

**MT. DIABLO UNIFIED SCHOOL DISTRICT
COURSE OF STUDY
DRAFT**

COURSE TITLE: Introduction to Business Finance
COURSE NUMBER: 6131
CALPADS CODE: 2401
CST: None or Summative if the student has passed Algebra II
DEPARTMENT: Mathematics
NCLB TEACHER CREDENTIAL REQUIREMENT: Math Credential with Subject Matter Proficiency
LENGTH OF COURSE: One Year
CREDITS PER SEMESTER: 5
GRADE LEVEL(S): 11-12
GRADUATION REQUIREMENT OR ELECTIVE: This course fulfills one year of the high school mathematics requirement.
PREREQUISITES: None

BOARD OF EDUCATION ADOPTION:

COURSE DESCRIPTION:

A fundamental course that covers career exploration in business ownership and management, basic mathematical concepts with direct applications to business finance, business management skills, introduction to applicable technology, helpful resources and problem-solving strategies as each relates to business finance. Specific topics include but are not limited to entrepreneurship, personnel, production, purchasing, sales, marketing, accounting basics, corporate planning, and writing a business plan. Students will leave this class with new insight into the basic elements of starting a business, owning and/or managing a business, and an idea of concepts that would be addressed in a business degree pathway. (Recommended for students that have satisfied the graduation requirement of Algebra I and the mathematics portion of the California High School Exit Exam.)

COURSE OUTLINE:

1. MAJOR GOALS

- 1.1 To explore the financial aspects of careers in business ownership and management
- 1.2 To use and apply basic mathematical concepts used in business finance
- 1.3 To develop an understanding of business management skills
- 1.4 To develop an understanding of how the use of technology can be applied to business finance
- 1.5 To demonstrate the ability to research and interpret data related to business finance
- 1.6 To develop problem-solving skills to make informed business decisions

2. PERFORMANCE OBJECTIVES:

- 2.1 Exploration of the financial aspects of careers in business ownership and management
 - 2.1.1 Examine elements of business ownership and management
 - 2.1.2 Study principles of entrepreneurship
- 2.2 To use and apply basic mathematical concepts used in business finance
 - 2.2.1 Perform basic computational and procedural skills
 - 2.2.2 Understand and apply a variety of problem solving strategies
- 2.3 To develop an understanding of business management skills
 - 2.3.1 Understand the elements of obtaining and retaining quality personnel
 - 2.3.2 Monitor production
 - 2.3.3 Determine appropriate purchasing decisions
 - 2.3.4 Make pricing decisions related to sales
 - 2.3.5 Discuss and comprehend strategies for marketing a business
 - 2.3.6 Learn responsibilities and analyze costs relating to warehousing and distributing
 - 2.3.7 Define and evaluate the services needed to manage a business
 - 2.3.8 Identify methods and components of accounting records
 - 2.3.9 Calculate and maintain accounting records
 - 2.3.10 Calculate and manage taxes, investments and loans
 - 2.3.11 Plan a corporate budget
- 2.4 Technology as it applies to business finance
 - 2.4.1 Discuss different types of technology that apply to business finance
 - 2.4.2 Understand how new technologies increase efficiency
 - 2.4.3 Choose an appropriate technology tool given a business financial situation
- 2.5 Data research and analysis
 - 2.5.1 Use a variety of resources to gather financial information
 - 2.5.2 Identify resources for specific financial circumstances
 - 2.5.3 Organize and analyze data to apply to financial decision-making
- 2.6 Problem-solving skills and strategies
 - 2.6.1 Consider all the factors that contribute to a financial plan
 - 2.6.2 Evaluate contributing factors that comprise a financial plan
 - 2.6.3 Synthesize the knowledge gained to choose the relevant tools necessary to make an informed financial decision
 - 2.6.4 Make informed financial decisions
 - 2.6.5 Evaluate financial decisions

