

PRINCIPLES OF BUSINESS

Essential Curriculum—Course Overview

Total Hours: 125

UNIT 1: BUSINESS IN THE GLOBAL ECONOMIC ENVIRONMENT

Hours: 19

Topic: **01 - Economic Decisions and Systems** (4 hours)

Goal: The student will be able distinguish between needs and wants, explain economic systems and choices, and describe the concept of supply and demand.

Objectives: The student will:

- Explain the difference between needs and wants.
- Distinguish between good and services
- Describe the types of economic resources
- Identify the basic economic problems
- Explain the steps in the decision-making process
- Identify the three economic questions
- Differentiate among the main types of economic systems
- Describe the economic system of the United States

Topic: **02 - Economic Activities** (3 hours)

Goal: The student will be able to measure economic activity, explain how and why economic conditions change, and describe other measures of business activity.

Objectives: The student will:

- Define gross domestic product
- Describe economic measures of labor
- Identify economic indicators for consumer spending
- Describe the four phases of the business cycle
- Explain causes of inflation and deflation
- Identify the importance of interest rates.
- Discuss investment activities that promote economic growth
- Explain borrowing activities by government, business, and consumers.
- Describe future concerns of economic growth.

Topic: **03 - Business in the Global Economy (6 hours)**

Goal: The student will be able to define international business basics, describe the global marketing place, and identify international business organizations.

Objectives: The student will:

- Describe importing and exporting activities.
- Compare balance of trade and balance of payments
- List factors that affect the value of global currencies
- Describe the components of the international business environment
- Identify examples of formal trade barriers
- Explain actions to encourage international trade
- Discuss activities of multinational organizations
- Explain common international business entry modes
- Describe activities of international trade organizations and agencies.

Topic: **04 - Social Responsibility of Business and Government (6 hours)**

Goal: The student will be able to identify the laws, government and business activities related to social responsibility.

Objectives: The student will:

- Describe social responsibility issues
- Identify benefits and costs of social responsibility
- Explain the purpose of a code of ethics.
- Identify the roles and levels of government
- Explain government protection activities
- Describe types of intellectual property
- Explain actions by government to regulate business
- Discuss efforts of government to assist businesses.
- Identify methods used by government to raise money.

UNIT 2: BUSINESS ORGANIZATION AND MANAGEMENT

Hours: 31

Topic: 05 - Business Organization (7 hours)

Goal: The student will be able to explain the role of a business in the US economy, describe forms of business ownership, and identify advantages and disadvantage of various organizational structures in business.

Objectives: The student will:

- Describe the changing status of U.S. employment.
- Discuss the role of business in the U.S. economy
- Describe three major types of business.
- Identify three major forms of business ownership
- Determine when each form of business ownership is most appropriate
- Recognize other specialized business ownership forms
- Describe important principles in designing an effective organization
- Compare alternative organizational structures for business.

Topic: 06 - Entrepreneurship and Small Business Management (10 hours)

Goal: The student will be able to identify the characteristics of entrepreneurs, describe small business basics and identify the start up activities for a small business.

Objectives: The student will:

- Identify characteristics of successful entrepreneurs
- Recognize the importance of entrepreneurship in the economy
- Describe opportunities and risks of entrepreneurship
- Identify important characteristics of small businesses
- Recognize the competitive advantages of small businesses.
- Identify problems faced by many small businesses.
- Recognize important factors to be considered when starting a business
- Describe the elements of a business plan
- Identify types and resources of financing for a small business.

Topic: 07 - Management and Leadership (5 hours)

Goal: The student will be able to describe the functions, levels and styles of management and leadership; and discuss issues related to ethical management.

Objectives: The student will:

- Define the five functions of management
- Describe the levels of management in business

- Discuss when to use the two management styles
- Describe the need for leadership skills and the characteristics of an effective leader
- Identify the human relations skills needed by managers and leaders
- Recognize four types of leadership influence
- Justify the need for ethical management
- Identify the role of leaders in increasing ethical behavior.

