



CYSD Curriculum Adoption

2016-2017

Business Education



CYSD Business Education / High School

Content Area:

Grade/ Course: Strand:

CYSD Business Education

*High School (View All)

Key:

Content Area

Strand

Grade/ Course

Standard

Indicator

CYSD Business Education

Accounting I

High School

CYBUACI 1.1 Examine the role of accounting within business

- CYBUACI 1.1.01 Understand the language of business
- CYBUACI 1.1.02 Identify the forms of business organization
- CYBUACI 1.1.03 Identify the organizations that influence accounting practices.
- CYBUACI 1.1.04 Examine career opportunities in accounting.

CYBUACI 1.2 Understand the effects of business transactions on the basic accounting equation.

- CYBUACI 1.2.01 List and define the parts of the basic accounting equation.
- CYBUACI 1.2.02 Examine business transactions.
- CYBUACI 1.2.03 Define and apply the basic accounting equation.

CYBUACI 1.3 Maintain accounting records and complete an accounting cycle for a sole proprietorship.

- CYBUACI 1.3.01 Acquire the tools to make fiscally sound business choices for a sole proprietor.
- CYBUACI 1.3.02 Gather, organize, and use information to operate a sole proprietor business.
- CYBUACI 1.3.03 List and apply the rules of debit and credit for asset, liabilities, and owner's equity.
- CYBUACI 1.3.04 Analyze transactions affecting assets, liabilities, and owner's equity.
- CYBUACI 1.3.05 List and apply the rules of debit and credit for revenue, expenses, and withdrawals.
- CYBUACI 1.3.06 Analyze transactions affecting revenue, expenses, and withdrawals.
- CYBUACI 1.3.07 Record transactions in the general journal.
- CYBUACI 1.3.08 Post journal entries to general ledger accounts.

CYBUACI 1.4 Demonstrate accounting procedures for closing the books.

- CYBUACI 1.4.01 Prepare a six-column work sheet.
- CYBUACI 1.4.02 Prepare an income statement for a sole proprietorship.
- CYBUACI 1.4.03 Prepare a statement of changes in owner's equity for a sole proprietorship.
- CYBUACI 1.4.04 Prepare a balance sheet for a sole proprietorship.
- CYBUACI 1.4.05 Analyze and journalize closing entries.
- CYBUACI 1.4.06 Post closing entries to accounting in the general ledger.
- CYBUACI 1.4.07 Prepare a post-closing trial balance.

CYBUACI 1.5 Demonstrate accounting procedures for cash control.

- CYBUACI 1.5.01 Record information on check stubs.
- CYBUACI 1.5.02 Prepare a check correctly.
- CYBUACI 1.5.03 Reconcile a bank statement.
- CYBUACI 1.5.04 Record the entry to establish a petty cash fund.
- CYBUACI 1.5.05 Prepare a petty cash requisition to replenish the petty cash fund.
- CYBUACI 1.5.06 Use a petty cash requisition to replenish the petty cash fund.
- CYBUACI 1.5.07 Record the journal entry to replenish the petty cash fund.

CYBUACI 1.6 Demonstrate accounting procedures used in a merchandising business organized as a closely held corporation.

- CYBUACI 1.6.01 Analyze and journalize transactions involving sales on account using multicolumn sales journal.
- CYBUACI 1.6.02 Analyze and journalize transactions involving cash receipts using multicolumn cash receipts journal.
- CYBUACI 1.6.03 Post from journals to accounts receivable subsidiary ledger and general ledger.
- CYBUACI 1.6.04 Analyze and journalize transactions involving purchases of merchandise using multicolumn purchases journal.
- CYBUACI 1.6.05 Analyze and journalize transactions involving cash payments using multicolumn cash payments journal.
- CYBUACI 1.6.06 Post from journals to accounts payable subsidiary ledger and general ledger.
- CYBUACI 1.6.07 Analyze and journalize transactions involving sales returns and allowances.
- CYBUACI 1.6.08 Post transactions involving sales returns and allowances from general journal to subsidiary and general ledgers.
- CYBUACI 1.6.09 Prepare a schedule of accounts receivable.
- CYBUACI 1.6.10 Analyze and journalize transactions involving purchases returns and allowances.
- CYBUACI 1.6.11 Post transactions involving purchases returns and allowances from general journal to subsidiary and general ledgers.
- CYBUACI 1.6.12 Prepare a schedule of accounts payable.

