

B.E. Publishing
**Correlation to *Foundations of Business* to
Precision Exams: Exploring Business & Marketing (245)**

DESCRIPTION

Students will be exposed to the fundamental concepts of business and marketing. Skills include basic business concepts, organizational communication, human resources management, entrepreneurship, accounting, finance, and leadership. Students will be exposed to courses within the Business and Marketing career pathways and leadership organizations, such as FBLA and DECA.

STANDARD		CORRELATING PAGES
(STANDARD 1) STUDENTS WILL UNDERSTAND BASIC BUSINESS, ECONOMIC AND LAW CONCEPTS.		
Objective 1:	Understand and demonstrate basic economic concepts.	
1.	Explain scarcity, demand, supply, and opportunity costs.	Narrative: Ch. 3 p. 35 Scarcity, Ch. 3 p. 36 Opportunity Cost and Trade-offs, Ch. 3 p. 42 Principle of Supply and Demand Activity: Ch. 3 Read and Write
2.	Identify the three types of resources (i.e., human, capital, natural).	Narrative: Ch. 1 p. 10 Relationship between Business and Economics Activity: Ch. 1 Test Your Knowledge #6, Ch. 1 Read and Write
Objective 2:	Understand basic business law and ethics concepts.	
1.	Identify unethical and illegal conduct in a business.	Narrative: Ch. 6 p. 121 Ethical, Moral, and Legal Decision-Making in Business Activity: Ch. 6 Listen and Speak
2.	Understand and distinguish the difference between copyright trademarks and patents.	Narrative: Ch. 6 p. 124 Navigating Copyright and Intellectual Property Activity: Ch. 6 Test Your Knowledge #1
3.	Identify different types of business ownership (sole proprietorship, partnership, and corporation) as well as the advantages and disadvantages of each.	Narrative: Ch. 2 p. 20 Forms of Business Ownership Activity: Ch. 2 Test Your Knowledge #2 and #4, Ch. 2 Listen and Speak #1-#3

(STANDARD 2) STUDENTS WILL PRODUCE EFFECTIVE COMMUNICATION DOCUMENTS AND DEMONSTRATE EMPLOYABILITY SKILLS.		
Objective 1:	Integrate forms of communication in pursuit and retention of employment.	
	1. Complete a job application form properly.	Narrative: Ch. 22 p. 444 Interviewing for Employment, Ch. 10 p. 205 Hire Activity: Ch. 22 Test Your Knowledge #2
	2. Role-play interviews and demonstrate appropriate non-verbal communication.	Narrative: Ch. 22 p. 444 Interviewing for Employment Activity: Ch. 22 Listen and Speak
	3. Communicate personal employment skills and abilities by creating a résumé.	Narrative: Ch. 22 p. 445 Resume, Ch. 22 p. 454 Student Start-up Activity: Ch. 22 Student Start-up
Objective 2:	Prepare and present short presentations before an audience, either individually or as a group.	Narrative: Ch. 23 p. 475 Student Start-up Activity: Ch. 23 Listen and Speak
(STANDARD 3) STUDENTS WILL DETERMINE SKILLS AND CHARACTERISTICS OF ENTREPRENEURS AND EXPLORE ENTREPRENEURIAL OPPORTUNITIES.		
Objective 1:	Research businesses and the characteristics of entrepreneurs (nonprofit, for profit, franchise, etc.).	Narrative: Ch. 7 p. 140 Starting a Business Venture Activity: Ch. 7 Create and Design #4
Objective 2:	Develop a business venture to be used in an entrepreneurial simulation.	Narrative: Ch. 1 p. 12 Student Start-up Activity: Ch. 1 Student Start-up
(STANDARD 4) STUDENTS WILL UNDERSTAND THE CONCEPTS NEEDED TO MARKET PRODUCTS TO ACHIEVE A DESIRED OUTCOME.		
Objective 1:	Demonstrate an understanding of basic marketing principles.	
	1. Understand and identify the marketing mix of products (goods and services), place, price, and promotion.	Narrative: Ch 13 p. 252–264 Activity: Ch 13 Read and Write, Ch. 13 Test Your Knowledge #6
	2. Understand what motivates consumer purchases.	Narrative: Ch 12 p. 244 Consumer Buying Decisions Activity: Ch 12 Read and Write
	3. Explore various target markets and market segmentations and demographics.	Narrative: Ch 12 p. 240 Target Markets, Ch 12 p. 242 Market Segmentation Activity: Ch 12 Listen and Speak, Ch 12 Test Your Knowledge #8
Objective 2:	Develop marketing strategies (digital marketing, logo, direct marketing, personal selling, public relations, sales promotion, advertising) and identify consumer motives (emotional, rational, patronage) in purchasing.	Narrative: Ch 11 p. 231 Marketing Strategies, Ch 12 p. 244-245 Consumer Buying Decisions Activity: Ch 11 Test Your Knowledge #7, Ch 12 Read and Write
Objective 3:	Apply the marketing principles they have learned through the creation of related documents in desktop publishing.	
	1. Create forms of advertising media, such as (but not limited to) business cards, posters, magazine ads, brochures, blogs, or websites.	Narrative: Ch 13 p. 262 Advertising Activity: Ch 13 Create and Design

