International Business Unit 4 - Lessons 1, 2, 3 and 4 ICEV:			
Grading Period 4 31 Days	Function of Marketing - Product Planning	6 Days	2B, 7B, 11B, 12E
	2(B) The student will differentiate between goods and services. 7(B) The student will define the terms producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses. 11(B) The student will understand how marketing is related to other functions of business. 12(E) The student will identify a target market for a product or service using market segmentation. AES: Marketing Unit 1 – Lessons 1 and 2 ICEV:		
	Principles of Marketing - Effective Marketing Mix	7 Days	11A, 11C, 11D, 12A, 12B, 12D, 12E, 13A, 13B, 13C, 13D, 13E
11(A) The student will define marketing. 11(C) The student will explain the marketing concept. 11(D) The student will describe marketing functions and its related activities. 12(A) The student will explain the concept of market and market identification. 12(B) The student will identify market segments. 12(D) The student will define and explain the importance of target markets. 12(E) The student will identify a target market for a product or service using market segmentation. 13(A) The student will explain the concept of marketing strategies. 13(B) The student will define each component of the marketing mix. 13(C) The student will identify examples of an effective marketing mix. 13(D) The student will create an effective marketing mix for a product or service. 13(E) The student will explain the role of participation as a key element of marketing. AES: Marketing Unit 2 – Lessons 1, 2 and 3 ICEV:			

	Marketing Segmentation – Price, Promotion and Distribution	7 Days	7A, 7B, 7C, 7D, 7E, 7F, 12C
	<p>7(A) The student will explain the importance of different marketing strategies for goods versus services. 7(B) The student will define the terms producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses. 7(C) The student will identify types of retailers. 7(D) The student will explain the role of retailers in a private enterprise system. 7(E) The student will identify examples of wholesalers. 7(F) The student will describe the role of wholesalers in a private enterprise system. 12(C) The student will explain the difference in market segmentation and mass marketing. AES: Marketing Unit 3 – Lessons 1, 2 and 3 AES Supplemental Assignments: Logo Identification ICEV: Additional Resources: Check Kahoot for other logo identification activities</p>		
	Marketing Project	11 Days	12E, 13D, 13E
	<p>12(E) The student will identify a target market for a product or service using market segmentation. 13(D) The student will create an effective marketing mix for a product or service. 13(E) The student will explain the role of participation as a key element of marketing. AES: Juice Box Project Marketing Unit 5 – Lessons 1, 2 and 3 or IMAX Theater Project Marketing Project Unit 1 – Lessons 1, 2, 3, 4 and 5 ICEV:</p>		
Grading Period 5 30 Days	Introduction to Accounting	10 Days	2C, 2D, 2E, 2F
	<p>2(C) The student will identify the types of business. 2(D) The student will compare the different forms of ownership. 2(E) The student will examine the organizational structure and functions of business. 2(F) The student will interpret the nature of balance sheets and income statements. AES: Accounting Unit 1 – Lessons 1 and 2; Accounting Unit 2 – Lessons 1, 2, 3 and 4 AES Supplemental Assignments: Accounting Unit 3 – Lesson 1; Accounting Unit 4 Accounting Project – Lessons 1, 2, 3, 4 & 5; Accounting Terms ICEV:</p>		
	Banking & Financial Services	9 Days	9A, 9B, 9C, 9D, 9E, 10A, 10C, 10E, 10F
	<p>9(A) The student will evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer. 9(B) The student will identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes. 9(C) The student will list functions of money such as medium of exchange, unit of measure, and store of value. 9(D) The student will summarize the purposes and importance of credit. 9(E) The student will explain legal responsibilities associated with financial exchanges. 10(A) The student will explain the importance of providing accurate information. 10(C) The student will simulate opening and maintaining various types of bank accounts. 10(E) The student will compare the advantages and disadvantages of different types of banking services. 10(F) The student will examine investment growth by developing a personal investment plan. AES: Banking and Finance Unit 1 – Lessons 1, 2 & 3; Banking and Finance Unit 2 – Lessons 1, 2 and 3 AES Supplemental Assignments: Banking in Your Area; Choosing a Credit Card ICEV:</p>		
	Personal Financial Literacy	9 Days	9A, 9D, 10A, 10B, 10C, 10D, 10E, 10F
	<p>9(A) The student will evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer. 9(D) The student will summarize the purposes and importance of credit 10(A) The student will explain the importance of providing accurate information. 10(B) The student will calculate gross and net pay. 10(C) The student will simulate opening and maintaining various types of bank accounts. 10(D) The student will reconcile bank statements. 10(E) The student will compare the advantages and disadvantages of different types of banking services. 10(F) The student will examine investment growth by developing a personal investment plan. AES: Personal Financial Literacy Unit 1 – Lessons 1 and 2; Personal Financial Literacy Unit 2 – Lessons 1, 2, 3 and 4; Personal Financial Literacy Unit 3 – Lessons 1 and 2 AES Supplemental Assignments: Determine Living Costs; Budgeting ICEV:</p>		

	Individual Income Taxes	2 Days	10G
10(G) The student will prepare an individual income tax return. AES: N/A ICEV: Additional Resources: https://apps.irs.gov/app/understandingTaxes/teacher/index.jsp https://diyhomeschooler.com/activity-preparing-a-1040-income-tax-form/			
Grading Period 6 27 Days	Career Development	27 Days	14A, 14B, 14C
14(A) The student will analyze individual goals and interests. 14(B) The student will determine individual talents, abilities, and skills. 14(C) The student will develop an individual career plan. AES: Career Development Unit 1 – Lessons 1, 2, 3, 4, 5 and 6; Career Development Unit 2 – Lessons 1, 2, 3, 4 and 5 AES Supplemental Assignments: Career Choices; Job Seeking Skills Unit 1 – 3 (Finding Work, Applications, Resumes, and Interviews); Entrepreneurship Unit 1 and Unit 3 ICEV: Additional Resources: Free Holland Code Test - https://www.truity.com/test/holland-code-career-test			

Additional AES Module Resources for Business:

Office 365

- Excel 1: Essentials
- Excel 2: Fundamentals
- PowerPoint 1: Essentials
- PowerPoint 2: Fundamentals
- PowerPoint Skills Project

Business Fundamentals

- Professionalism
- Customer Service
- Management

Career Readiness

- Business Communication
- Email and Electronic Calendars