CYBUACI 1.7 Demonstrate accounting procedures used for payroll.

- CYBUACI 1.7.01 Prepare payroll records.
- CYBUACI 1.7.02 Journalize payroll transactions.

Accounting II

CYBUACII 1.1 Demonstrate accounting procedures used for recording transactions in special journals and in general and subsidiary ledgers.

- CYBUACII 1.1.a Understand the language of business.
- CYBUACII 1.1.b Acquire the tools to make fiscally sound business choices.
- CYBUACII 1.1.c Gather, organize, and use information to operate a business.
- CYBUACII 1.1.d Analyze business transactions.
- CYBUACII 1.1.e Journalize business transactions in the four special journals and in the general ledger.
- CYBUACII 1.1.f Post journal entries to the general ledger and to the accounts receivable and accounts payable subsidiary ledgers.
- CYBUACII 1.1.g Prove the cash account.
- CYBUACII 1.1.h Prepare a schedule of accounts receivable and a schedule of accounts payable.

CYBUACII 1.2 Demonstrate accounting procedures used for completing end-of-period fiscal work.

- CYBUACII 1.2.a Prepare a worksheet.
- CYBUACII 1.2.b Journalize transactions involving cash dividends.
- CYBUACII 1.2.c Prepare financial statements for a publicly held corporation.
- CYBUACII 1.2.d Journalize and post adjusting and closing entries.
- CYBUACII 1.2.e Prepare a post-closing trial balance.
- CYBUACII 1.2.f Journalize transactions involving the issuance of stock.

CYBUACII 1.3 Demonstrate accounting procedures and practices for recording employee's payroll activities.

- CYBUACII 1.3.a Explain the importance of accurate payroll records.
- CYBUACII 1.3.b Calculate gross earnings and net pay.
- CYBUACII 1.3.c Explain the types of deductions from employees' gross earnings.
- CYBUACII 1.3.d Prepare a payroll register.
- CYBUACII 1.3.e Prepare an employee's earnings record.

CYBUACII 1.4 Demonstrate accounting procedures and practices for recording employer's payroll activities.

- CYBUACII 1.4.a Record payroll information in the cash payments journal.
- CYBUACII 1.4.b Describe and calculate the employer's payroll taxes.
- CYBUACII 1.4.c Record the employer's payroll taxes in the general journal.
- CYBUACII 1.4.d Identify tax reports that are prepared regularly by the employer.

CYBUACII 1.5 Demonstrate accounting principles and practices for uncollectible accounts receivable.

- CYBUACII 1.5.a Journalize the adjusting entry for estimated uncollectible accounts.
- CYBUACII 1.5.b Journalize the entry to record the collection of a written-off account.
- CYBUACII 1.5.c Post entries related to writing off and collecting uncollectible accounts receivable.

CYBUACII 1.6 Demonstrate accounting principles and practices for depreciation of plant and equipment.

- CYBUACII 1.6.a Identify plant assets.
- CYBUACII 1.6.b Explain the need to depreciate plant assets.
- CYBUACII 1.6.c Calculate the annual estimated depreciation of expense of a plant asset.
- CYBUACII 1.6.d Calculate depreciation of a partial year.
- CYBUACII 1.6.e Determine the book value of a plant asset.

CYBUACII 1.7 Demonstrate accounting principles and practices for inventories.

- CYBUACII 1.7.a Explain the importance of maintaining consistent inventory records.
- CYBUACII 1.7.b Explain the difference between periodic and perpetual inventory system.
- CYBUACII 1.7.c Determine the cost of a merchandise inventory using first in, first out, last in, first out, and weighted average cost methods.
- CYBUACII 1.7.d Estimate the cost of merchandise inventory using the gross profit method of estimating inventory.