3. CONTENT OUTLINE:

- 3.1 Exploration of the financial aspects of careers in business ownership and management
 - 3.1.1 Business Ownership and Management
 - 3.1.1.1 Relationship between business choices and earning potential

- 3.1.1.2 Effects of education and training on a business' success
- 3.1.1.3 Values and costs of business preparation
- 3.1.1.4 Selection of Appropriate Personnel
- 3.1.1.5 Scheduling
- 3.1.1.6 Money Management
- 3.1.1.7 Business Ethics

3.1.2 Principles of Entrepreneurship

- 3.1.2.1 Characteristics of an Entrepreneur
- 3.1.2.2 Decisions and Direction
- 3.1.2.3 Benefits of Entrepreneurship
- 3.1.2.4 Downfalls and Risks involved with Entrepreneurship
- 3.1.2.5 Starting a business alone versus with a partner versus with a team
- 3.1.2.6 Product/Service and Market Choice
- 3.1.2.7 Entry Strategies
- 3.1.2.8 Creation of a Business Plan
- 3.1.2.9 Need for Capital
- 3.1.2.10 Sources of Finance
- 3.1.2.11 Organization of the Business (Sole Proprietorship, Partnership, or Corporation)
- 3.1.2.12 Intellectual Property
- 3.1.2.13 Effects of Entrepreneurship on the Economy
- 3.1.2.14 Effects of Government Policies on a Business
- 3.1.2.15 Recognition of Resources

3.2 Basic Math Skills

3.2.1 Basic Computational and Procedural Skills

- 3.2.1.1 Conversions
- 3.2.1.2 Percentages
- 3.2.1.3 Measures of Central Tendency
- 3.2.1.4 Probability
- 3.2.1.5 Tables, Charts and Graphs

3.2.2 Problem Solving Strategies

- 3.2.2.1 Four step method
- 3.2.2.2 Identifying information
- 3.2.2.3 Multiple Operations
- 3.2.2.4 Using Estimation
- 3.2.2.5 Constructing a table
- 3.2.2.6 Looking for a pattern
- 3.2.2.7 Using Guess and Check
- 3.2.2.8 Using simple algebraic operations
- 3.2.2.9 Working Backwards
- 3.2.2.10 Writing an equation
- 3.2.2.11 Linear combinations

- 3.2.2.12 Drawing a sketch
- 3.2.2.13 Making a Venn Diagram
- 3.2.2.14 Using simpler numbers

3.3 Business Management Skills

3.3.1 Personnel

- 3.3.1.1 The Recruitment and Hiring of New Employees
- 3.3.1.2 Administration of Wages and Salaries
- 3.3.1.3 Payroll Processes (i.e. net pay, etc...)
- 3.3.1.4 Employee Benefits
- 3.3.1.5 Disability Insurance
- 3.3.1.6 Workers Compensation and Unemployment insurance
- 3.3.1.7 Travel Expenses
- 3.3.1.8 Employee Training
- 3.3.1.9 Business Ethics
- 3.3.1.10 Vision or Mission Statement

3.3.2 Production

- 3.3.2.1 Manufacturing
- 3.3.2.2 Break-Even Analysis
- 3.3.2.3 Quality Control
- 3.3.2.4 Time Study—Number of Units
- 3.3.2.5 Time Study—Percent of Time
- 3.3.2.6 Packaging

3.3.3 Purchasing

- 3.3.3.1 Trade Discounts
- 3.3.3.2 Trade Discount—Compliment Method
- 3.3.3.3 Trade-Discount Rate
- 3.3.3.4 Chain Discounts
- 3.3.3.5 Chain Discounts—Complement Method
- 3.3.3.6 Chain Discounts—Ordinary Dating
- 3.3.3.7 Chain Discounts—End of Month Dating

3.3.4 Pricing and Sales

- 3.3.4.1 Markups
- 3.3.4.2 Markup Rates
- 3.3.4.3 Net Profit
- 3.3.4.4 Net-Profit Rates
- 3.3.4.5 Determining Selling Price—Markup Based on Selling Price
- 3.3.4.6 Markup Rate Based on Cost
- 3.3.4.7 Determining Selling Price—Markup Based on Cost
- 3.3.4.8 Markdown