(STANDARD 5) STUDENTS WILL PREPARE, ANALYZE AND INTERPRET FINANCIAL AND ACCOUNTING STATEMENTS.		
Objective 1:	Prepare an income statement.	
1.	Calculate revenue, expenses, and compute net income/loss.	Narrative: Ch 16 p. 317 Income Statements Activity: Ch. 16 Test Your Knowledge #5
Objective 2:	Prepare a balance sheet and a budget.	
1.	List and calculate total assets and liabilities.	Narrative: Ch 16 p. 308 Accounting Equation Activity: Ch 16 Test Your Knowledge #1, Ch 16 Create and Design
2.	Record ending capital and prove the accounting equation is in balance.	Narrative: Ch 16 p. 308 Accounting Equation Activity: Ch 16 Create and Design
(STANDARD 6) STUDENTS WILL UNDERSTAND BASIC PRINCIPLES OF FINANCE.		
Objective 1:	Understand the importance of investing and its relationship to business.	
1.	Define stocks, bonds, mutual funds, dividends, etc.	Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Test Your Knowledge #3 and #4
2.	Identify investment tools, track current stock market trends, and determine gains/losses on the sale of stock.	Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Read and Write, Ch. 19 Listen and Speak, Ch. 19 Create and Design
3.	Simulate the buying and selling of stock.	Narrative: Ch. 19 p. 377 Types of Investments, Ch. 19 p. 385 Business Ties to Tech Activity: Ch 19 Test Your Knowledge #5
Objective 2:	Be able to explain basic financial terms.	
1.	Understand debt, interest, risk/reward rule, tax implications, the time value of money, etc.	Narrative: Ch 15 p. 288 Purpose and Importance of Credit, Ch 17 Tax Withholdings and Deductions p. 326, Ch. 18 p. 358 Savings Accounts, Ch. 19 p. 370 Foundations of Investing Activity: Ch 15 Test Your Knowledge #2, Ch 17 Read and Write, Ch 19 Create and Design, Ch. 19 Test Your Knowledge #7
(STANDARD 7) STUDENTS WILL UNDERSTAND BASIC LEADERSHIP PRINCIPLES.		
Objective 1:	Define the importance of creating a sound mission statement, vision, and goals.	Narrative: Ch. 8 p. 152 Mission, Vision, and Goals Activity: Ch. 8 Test your Knowledge #2
Objective 2:	Understand time management techniques and successful teamwork.	Narrative: Ch. 8 p. 164 Time Management Skills, Ch. 22 p. 441 Time Management Activity: Ch. 8 Create and Design, Ch. 22 Read and Write
Objective 3:	Gain exposure to CTSOs within marketing (DECA) and business (FBLA).	Narrative: Ch. 8 p. 178 Student Professional Development Activity: Ch. 8 Test your Knowledge #23