CYBUACII 1.8 Demonstrate accounting principles and practices for notes payable and receivable.

- CYBUACII 1.8.a Explain how promissory notes are used by business.
- CYBUACII 1.8.b Determine the due date, interest expense, and maturity value of a promissory note.
- CYBUACII 1.8.c Explain the difference between interest-bearing and non-interest bearing notes.
- CYBUACII 1.8.d Record journal entries for notes payable and notes receivable.

CYBUACII 1.9 Demonstrate accounting principles and practices for accrued revenue and expenses.

- CYBUACII 1.9.a Record adjusting, closing, and reversing entries for accrued revenue.
- CYBUACII 1.9.b Record, adjusting, closing, and reversing entries for accrued expenses.

CYBUACII 1.10 Demonstrate accounting principles and practices applied to partnerships.

- CYBUACII 1.10.a List the major characteristics, advantages, and disadvantages of the partnership form of business organization.
- CYBUACII 1.10.b Journalize transactions involving partners' equity for a partnership.
- CYBUACII 1.10.c Use two different methods to distribute the earnings of a partnership among the partners.
- CYBUACII 1.10.d Prepare the financial statements for a partnership.

CYBUACII 1.11 Set up a business's accounting system using an accounting software program.

- CYBUACII 1.11.a Create a new company file.
- CYBUACII 1.11.b Add a new customer, new vendor, new employee, and new account.
- CYBUACII 1.11.c Make entries directly in the register.
- CYBUACII 1.11.d Reconcile a QuickBooks bank account.
- CYBUACII 1.11.e Track credit card transactions in QuickBooks.

- CYBUACII 1.11.f Enter sales information in QuickBooks.
- CYBUACII 1.11.g Record customer discounts, partial payments, overpayments, and deposits in QuickBooks.
- CYBUACII 1.11.h Enter and pay bills in QuickBooks.

CYBUACII 1.12 Create end-of-period financial reports using an accounting software program.

- CYBUACII 1.12.a Create an end-of-period income statement.
- CYBUACII 1.12.b Create an end-of-period balance sheet.
- CYBUACII 1.12.c Create additional reports and graphs for sales, purchases, and inventory, and for accounts receivable and account payable aging.
- CYBUACII 1.12.d Set up inventory, track and pay sales tax, and payroll functions.

Business Basics

CYBUBB 1.1 Understand the functions and practice of business.

- CYBUBB 1.1.a Understand the language of business.
- CYBUBB 1.1.b Differentiate among the main types of economic systems.
- CYBUBB 1.1.c Explain how supply and demand affect the prices of services and products.
- CYBUBB 1.1.d Explain the general types and changing nature of businesses.
- CYBUBB 1.1.e Explain the role and nature of entrepreneurship and the opportunities, problems, and obligations of small businesses.
- CYBUBB 1.1.f Utilize and understand the importance of interpersonal skills and technology in business.
- CYBUBB 1.1.g Examine the impact of globalization on business plan.
- CYBUBB 1.1.h Interact and understand the importance of working with business community leaders and mentors.

CYBUBB 1.2 Gain an understanding of the forms of business ownership.

- CYBUBB 1.2.a Describe the principal characteristics of sole proprietorships, partnerships, and corporations.
- CYBUBB 1.2.b List the advantages and disadvantages of sole proprietorships.
- CYBUBB 1.2.c List the advantages and disadvantages of partnerships.
- CYBUBB 1.2.d List the advantages and disadvantages of corporations.
- CYBUBB 1.2.e Describe the principal means of financing different forms of businesses.

CYBUBB 1.3 Examine the operations related to marketing.

- CYBUBB 1.3.a Identify and explain the four elements of the marketing mix.
- CYBUBB 1.3.b Explain how businesses make effective marketing decisions.
- CYBUBB 1.3.c Identify the major methods of promotion used by businesses.

CYBUBB 1.4 Gain an understanding of the role of management in organizational success.

