

Principles of Business, Marketing, & Finance

Scope and Sequence

Endorsement: Business and Industry

Meets advanced course requirement? NO ▾

Cluster: Business, Marketing, & Finance

Meets foundation requirement for math, science, fine arts, English, LOTE? NO ▾

Program of Study: Accounting & Financial Services,
Business Management, Entrepreneurship, Marketing &
Sales

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.

TEKS link:

- 1 credit
- Grades 8-10
- Lab supplies or fee may be required
- Required prerequisites: N/A
- Recommended prerequisites: N/A

Industry Certification/Credential: N/A

TEA recognized IBC (to count toward program of study completion)? NO ▾

Instructional Units	Grading Period
Chapter 1 – Introduction to Business and Economics Chapter 2 – Economic Activity Chapter 3 – Business Law and Ethics Chapter 4 – Business in the Free Enterprise	N1 (fall)
Chapter 5 – Business in a Global Economy Chapter 6 – Entrepreneurship Chapter 7 – Business, Organization, Management, and Leadership Chapter 8 - Production of Goods Chapter 11 – Product, Price, and Place	N2 (fall)
Chapter 10 – Marketing Chapter 12 - Promotion Food Truck Project Marketing Project Chapter 9 – Human Resources	N3 (spring)
Chapter 21- Careers Chapter 16 – Credit Chapter 17- Financial Management Chapter 18 – Income and Taxes Chapter 19 – Banking and Investing Chapter 20 – Insurance/Risk Management	N4 (spring)

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Primary Instructional Materials:

Principles of Business, Marketing & Finance by Dansby, Gassen & Clark. Publisher:
Goodheart-Wilcox 2017. 978-1-63126-455

Supplementary Instructional Materials:

Knowledge Matters