

# Principles of Business, Marketing and Finance Semester B

## 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 19 lessons organized into four units, plus four 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 the working of an economic system.
- Discuss the importance of marketing in a global economy.
- Discuss the role of regulatory authorities in the working of business.
- Discuss ethical, moral and legal implications in a business.
- Describe the human resources functions, including recruitment and selection.
- Describe various career opportunities in the fields of human resources management, in information technology.

## Prerequisite Skills

Principles of Business, Marketing and Finance – Semester B 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 B 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: International Business and Economics

#### Summary

In this unit, you will learn about the key economic concepts along with the working of the private enterprise system. You will also learn more about importance of marketing in a global economy. Additionally, in this unit, you will familiarize yourself with the issues related to diversity at the workplace and strategies to resolve them.

Day	Activity/Objective	Type
1 day: 1	<b>Syllabus and Plato Student Orientation</b> <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	<b>Fundamental Economics</b> <i>Explain how fundamental economic concepts, such as scarce resources, value addition, economic activity and supply curves and demand curves can influence business decisions.</i>	Lesson
4 days: 6–9	<b>Economic Systems</b> <i>Discuss how enterprises operate within various market structures.</i>	Lesson
4 days: 10–13	<b>International Business</b> <i>Describe the working of, and influencing factors within, global trade.</i>	Lesson
3 days: 14–16	<b>Diversity Awareness</b> <i>Identify what diversity awareness includes.</i>	Lesson
1 day: 17	<b>Space Jumble</b>	Game
4 days: 18–21	<b>Unit Activity/Threaded Discussion—Unit 1</b>	Unit Activity
1 day: 22	<b>Posttest—Unit 1</b>	Assessment

## Unit 2: Law, Ethics, and Safety

### Summary

In this unit, you will learn about the legal system in business. You will also familiarize yourself with the work ethics. You will learn about the organizational policies that influence legal and ethical behaviors. Additionally, you will learn about the occupational health hazards and measures taken to prevent them.

Day	Activity/Objective	Type
4 days: 23–26	<b>Business Law</b> <i>Explain how the legal environment can influence shape business decisions.</i>	Lesson
4 days: 27–30	<b>Business Ethics</b> <i>Explain how ethical decision making benefits firms in the long run.</i>	Lesson
3days: 31–33	<b>Integrity</b> <i>Discuss integrity attributes outlined by many workplace policies and laws.</i>	Lesson
3 days: 34–36	<b>Health and Safety</b> <i>Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.</i>	Lesson
3 days: 37–39	<b>Conflict Resolution</b> <i>Demonstrate conflict-resolution skills by negotiating diplomatic solutions to avoid interpersonal and workplace issues.</i>	Lesson
1 day: 40	<b>Para Jumble</b>	Game
4 days: 41–44	<b>Unit Activity/Threaded Discussion—Unit 2</b>	Unit Activity
1 day: 45	<b>Posttest—Unit 2</b>	Assessment

## Unit 3: Managing Resources and Productivity

### Summary

In this unit, you will familiarize yourself with the human resource functions. You will also learn about the career opportunities in operations management. This unit also discusses skills pertaining to management of time and resource. In addition, you will learn the art of generating creative ideas at workplace.

Day	Activity/Objective	Type
4 days: 46–49	<b>Managing Productivity</b> <i>Analyze ways to manage resources and achieve optimal productivity by using techniques of scientific management.</i>	Lesson
3 days: 50–52	<b>Organizations, Systems and Climates</b> <i>Compare workplace organizations, systems, and climates by identifying “big picture” issues and fulfilling the mission of the workplace.</i>	Lesson
3 days: 53–55	<b>Time, Task, and Resource Management</b> <i>Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.</i>	Lesson
3 days: 56–58	<b>Creative Resourcefulness</b> <i>Describe creativity and resourcefulness examples.</i>	Lesson
3 days: 59–61	<b>Human Resource Management</b> <i>Explain how recruitment, compensation, and training policies impact organizational efficiency, and discuss career opportunities in human resources management.</i>	Lesson
1 day: 62	<b>Space Jumble</b>	Game
4 days: 63–66	<b>Unit Activity/Threaded Discussion—Unit 3</b>	Unit Activity
1 day: 67	<b>Posttest—Unit 3</b>	Assessment

## Unit 4: Technology in Business

### Summary

In this unit, you will familiarize yourself with job seeking procedures. You will learn how to use databases, spreadsheet programs and word processing software. You will also learn the use of internet and the probable risk and guidelines associated with it. You will also learn about the career opportunities in information technology and in Business Information Management.

Day	Activity/Objective	Type
3 days: 68–70	<b>Job Specific Technologies</b> <i>Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner.</i>	Lesson
3 days: 71–73	<b>Information Technology</b> <i>Demonstrate proficiency with information technology by using computers, file management techniques and software/programs effectively.</i>	Lesson
3 days: 74–76	<b>Internet Use and Security</b> <i>Demonstrate proper Internet use and security by using the Internet appropriately for work.</i>	Lesson
3 days: 77–79	<b>IT Careers in Business</b> <i>Identify career opportunities in information technology.</i>	Lesson
3 days: 80–82	<b>Careers in Business Information Management</b> <i>Describe career opportunities in Business Information Management.</i>	Lesson
1 day: 83	<b>Thwack-A-Mole</b>	Game
4 days: 84–87	<b>Unit Activity/Threaded Discussion—Unit 4</b>	Unit Activity
1 day: 88	<b>Posttest—Unit 4</b>	Assessment
1 day: 89	<b>Semester Review</b>	
1 day: 90	<b>End-of-Semester Test</b>	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 B](#).