- CYBUBB 1.4.a Define the functions of management.
- CYBUBB 1.4.b Identify the characteristics of effective leaders.
- CYBUBB 1.4.c Identify the role of leaders in increasing ethical behavior.

CYBUBB 1.5 Examine operations related to financial management.

- CYBUBB 1.5.a Identify business assets, liabilities, and equity.
- CYBUBB 1.5.b Prepare a balance sheet.
- CYBUBB 1.5.c Identify typical business expenses.
- CYBUBB 1.5.d Prepare an income statement.
- CYBUBB 1.5.e Understand how debits and credits affect the accounting equation.
- CYBUBB 1.5.f Examine the rules for alphabetic indexing of business records.

Business Management

CYBUBM 1.1 Understand the importance of business management.

- CYBUBM 1.1.01 Discuss changes taking place in the business world today
- CYBUBM 1.1.02 Describe the careers in management.
- CYBUBM 1.1.03 Discuss the role of women and minorities in business today.
- CYBUBM 1.1.04 Explain what entrepreneurs do
- CYBUBM 1.1.04 Utilize and understand interpersonal skills and technology skills.
- CYBUBM 1.1.06 Differentiate between what managers and entrepreneurs do
- CYBUBM 1.1.07 Cite evidence of the importance of small businesses

CYBUBM 1.2 Understand the management movement.

- CYBUBM 1.2.01 Differentiate between the different theories of management and their ideas
- CYBUBM 1.2.02 Explain how the U.S. economy changed during the nineteenth and early twentieth century.
- CYBUBM 1.2.03 Identify various theories of management
- CYBUBM 1.2.04 Explain the effects of Japanese business practices on management in the United States
- CYBUBM 1.2.05 Discuss how the captains of industry of the last century created huge empires
- CYBUBM 1.2.06 Interpret the findings of the Hawthorne studies

CYBUBM 1.3 Research careers in management

- CYBUBM 1.3.01 Discuss how personal characteristics, values, and lifestyle goals influence career decisions
- CYBUBM 1.3.02 Research the management job market
- CYBUBM 1.3.03 Discuss the importance of a well written resume and cover letter
- CYBUBM 1.3.04 Write a resume and cover letter for a job
- CYBUBM 1.3.05 Research local jobs available in the area using internet sources

CYBUBM 1.4 Explore Ethics and Social Responsibility

- CYBUBM 1.4.01 Explain why ethics are important in business
- CYBUBM 1.4.02 Describe a code of ethics and understand the importance
- CYBUBM 1.4.03 Describe laws that deal with ethical issues
- CYBUBM 1.4.04 Develop a code of ethics for the school store that students will follow
- CYBUBM 1.4.05 Discuss various ethical dilemmas and the appropriate outcome
- CYBUBM 1.4.06 Analyze ethical dilemmas in business and how they are dealt with

- CYBUBM 1.4.07 Investigate various U.S. laws relating to ethics in business
- CYBUBM 1.4.08 Make observations how corporate responsibility has changed drastically since the nine-teenth century.
- CYBUBM 1.4.09 Cite evidence of corporations demonstrating their sense of social responsibility

CYBUBM 1.5 Examine businesses, workers and the law

- CYBUBM 1.5.01 Discuss the six different kinds of laws that affect business operations
- CYBUBM 1.5.02 Discuss the different kinds of laws that protect workers on the job
- CYBUBM 1.5.02 Differentiate between intellectual properties of copyrights, patents and trademarks and explain their significance.
- CYBUBM 1.5.03 Explain the importance of the National Labor Relations Act
- CYBUBM 1.5.04 Investigate the different types of business ownership such as proprietorships, partnerships and corporations

CYBUBM 1.6 Explore International Business and It's Importance

- CYBUBM 1.6.01 Explain why countries trade
- CYBUBM 1.6.02 Discuss why countries export and import
- CYBUBM 1.6.03 Predict how and why countries restrict international trade
- CYBUBM 1.6.04 Describe the strategies organizations use to compete in the global economy
- CYBUBM 1.6.05 Differentiate between absolute and comparative advantage

CYBUBM 1.7 Understand the importance of effective communication skills

- CYBUBM 1.7.01 Discuss why business managers need effective communication skills
- CYBUBM 1.7.02 List the skills needed to listen actively
- CYBUBM 1.7.03 Name five ways that business managers and employees can improve their writing
- CYBUBM 1.7.04 Name four ways that business managers and employees can improve their oral communication
- CYBUBM 1.7.05 Identify which form of communication is appropriate in different business situations.
- CYBUBM 1.7.06 Discuss why effective communication is so important in the business world
- CYBUBM 1.7.07 Create various types of business documents such as memos, business letters and reports.

