

Standard ID	Standard Text	Edgenuity Lesson Name
130.132.	Principles of Business, Marketing, and Finance (One Credit), Adopted 2015.	
130.132.1.	The student demonstrates professional standards/employability skills required by business and industry. The student is expected to:	
130.132.1.A.	communicate effectively with others using oral and written skills;	Communication Skills Digital Citizenship
130.132.1.B.	demonstrate collaboration skills through teamwork;	Job Performance
130.132.1.C.	demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Job Performance Communication Skills Management and Leadership
130.132.1.D.	demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Job Performance
130.132.1.E.	comply with all applicable rules, laws, and regulations; and	Research and Citation Business Law Business Ethics Pricing and Ethics Health and Safety Job Performance Digital Citizenship
130.132.1.F.	demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results.	
130.132.2.	The student describes the characteristics of business. The student is expected to:	
130.132.2.A.	explain the principles of supply and demand;	Supply and Demand Principles of Selling Pricing and Ethics
130.132.2.B.	differentiate between goods and services;	Economic Basics
130.132.2.C.	identify the types of business;	Business Structures
130.132.2.D.	compare the different forms of ownership;	Business Structures

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130.132.2.E.	examine the organizational structure and functions of business;	Business Structures Business Organization
130.132.2.F.	interpret the nature of balance sheets and income statements; and	Accounting
130.132.2.G.	identify business cycles.	
130.132.3.	The student defines ethics in business. The student is expected to:	
130.132.3.A.	distinguish between ethical and unethical business practices; and	Business Ethics
130.132.3.B.	contrast ethical, moral, and legal choices that relate to the decision-making process in business situations.	Business Ethics Business Law Defining a Business Business Planning
130.132.4.	The student differentiates between the types of economic systems with emphasis on the private enterprise system and the U.S. economy. The student is expected to:	
130.132.4.A.	compare and contrast the types of economic systems, including traditional, centrally planned, market, and mixed economies;	Capitalism and Competition
130.132.4.B.	summarize the characteristics of the private enterprise system; and	Capitalism and Competition
130.132.4.C.	identify factors affecting business profits, revenues, and expenses.	Economic Basics Supply and Demand Efficiency and Productivity Value and Utility Business Opportunities Marketing Messages
130.132.5.	The student relates to the impact of international business on the U.S. economy. The student is expected to:	
130.132.5.A.	explain the role of business in a global society;	Global Trade
130.132.5.B.	compare domestic and world trade; and	Capitalism and Competition Global Trade

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130.132.5.C.	explain the impact of imports and exports on the U.S. economy.	Capitalism and Competition Global Trade
130.132.6.	The student identifies the role and impact of government, the legal system, and organized labor in business. The student is expected to:	
130.132.6.A.	differentiate among the roles of government in business;	Business Law Government Agencies
130.132.6.B.	describe types of activities performed by governments in business;	Government Agencies
130.132.6.C.	ascertain the role of the legal system in business; and	Business Law
130.132.6.D.	explain the role of organized labor in society.	Government Agencies
130.132.7.	The student classifies types of businesses that market goods and services. The student is expected to:	
130.132.7.A.	explain the importance of different marketing strategies for goods versus services;	Marketing Messages Market Information Management Marketing Tools
130.132.7.B.	define business and industry terms such as producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses;	Economic Basics Industries Business Costs Efficiency and Productivity Inventory and Merchandising Supply and Demand
130.132.7.C.	identify types of retailers;	Inventory and Merchandising
130.132.7.D.	explain the role of retailers in a private enterprise system;	Inventory and Merchandising Industries
130.132.7.E.	identify examples of wholesalers; and	Inventory and Merchandising

Standard ID	Standard Text	Edgenuity Lesson Name
130.132.7.F.	describe the role of wholesalers in a private enterprise system.	Inventory and Merchandising Industries
130.132.8.	The student analyzes cost and profit relationships in finance. The student is expected to:	
130.132.8.A.	explain the concept of productivity;	Efficiency and Productivity
130.132.8.B.	analyze the impact of specialization and division of labor on productivity; and	Economic Basics
130.132.8.C.	explain the concept of organized labor and business.	Government Agencies
130.132.9.	The student understands the fundamental principles of money. The student is expected to:	
130.132.9.A.	evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer;	Money Banking Borrowing and Lending The Sales Process Funding a Business
130.132.9.B.	identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes;	Money Borrowing and Lending
130.132.9.C.	list functions of money such as medium of exchange, unit of measure, and store of value;	Money
130.132.9.D.	summarize the purposes and importance of credit; and	Establishing Credit Banking
130.132.9.E.	explain legal responsibilities associated with financial exchanges.	Risk Management
130.132.10.	The student demonstrates an understanding of personal financial management. The student is expected to:	
130.132.10.A.	explain the importance of providing accurate information;	Accounting Bookkeeping and Reporting Taxes
130.132.10.B	calculate gross and net pay;	Taxes
130.132.10.C.	simulate opening and maintaining various types of bank accounts;	Taxes

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130.132.10.D.	reconcile bank statements;	Bookkeeping and Reporting Banking
130.132.10.E.	compare the advantages and disadvantages of different types of banking services;	Banking
130.132.10.F.	examine investment growth by developing a personal investment plan; and	Business Planning
130.132.10.G.	prepare an individual income tax return.	
130.132.11.	The student explains the importance of marketing as well as the functions of marketing. The student is expected to:	
130.132.11.A.	define marketing;	Marketing Messages Principles of Selling
130.132.11.B.	understand how marketing is related to other functions of business;	Principles of Selling
130.132.11.C.	explain the marketing concept; and	Principles of Selling
130.132.11.D.	describe marketing functions and its related activities.	Marketing Messages Market Information Management Marketing Tools
130.132.12.	The student understands the scope of market identification. The student is expected to:	
130.132.12.A.	explain the concept of market and market identification;	Market Information Management
130.132.12.B.	identify market segments;	Market Information Management
130.132.12.C.	explain the difference in market segmentation and mass marketing;	Market Information Management
130.132.12.D.	define and explain the importance of target markets; and	Market Information Management
130.132.12.E.	identify a target market for a product or service using market segmentation.	Assignment
130.132.13.	The student understands the importance of an effective marketing mix. The student is expected to:	
130.132.13.A.	explain the concept of marketing strategies;	Marketing Tools

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130.132.13.B.	define each component of the marketing mix;	Marketing Tools
130.132.13.C.	identify examples of an effective marketing mix;	Assignment
130.132.13.D.	create an effective marketing mix for a product or service; and	
130.132.13.E.	explain the role of participation as a key element of marketing.	
130.132.14.	The student identifies career opportunities within the Business Management and Administration career cluster, the Finance career cluster, and the Marketing career cluster and formulates a career plan. The student is expected to:	
130.132.14.A.	analyze individual goals and interests;	Career Goals Communication Skills
130.132.14.B.	determine individual talents, abilities, and skills; and	Career Goals Job Performance Communication Skills
130.132.14.C.	develop an individual career plan.	Career Goals Applying for Jobs