

Principles of Business, Marketing, and Finance

Course Overview

This one-semester career and technical education (CTE) course is intended as a practical, hands-on guide to help you understand the world of business, with emphasis on key areas in marketing and finance.

The course is structured into lessons and course activities as follows:

- The first lesson introduces the student to the concept of the business firm—it's structure, rules of ownership, and key functions. It also discusses interrelationships between business and society, a theme that students will return to in greater detail later in this course when they study business law and ethics. The next lesson is about business strategy. A few well-known models of strategy, including Porter's Five Forces and the BCG Matrix, are discussed. Students also review some of the key financial statements of a business, such as the balance sheet and the income statement.
- The next three lessons deal with the economic environment—market structures, the law of supply and demand, business cycles, and key economic concepts such as utility and marginal cost. The last lesson in this group discusses global trade—its key drivers and constraints and its effects on a business firm and on the economy as a whole.
- The first course activity has tasks relating to some key features of financial statements, organizational structures, price determination mechanisms, market structures, and product pricing.
- The next lesson discusses scientific management, which is essential for planning and operations. Time and motion studies, models of production, and planning models like Critical Path Method (CPM) feature prominently in this lesson. This lesson looks at the effects of scale on operational costs
- The second course activity comprises tasks that deal with issues in global trade, including balance of payments and exchange rates. Students also explore various concepts in quality management and the role of international labor bodies such as the ILO.
- The next three lessons deal with the world of corporate and personal finance. Starting with essential concepts such as what is money and the *time value* of money, this group goes on to discuss financial exchanges, personal finance statements, financial goals (corporate and individual), tax liabilities, and income tax returns.
- The third course activity has students researching the history of money, the modern banking system (especially the role of the Fed), the role of various regulatory and governing bodies (for example, the SEC), criteria for choosing a financial services

provider, and the nature and structure of corporate taxation for various types of corporations.

- The next four lessons discuss marketing functions. Starting with the distribution value chain (including the functions of various intermediaries), students move on to sales techniques, visual merchandising, marketing communication, motivational theories of buying, and advertising effectiveness.
- The fourth course activity has tasks relating to distribution channels (including the Internet), and evaluation of advertising effectiveness across both traditional and new media. Student will create an integrated marketing communication strategy for a given firm and assess the impact of social media on corporate communication.
- The next two lessons discuss business law and ethics. Student will learn about legislation relating to business, especially in the twentieth century, and the government's role in law enforcement. They will examine the need for corporate social responsibility in the long-term interests of both business and society and study various stakeholder frameworks.
- The last lesson looks at career options in business management. Students will examine various functions and roles in business and the key skills required for each. They will create an individual career plan based on their interests and strengths,
- The last course activity has tasks that require students to research the evolution of labor laws, the role of government as a regulatory and law-making authority, and some important anti-trust cases and their successful resolution. In one of the tasks, students will research B-school rankings and the ranking criteria, which will help them make more informed career choices.

You will submit the Course Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with sample responses. Each lesson also has a multiple-choice mastery test. A multiple-choice end-of-semester test completes the course.

The Course Activities (submitted to the teacher) and the Lesson Activities (self-checked) are major components of this course. They will guide your learning as you work through this course. In particular, the last of the five activities will help you identify possible career paths and key skills required for a career in the world of business.

Course Goals

This course will help you meet the following goals:

- Learn about the structure and functions of various types of business firms
- Explore various financial goals, financial statements, and the role of business strategy.
- Understand key macroeconomic and microeconomic concepts.
- Learn about personal investment goals and planning.
- Learn about business functions such as distribution, sales, and advertising.
- Discuss business law and ethics.

Prerequisite Skills

Principles of Business, Marketing and Finance is a beginning class and does not have specific prerequisites. Nevertheless, these fundamental skills will be helpful:

- ability to do quick mental math
- general familiarity with the writing process
- ability to think imaginatively and an inherent interest in the economy and people

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations with word processing software, such as Microsoft Word, and with spreadsheet programs, such as Microsoft Excel.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

Principles of Business, Marketing and Finance is a 0.5-credit course.

Course Materials

- notebook
- presentation software
- computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Day	Activity / Objective	Type
1 day: 1	Course Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Orientation
3 days: 2-4	Business Basics <i>Describe the structures and roles of business firms in the US economy.</i>	Lesson

4 days: 5-8	Finance and Strategy <i>Describe how firms structure finances and decide market strategy.</i>	Lesson
3 days: 9-11	Fundamental Economics <i>Explain how fundamental economic concepts, such as scarce resources, value addition, economic activity, supply curves, and demand curves influence business decisions.</i>	Lesson
3 days: 12-14	Economic Systems <i>Discuss how enterprises operate within various market structures.</i>	Lesson
4 days: 15-18	Analyzing Financial Statements, Market and Organizational Structures	Course Activity
1 day: 19-19	Do We Need Government Intervention?	Course Discussion
1 day: 20-20	Game	Game
3 days: 21-23	International Business <i>Describe the working of, and influencing factors in, global trade.</i>	Lesson
3 days: 24-28	Management Science <i>Learn how scientific thinking can help make informed decisions in production, including decisions about costs and returns.</i>	Lesson
4 days: 29-32	International Trade	Course Activity
1 day: 33-33	Too Much Data?	Course Discussion
1 days: 34-34	Game	Game
3 days: 35-37	Defining Money <i>Discuss how money and its various forms work and contribute to the economy.</i>	Lesson
4 days: 38-41	Setting Goals in Personal Finance <i>Create a personal investment plan.</i>	Lesson
3 days: 42-45	Personal Financial Statements	Lesson

4 days: 46-49	Financial Regulation	Course Activity
1 day 50-50	Extending Loans	Course Discussion
1 day: 51-51	Game	Game
4 days: 52-55	The Distribution Value Chain <i>Describe the working of the distribution value chain.</i>	Lesson
5 days: 56-60	Sales and Merchandising <i>Describe selling techniques, visual merchandising, and events designed to influence consumer behavior.</i>	Lesson
4 days: 61-64	Marketing Communication <i>Explain the role of advertising within the marketing function.</i>	Lesson
4 days: 65-68	Advertising Effectiveness <i>Measure the effectiveness of an advertisement using various parameters.</i>	Course Activity
4 days: 69-72	Distribution and Advertising	Course Discussion
1 days: 73-73	Want, the Foundation of Marketing	Game
1 day: 74-74	Game	Game
3 days: 75-77	Business Law <i>Explain how the legal environment influences business decisions.</i>	Lesson
3 days: 78-80	Business Ethics <i>Explain how ethical decision-making benefits firms in the long run.</i>	Lesson
3 day: 81-83	Careers in Business Administration <i>Describe possible career paths in the world of business.</i>	Lesson
4 days 84-86	Business Law and Ethics	Course Activity
1 day: 87-87	To Conform or Not to Conform, is the Question	Course Discussion

1 day: 88-88	Game	Game
1 day: 89-89	Course Review	Course Review
1 day: 90-90	End of Course Assessment	Assessment