Entrepreneurship

CYBUEN 1.1 Understand the criteria used to define small business.

- CYBUEN 1.1.01 Define small business in terms of number of employees, volume of sales, and the value of assets.
- CYBUEN 1.1.02 Explain the issues involved in starting a small business.
- CYBUEN 1.1.03 List the trends that will shape the future of entrepreneurship.
- CYBUEN 1.1.04 Utilize and understand the importance of interpersonal skills and technology in business.
- CYBUEN 1.1.05 Understand the language of business.

CYBUEN 1.2 Understand the economic impact of small business.

- CYBUEN 1.2.01 Explain the role of small business/entrepreneurship on the national economy.
- CYBUEN 1.2.02 Explain the role of small business/entrepreneurship on our local economy.
- CYBUEN 1.2.03 Identify past and present entrepreneurs.
- CYBUEN 1.2.04 Identify the business opportunities in small business/entrepreneurship.
- CYBUEN 1.2.05 Analyze entrepreneurship as it relates to personal career goals and corporate opportunities (Career Education Standard 13.4.11A)

CYBUEN 1.3 Identify the personal characteristics of successful entrepreneurs.

- CYBUEN 1.3.01 Perform a self-assessment of personal characteristics.
- CYBUEN 1.3.02 List the advantages and disadvantage of entrepreneurship to the individual.
- CYBUEN 1.3.03 Identify the skills needed by entrepreneurs.
- CYBUEN 1.3.04 Analyze entrepreneurship as it relates to personal character traits (Career Education Standard 13.4.11B)
- CYBUEN 1.3.05 Interact with business community leaders and mentors.
- CYBUEN 1.3.06 Demonstrate entrepreneurial skills.

CYBUEN 1.4 Examine the legal forms of ownership.

- CYBUEN 1.4.01 Develop a business idea/concept.
- CYBUEN 1.4.02 Evaluate the feasibility of the business idea/concept.
- CYBUEN 1.4.03 List the characteristics of sole proprietorship.
- CYBUEN 1.4.04 List the characteristics of partnerships.
- CYBUEN 1.4.05 List the characteristics of corporations.
- CYBUEN 1.4.06 Compare and contrast the various legal forms of business ownership.

CYBUEN 1.5 Gather, organize, and use information to develop a business idea.

- CYBUEN 1.5.01 Examine the impact of globalization on business plan.
- CYBUEN 1.5.02 Evaluate strategies for career retention and advancement in response to the changing global marketplace.
- CYBUEN 1.5.03 Identify the various dimensions of a business that need to be described.
- CYBUEN 1.5.04 Develop and construct a business description.
- CYBUEN 1.5.05 Develop and construct a mission statement.
- CYBUEN 1.5.06 Develop and construct an executive summary.
- CYBUEN 1.5.07 Develop a business plan for an entrepreneurial concept of personal interest and identify available resources (Career Education Standard 13.4.11C).
- CYBUEN 1.5.08 Gather, organize, and use information to operate a business.

CYBUEN 1.6 Gather, organize, and use information to develop a market analysis for a business idea.

- CYBUEN 1.6.01 Use information sources to develop a market strategy.
- CYBUEN 1.6.02 Identify the components of an industry analysis.
- CYBUEN 1.6.03 Define market segmentation.
- CYBUEN 1.6.04 Identify the criteria used to evaluate market segments.
- CYBUEN 1.6.05 Conduct an industry analysis.
- CYBUEN 1.6.06 Identify target markets.
- CYBUEN 1.6.07 Identify the components of a competition analysis.