Topic: **08 - Human Resources, Culture, and Diversity (6 hours)**

Goal: The student will be able to explore the basics of human resource management and analyze the issues in organizational and workforce diversity.

Objectives: The student will:

- Describe the nature of today's workforce.
- Identify important goals and activities of human resources
- Identify important planning and staffing activities
- Describe compensation and benefits plans
- Recognize the goals of performance management.
- Recognize factors that contribute to an effective organizational culture.
- Describe the benefits of diversity to an organization, individuals and society.

Topic: **09 - Career Planning and Development (3 hours)**

Goal: The student will be able to explore career opportunities, plan for future careers, and model the process of applying for and securing a job.

Objectives: The student will:

- Describe the steps in the career planning process.
- Identify the main sources of career information
- Discuss career fields with the most growth potential
- Describe factors of a personal assessment for career planning
- Discuss methods for obtaining career experience
- Identify information sources for available jobs
- Prepare an application form and a resume
- Identify the parts of an application cover letter
- Discuss the online application process
- Describe activities involved in the interview process
- Compare factors to consider when accepting a job offer
- Identify attitudes and actions for success on the job.

UNIT 3: BUSINESS OPERATIONS AND TECHNOLOGY

Hours: 20

Topic: 10 - Marketing (5 hours)

Goal: The student will be able to describe the four areas of marketing strategies and marketing life cycle.

Objectives: The student will:

- Define important marketing concepts
- Identify the steps in a marketing strategy
- Describe the consumer decision-making process.
- Justify the importance of marketing research
- Identify the components of a product
- Describe how services differ from products
- Discuss how the selling price of a product is calculated
- Differentiate between a direct and indirect channel of distribution
- Justify the importance of communication in marketing
- Identify and describe the common types of promotion

Topic: 11 - Business and Technology (5 hours)

Goal: The student will be able to describe computer systems, discuss applications of technology in a business setting, and identify current technology issues.

Objectives: The student will:

- Identify the main elements of a computer system
- Describe input devices and processing activities
- Explain computer storage media and output types
- Describe the components of a management information system (MIS)
- Identify computer applications in service industries
- Discuss e-commerce activities
- Explain workplace uses of technology
- Identify home and personal application of technology
- Discuss social concerns related to technology.

Topic: 12 - Financial Management (3 hours)

Goal: The student will be able illustrate the financial planning process, analyze financial records and statements, describe payroll management, and define the process for financial decision making.

- Objectives:** The student will:
- Recognize important financial questions that must be answered in a business
 - List the steps in budget preparation
 - Describe three types of business budgets
 - Identify several types of financial records needed by businesses
 - Describe the difference between an income statement and a balance sheet
 - Describe the components of a business payroll system
 - Identify information included in payroll records and paychecks
 - Recognize important financial information managers use to make decisions
 - Identify the steps in making financial decisions in business

Topic: **13 - Production and Business Operations** (5 hours)

Goal: The student will be able to identify the types of production, illustrate the production-planning model, and explain the planning and managing of business operations.

- Objectives:** The student will:
- Describe the role of producers in the economy and the forms of production
 - Differentiate among the various types of manufacturing
 - Identify the activities involved in production planning
 - Describe how manufacturing is organized
 - Discuss the importance of effective business operations
 - Describe tools used to manage business operations

Topic: **14 - Risk Management** (2 hours)

Goal: The student will be able to explain risk management, distinguish between insurable and uninsurable risk.

- Objectives:** The student will:
- Identify the types of risks facing businesses
 - Describe ways that businesses can deal with risk
 - Recognize important insurance concepts
 - Describe several types of business insurance
 - Describe why some business risks are uninsurable
 - List the strategies a company can use to reduce the risks of doing business internationally.

UNIT 4: PERSONAL FINANCIAL MANAGEMENT

Hours: 45

Topic: 15 - Consumers in the Global Economy (2 hours)

Goal: The student will be able to explain good buying decision practices, and identify consumer's rights and responsibilities, and discuss consumer protection actions.

