

CFISD Principles of Business, Marketing & Finance

Scope and Sequence

Course Description:

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. The engaging learning activities and simulations in this course provide the foundation for more advanced courses in the business, marketing, and finance clusters. (1 credit)

- Grades 8 thru 10
- Lab supplies or fee may be required.

[TEKS](#)

Cluster: Business, Marketing, Finance

Endorsement: Business & Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area): N

Industry Certification/Credentials: N/A

Instructional Units	Pacing
1 st Semester Chapter 1 – Introduction to Business and Economics Chapter 2 – Economic Activity Chapter 3 – Business Law and Ethics Chapter 4 – Business in the Free Enterprise Chapter 5 – Business in a Global Economy Chapter 6 – Entrepreneurship Chapter 7 – Business, Organization, Management, and Leadership Chapter 8 - Production of Goods Chapter 11 – Product, Price, and Place	1 st grading pd. 2 nd grading pd
2 nd Semester Chapter 10 – Marketing Chapter 12 - Promotion Food Truck Project Marketing Project Chapter 9 – Human Resources Chapter 21- Careers Chapter 16 – Credit Chapter 17- Financial Management Chapter 18 – Income and Taxes Chapter 19 – Banking and Investing Chapter 20 – Insurance/Risk Management	3 rd grading pd. 4 th grading pd

Primary Instructional Materials:

Principles of Business, Marketing & Finance by Dansby, Gassen & Clark. Publisher: Goodheart-Wilcox 2017. 978-1-63126-455-