CYBUEN 1.7 Gather, organize, and use information to develop a marketing plan for a business idea.

- CYBUEN 1.7.01 Explain the "marketing mix."
- CYBUEN 1.7.02 Identify different pricing strategies and the appropriate circumstances for implementing them.
- CYBUEN 1.7.03 Identify different product marketing strategies.
- CYBUEN 1.7.04 Explain the significance of distribution and factors involved in selecting a business location.
- CYBUEN 1.7.05 Identify various advertising and promotional vehicles available to deliver a company's message to its target market.
- CYBUEN 1.7.06 Identify a location strategy.
- CYBUEN 1.7.07 Explain the factors influencing choice of location.
- CYBUEN 1.7.08 Illustrate the interior and exterior layout for a business.
- CYBUEN 1.7.09 Examine the impact of globalization on marketing plan.
- CYBUEN 1.7.10 Apply the tools to make sound marketing choices.
- CYBUEN 1.7.11 Gather, organize, evaluate, and use information to develop and manage the marketing plan.

CYBUEN 1.8 Gather, organize, and use information to develop an operations and management plan for a business idea.

- CYBUEN 1.8.01 Identify the basic components of a management plan.
- CYBUEN 1.8.02 Formulate operating and personnel policies for a business.
- CYBUEN 1.8.03 Prepare an organizational chart for a business.
- CYBUEN 1.8.04 Create job descriptions and job specifications for potential employees.
- CYBUEN 1.8.05 Identify the rules, regulations, and policies businesses should have.
- CYBUEN 1.8.06 Examine the impact of globalization on management plan.
- CYBUEN 1.8.07 Demonstrate proven leadership practices that benefit business and community.

CYBUEN 1.9 Gather, organize, and use information to develop a financial plan for a business idea.

- CYBUEN 1.9.01 Explain the purpose of financial planning.
- CYBUEN 1.9.02 Identify the types of financial statements.
- CYBUEN 1.9.03 Identify start-up costs for a business.
- CYBUEN 1.9.04 Construct a pro forma income statement.
- CYBUEN 1.9.05 Construct a pro forma balance sheet.
- CYBUEN 1.9.06 Construct a pro forma cash flow statement.
- CYBUEN 1.9.07 Identify business' long-term goals.
- CYBUEN 1.9.08 Identify and analyze risks and potential adverse results.
- CYBUEN 1.9.09 Apply the tools to make sound business choices.
- CYBUEN 1.9.10 Calculate financial ratios and breakeven analysis using financial online calculators.
- CYBUEN 1.9.11 Participate and investigate opportunities to receive national and state recognition and certification.

Personal Finance

CYBUPF 1.1 Understand the importance of financial decisions, planning, and budgeting.

- CYBUPF 1.1.01 Prepare a personal income and expense statement, personal balance sheet, and personal budget.
- CYBUPF 1.1.02 Create and manage personal business and personal financial plan.
- CYBUPF 1.1.03 Understand the language of business pertaining to personal finance.
- CYBUPF 1.1.04 Develop a personal budget based on career choice, such as, but not limited to: charitable contributions, fixed variable expenses, gross pay, net pay, other income, savings and taxes (Career Education Standard 13.3.11D).
- CYBUPF 1.1.05 Analyze how values, needs, and wants affect individual financial decisions
- CYBUPF 1.1.06 Apply the concepts of trade-offs and opportunity cost to decision making
- CYBUPF 1.1.07 Recognize the impact of individual values on overall well-being
- CYBUPF 1.1.08 Interpret the role of goal setting as a n integral part of financial planning
- CYBUPF 1.1.09 Construct a well written goal

CYBUPF 1.2 Understand the features of financial institutions and banking procedures.

- CYBUPF 1.2.01 Prepare bank reconciliation and balance a checkbook.
- CYBUPF 1.2.02 Compare banking services and fees.
- CYBUPF 1.2.03 Describe the role of the Federal Reserve System.