Objectives: The student will:

- Identify major sources of consumer information
- Explain wise buying actions
- Describe the main types of shopping locations
- Explain the consumer movement
- Explain seven consumer rights
- Describe consumer responsibilities
- List common consumer concerns
- Describe the steps of the consumer complaint process
- Explain legal actions available to assist consumers

Topic: 16 - Money Management and Financial Planning (2 hours)

Goal: The student will be able to describe personal financial statements, budgeting techniques and steps in the financial planning process.

Objectives: The student will:

- Explain the basics of money management
- Create a personal balance sheet
- Develop a personal cash flow statement
- Identify purpose of a budget
- Describe steps for preparing a budget
- Describe characteristics of successful budgeting
- Describe the financial planning process
- Explain actions fro implementing a financial plan
- Identify actions for reviewing a financial plan

Topic: 17 - Banking and Financial Services (7 hours)

Goal: The student will be able to identify banks and other financial institutions, summarize financial services and electronic banking, and identify checking and payment methods.

Objectives: The student will:

- Explain the purpose of the Federal Reserve System
- List the types of financial institutions
- Discuss factors for selecting a financial institution
- Identify the financial services used by consumers
- Explain types of checking accounts
- Describe electronic banking activities
- Describe three main types of endorsements
- Describe proper check writing procedures
- Explain the bank reconciliation process
- Identify other payment methods

Topic: 18 - Consumer Credit (3 hours)

Goal: The student will be able to describe credit fundamentals, analyze the cost of credit; complete credit applications and review credit documents, and recognize the rights of credit protections.

Objectives: The student will:

- Identify the types of consumer credit
- Describe the benefits of using credit
- Explain some disadvantages to using credit
- Calculate interest in consumer credit situations
- Explain finance charges when using credit
- Explain the credit application process
- Describe the activities of a credit bureau
- Discuss commonly used credit documents
- Identify credit application regulations
- Explain credit use regulations
- Discuss credit problems and available assistance

Topic: 19 - Personal Savings and Investment Strategies (21 hours)

Goal: The student will be able to create a savings and investment plan, compare and contrast stock investments, bonds and mutual funds, real estate investments and other investments.

Objectives: The student will:

- Explain the basics of saving and investing
- Identify types of savings and investments
- Discuss factors to consider when evaluating saving and investment alternatives
- Compare the two major types of stock
- Describe the activities involved with buying or selling stock
- Identify factors that affect the value of stock
- List types of government bonds
- Describe features of corporate bonds
- Describe various types of mutual funds
- Describe home buying activities
- Explain the benefits of home ownership
- Discuss types of commodity investments
- Explain the use of collectibles as an investment

Topic: 20 - Insurance (10 hours)

Goal: The student will be able to demonstrate an understanding of vehicle, property, health, and life insurance.

Objectives: The student will:

- Discuss motor vehicle risks
- Explain auto insurance coverage
- Identify factors that affect auto insurance costs
- Describe property insurance coverage
- Explain property insurance policy
- Identify factors that affect property insurance costs.
- Discuss the principles of life insurance
- Explain the types of life insurance
- Describe the process of buying life insurance
- Describe health insurance coverage
- Discuss health insurance provides
- Explain disability and long-term care insurance

UNIT 5: BUSINESS FINANCE

Hours: 10

Topic: 21 - Business Finance (Micro and Macro) (10 hours)

Goal: The student will be able to describe the importance of finance as it relates to businesses and how businesses manage their debt and equity capital.

- Objectives:** The student will:
- Describe the foundations of finance for a business which include—time value of money and capital markets
 - Describe what microfinance is
 - Describe how companies are valued
 - Define Debt and Equity for businesses
 - List and describe ways to manage business debt and equity.
 - Discuss shareholder value, financial engineering, mergers, acquisitions and de-mergers.
 - Describe IPO's and their procedures
 - Describe Macro-finance—bonds, stock markets, and currencies