

Principles of Business, Marketing, and Finance Syllabus

Course Description/Goals:

In Principles of Business, Marketing, and Finance students explore basic business operations for the sale of goods and services, advertising strategies business use, and financial management for business.

Course TEKS/Objectives:

The Principles of Business, Marketing, and Finance TEKS (Texas Essential Knowledge and Skills), students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

[Chapter 127.241 Principles of Business, Marketing, and Finance TEKS](#)

Course Outline:

Semester 1	Semester 2
<ul style="list-style-type: none">-Economic Decisions and Systems-Economic Activity-Business in the Global Economy-Social Responsibility of Business and Government-Business Organization and Management-Entrepreneurship and Small Business Management-Management and Leadership-Human Resources, Culture, and Diversity-Career Planning and Development	<ul style="list-style-type: none">-Financial Management-Business Operations and Technology Marketing-Production and Business-Risk Management-Critical Communication Skills (CCS) in Business Training and Certification- Personal Finance - Budgeting and Saving