

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 9 and 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
1st Semester Chapter 1 – Economic Decisions and Systems Chapter 2 – Economic Activity Chapter 3 – Business in the Global Economy Chapter 4 – Social Responsibility of Business and Government Chapter 5 – Business Organization Chapter 6 – Entrepreneurship and Small Business Management Chapter 7 – Management and Leadership Chapter 11 – Business and Technology	1 st grading pd 2 nd grading pd
2nd Semester Chapter 10 – Marketing Chapter 8 – Human Resources, Culture, and Diversity Chapter 9 – Career Planning and Development Chapter 12 – Financial Management Chapter 15 – Consumers in the Global Economy Chapter 16 – Money Management and Financial Planning Chapter 17 – Banking and Financial Services Chapter 18 – Consumer Credit Chapter 19 – Savings and Investment Strategies Chapter 20 – Insurance/Risk management (also includes chapter 14)	3 rd grading pd 4 th grading pd

Primary Instructional Materials:

Principles of Business by Dlabay, Burrow & Kleindl. Publisher: South-Western/Cengage 2012. 978-111-1-426941