CYBUPF 1.3 Understand how money affects your life

- CYBUPF 1.3.01 Establish the importance of financial well-being for building overall well-being
- CYBUPF 1.3.02 Recognize the role of money in creating personal happiness
- CYBUPF 1.3.03 Recognize the importance of financial planning to create high well-being

CYBUPF 1.4 Examine the sources, benefits, and costs of credit.

- CYBUPF 1.4.01 List the sources and benefits of using credit.
- CYBUPF 1.4.02 Describe the costs of using credit.
- CYBUPF 1.4.03 Compare forms and methods of payment for credit.
- CYBUPF 1.4.04 Compare the types of consumer loans.
- CYBUPF 1.4.05 List tips for using credit wisely.

CYBUPF 1.5 Recognize credit problems and related laws.

- CYBUPF 1.5.01 Explain how to avoid and resolve credit problems.
- CYBUPF 1.5.02 Explain bankruptcy and how it affects consumers.
- CYBUPF 1.5.03 Explain the purpose of a credit report and credit score.
- CYBUPF 1.5.04 Identify credit scams and related crimes.
- CYBUPF 1.5.05 Identify and discuss important credit reporting laws.

CYBUPF 1.6 Understand short-term and long-term saving and investing strategies.

- CYBUPF 1.6.01 List reasons for savings and investing.
- CYBUPF 1.6.02 Analyze the relationship between risk and return
- CYBUPF 1.6.03 Describe possible tax advantages of long-term saving and investing.
- CYBUPF 1.6.04 Assess the value of tax-advantaged investments
- CYBUPF 1.6.05 Distinguish between the most common types of investments
- CYBUPF 1.6.06 Explore the most common retirement plans

CYBUPF 1.7 Understanding your paycheck

- CYBUPF 1.7.01 Compare different methods of employee payment
- CYBUPF 1.7.02 Analyze wage deductions
- CYBUPF 1.7.03 Interpret a pay stub
- CYBUPF 1.7.04 Explain how being employed provides additional benefits to wages earned
- CYBUPF 1.7.05 Identify the purpose of taxes
- CYBUPF 1.7.06 Differentiate between the types of taxes

CYBUPF 1.8 Understand how to control major expenditures

- CYBUPF 1.8.01 Examine ways to maintain a food budget adequate to income
- CYBUPF 1.8.02 Compare the advantages and disadvantages of renting and owning a home
- CYBUPF 1.8.03 Identify the total cost of ownership for housing and transportation
- CYBUPF 1.8.04 Apply the planned buying process to major expenditures

Sports and Entertainment Marketing

CYBUSM 1.1 Understand the basics of marketing

- CYBUSM 1.1.01 Understand the language of business.
- CYBUSM 1.1.02 Define profit and explain the profit motive.
- CYBUSM 1.1.03 Explain sources of funding and revenue for sports and entertainment businesses.
- CYBUSM 1.1.04 Utilize and understand the importance of interpersonal skills and technology in marketing.
- CYBUSM 1.1.05 Investigate the origins of the sports marketing and the idea of non-price promotions
- CYBUSM 1.1.06 Create 30 second video commercials mirroring Doritos viewer-submitted commercials
- CYBUSM 1.1.07 Analyze trademarks/logos and their impact
- CYBUSM 1.1.08 Critique Superbowl commercials and distinguish between the different target markets
- CYBUSM 1.1.09 Develop a logical financial economic impact study for local high school event

CYBUSM 1.2 Understand the promotional and economic impact of sports and entertainment business.

- CYBUSM 1.2.01 Explain the role of small business/entrepreneurship on the sports and entertainment businesses.
- CYBUSM 1.2.02 Identify career opportunities in the sports and entertainment businesses.
- CYBUSM 1.2.03 Design a promotion method to share four unique things about oneself to the class
- CYBUSM 1.2.05 Develop a logical financial economic impact study for local high school event
- CYBUSM 1.2.06 Develop a presentation highlighting travel and tourism on a given city in the U.S.
- CYBUSM 1.2.07 Identify three TV shows aimed at sought after male viewers and create a list of products that would be advertised during the shows

CYBUSM 1.3 Understand the basic concepts of marketing.

