

Principles of Business, Marketing and Finance Semester A

Course Overview

This one-semester course is intended as a practical, hands-on guide to help you understand the skills required to achieve success in modern-day careers in the business, marketing and finance cluster. This course has 17 lessons organized into three units, plus three Unit Activities. Each lesson contains one or more Lesson Activities.

This course will cover various topics in the business, marketing and finance cluster.

You will submit the Unit Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit respectively, and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

Course Goals

This course will help you meet the following goals:

- Describe possible career paths in the world of business.
- Discuss the scope and impact of marketing on business and society.
- Discuss the effectiveness of advertising in the field of business.
- Describe the working of the distribution value chain.
- Discuss market strategies and financial goals.
- Describe structure of key personal finance statements.

Prerequisite Skills

Principles of Business, Marketing and Finance Semester A has the following prerequisites:

- basic computer skills
- creativity and artistic abilities
- ability to visualize and design
- ability to structure and process information
- an eye for beauty and detail

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations with word processing software, such as Microsoft Word or Google Docs.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

Principles of Business, Marketing and Finance-Semester A is a 0.5-credit course.

Course Materials

- Notebook
- Computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Unit 1: Fundamentals of Business Management

Summary

In this unit, you will learn about the key functions of a business firm in our economy. You will also learn effective writing and communication skills. You will also learn about customer service and customer satisfaction. Additionally, in this unit, you will familiarize yourself with different career paths in the world of business.

Day	Activity/Objective	Type
1 day: 1	Syllabus and Plato Student Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	Business Basics <i>Describe the structures and roles of business firms in our economy.</i>	Lesson
4 days: 6–9	Careers in Business Administration <i>Describe possible career paths in the world of business.</i>	Lesson
3 days: 10–12	Reading and Writing <i>Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.</i>	Lesson
3 days: 13–15	Speaking and Listening <i>Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.</i>	Lesson
3 days: 16–18	Self Representation <i>Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.</i>	Lesson
3 days: 19–21	Customer Service <i>Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.</i>	Lesson
1 day: 22	Para Jumble	Game

Day	Activity/Objective	Type
4 days: 23–27	Unit Activity/Threaded Discussion—Unit 1	Unit Activity
1 day: 28	Posttest—Unit 1	Assessment

Unit 2: Sales and Marketing

Summary

In this unit, you will learn about the impact of marketing on business and society. You will learn about the advertising media and its influence on consumer behavior. Additionally, you will learn about the working of the distribution value chain.

Day	Activity/Objective	Type
5 days: 29–33	Marketing Fundamentals <i>Define the scope and impact of marketing on business and society.</i>	Lesson
4 days: 34–37	Marketing Communication <i>Explain the role of advertising within the marketing function.</i>	Lesson
4 days: 38–41	Advertising Effectiveness <i>Measure the effectiveness of an advertisement using various parameters.</i>	Lesson
4 days: 42–45	Sales and Merchandising <i>Describe selling techniques, visual merchandising, and events designed to influence consumer behavior.</i>	Lesson
5 days: 46–50	The Distribution Value Chain <i>Describe the working of the distribution value chain.</i>	Lesson
1 day: 51	Space Jumble	Game
4 days: 52–55	Unit Activity/Threaded Discussion—Unit 2	Unit Activity
1 day: 56	Posttest—Unit 2	Assessment

Unit 3: Money and Finance

Summary

In this unit, you will familiarize yourself with the market strategies. You will also learn to create realistic financial budgets and goals. In addition, you will learn the art of critically analyzing and finding solutions to a problem. You will also familiarize yourself with the various careers in accounting.

Day	Activity/Objective	Type
3days: 57–59	Defining Money <i>Discuss how money and its various forms work and contribute to the economy.</i>	Lesson
3days: 60–62	Critical Thinking and Problem Solving <i>Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.</i>	Lesson
5 days: 63–67	Finance and Strategy <i>Describe how firms structure finances and decide market strategy.</i>	Lesson
5 days: 68–72	Setting Goals in Personal Finance <i>Discuss how to create realistic financial budgets and goals.</i>	Lesson
5 days: 73–77	Personal Finance Statements <i>Describe the necessity for and structure of key personal finance statements.</i>	Lesson
5 days: 78–82	Careers in Accounting <i>Compare careers in accounting.</i>	Lesson
1 day: 83	Thwack-A-Mole	Game
4 days: 84–87	Unit Activity/Threaded Discussion—Unit 3	Unit Activity
1 day: 88	Posttest—Unit 3	Assessment
1 day: 89	Semester Review	
1 day: 90	End-of-Semester Test	Assessment

Course Map

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map for Semester A](#).