- CYBUSM 1.3.01 Define marketing
- CYBUSM 1.3.02 Explain the marketing mix.
- CYBUSM 1.3.03 Explain the core standards of marketing.
- CYBUSM 1.3.04 Describe how laws impact sports and entertainment marketing.
- CYBUSM 1.3.05 Identify the importance of grassroots, gorilla, and social marketing.
- CYBUSM 1.3.06 Create a flyer to sell a stereo incorporating all of the four P's
- CYBUSM 1.3.07 Develop a presentation highlighting travel and tourism on a given city in the U.S.

CYBUSM 1.4 Gather, organize, and use information to develop a market analysis.

- CYBUSM 1.4.01 Explain why marketing decisions are based on industry standards, norms, and trends.
- CYBUSM 1.4.02 Use information sources to develop a market strategy.
- CYBUSM 1.4.03 Define market segmentation.
- CYBUSM 1.4.04 Identify the criteria used to evaluate market segments.

CYBUSM 1.5 Examine the marketing research process.

- CYBUSM 1.5.01 List and describe the steps involved in marketing research.
- CYBUSM 1.5.02 Gather, organize, evaluate, and use information to develop and manage the marketing plan.
- CYBUSM 1.5.03 List and describe the components of a marketing plan.
- CYBUSM 1.5.04 Examine the impact of globalization on marketing plan.
- CYBUSM 1.5.05 Obtain market research by administering a taste test analysis

CYBUSM 1.6 Understand product concepts and strategies.

- CYBUSM 1.6.01 Define product mix.
- CYBUSM 1.6.02 List and describe the components of the product mix.
- CYBUSM 1.6.03 List and describe the stages of the product life cycle.
- CYBUSM 1.6.04 Explain how products are positioned in the marketplace.
- CYBUSM 1.6.05 Identify three different products that are in each stage of the product life cycle (introduction, growth, maturity, decline)

CYBUSM 1.7 Understand distribution concepts and processes.

- CYBUSM 1.7.01 Explain the importance of sports and entertainment distribution.
- CYBUSM 1.7.02 List and describe distribution channels for sports and entertainment.

CYBUSM 1.8 Understand pricing concepts and strategies.

- CYBUSM 1.8.01 Explain the relationships among supply, demand, and price.
- CYBUSM 1.8.02 Describe the government's influence on pricing.
- CYBUSM 1.8.03 Describe pricing strategies used by businesses to increase sales.
- CYBUSM 1.8.04 Define the business cycle and describe its impact on sports and entertainment.
- CYBUSM 1.8.05 Describe the importance of monitoring consumer trends.

CYBUSM 1.9 Understand concepts and strategies of promotion.

- CYBUSM 1.9.01 Describe the goals of promotion.
- CYBUSM 1.9.02 List and define the four elements of promotion.
- CYBUSM 1.9.03 List and describe the steps involved in developing effective advertising.
- CYBUSM 1.9.04 Describe the use of product placement.
- CYBUSM 1.9.05 Define publicity and explain its role in creating a positive public image.

- CYBUSM 1.9.06 Describe various types of sales promotion.
- CYBUSM 1.9.07 List steps in developing a promotional plan.
- CYBUSM 1.9.08 Describe recent promotional trends and ways to stay current with trends.
- CYBUSM 1.9.10 Explain the benefits of sponsorship to the sponsor.
- CYBUSM 1.9.11 Define endorsements and explain their restrictions.
- CYBUSM 1.9.12 Explain the promotional value of involvement in seasonal themed events and entertainment awards.

CYBUSM 1.10 Understand concepts and strategies of selling.

- CYBUSM 1.10.01 List the steps involved in the sales process.
- CYBUSM 1.10.02 Explain the management skills and knowledge necessary for successful salespeople.
- CYBUSM 1.10.03 Explain sales strategies for attracting groups to sports and entertainment venues.
- CYBUSM 1.10.04 Describe how corporations use sports and entertainment to motivate employees and impress clients.