3.3.5 Marketing

- 3.3.5.1 Opinion Surveys
- 3.3.5.2 Sales Potential
- 3.3.5.3 Marketing Share
- 3.3.5.4 Sales Projections
- 3.3.5.5 Sales Projections—Factor Method
- 3.3.5.6 Advertising Costs (Newspaper, Television, etc...)
- 3.3.5.7 Pricing

- 3.3.6 Warehousing and Distributing
 - 3.3.6.1 Storage Space
 - 3.3.6.2 Taking an Inventory
 - 3.3.6.3 Valuing an Inventory
 - 3.3.6.4 Carrying and Inventory
 - 3.3.6.5 Door-to-Door Transportation Cost
 - 3.3.6.6 Transportation Types (Truck, Air, etc...)

- 3.3.7 Business Services
 - 3.3.7.1 Building Rental
 - 3.3.7.2 Maintenance and Improvement
 - 3.3.7.3 Equipment Rental
 - 3.3.7.4 Utilities Costs (Telephone, Electricity, etc...)
 - 3.3.7.5 Insurance
 - 3.3.7.6 Professional Services

- 3.3.8 Methods and Components of Accounting Records
 - 3.3.8.1 United States Generally Accepted Accounting Methods (US GAAM)
 - 3.3.8.2 Guidelines of the Financial Accounting Standards Board
 - 3.3.8.3 Payroll Register
 - 3.3.8.4 Business Expenses
 - 3.3.8.5 Apportioning
 - 3.3.8.6 Depreciation—Straight-Line Method
 - 3.3.8.7 Depreciation—Book Value
 - 3.3.8.8 Modified Accelerated Cost Recovery System

- 3.3.9 Calculations and Maintenance of Accounting Records
 - 3.3.9.1 Checks, Deposits, Withdrawals, Business Bank Accounts
 - 3.3.9.2 Assets, Liabilities, and Equity
 - 3.3.9.3 Balance Sheet
 - 3.3.9.4 Cost of Goods Sold
 - 3.3.9.5 Income Statements
 - 3.3.9.6 Vertical Analysis
 - 3.3.9.7 Horizontal Analysis

- 3.3.10 Calculations and Management of Taxes, Investments and Loans
 - 3.3.10.1 Corporate Income Tax
 - 3.3.10.2 Issuing Stocks and Bonds

- 3.3.10.3 Borrowing
- 3.3.10.4 Investments—Treasury Bills
- 3.3.10.5 Investments—Commercial Paper
- 3.3.10.6 Growth Expenses

- 3.3.11 Corporate Budgeting
 - 3.3.11.1 Inflation
 - 3.3.11.2 Gross National Product and Gross Domestic Product
 - 3.3.11.3 Consumer Price Index
 - 3.3.11.4 Budget

- 3.4 Technology as it applies to business finance
 - 3.4.1 Discussion of Different Types of Technology that apply to Business Finance
 - 3.4.1.1 Calculators
 - 3.4.1.2 Computers
 - 3.4.1.3 Computer Programs (Excel, Word, Power Point, etc...)
 - 3.4.1.4 Internet Resources
 - 3.4.1.5 Personal Digital Assistants (PDA's, phones, etc...)
 - 3.4.1.6 Developing Technologies

 - 3.4.2 Knowledge of how New Technologies Increase Efficiency
 - 3.4.2.1 Application of Calculators
 - 3.4.2.2 Application of Computers
 - 3.4.2.3 Application of Computer Programming (Excel, Word, Power Point, etc...)
 - 3.4.2.4 Application of Internet Resource
 - 3.4.2.5 Application of Personal Digital Assistants
 - 3.4.2.6 Application of Developing Technologies

 - 3.4.3 Selection of an Appropriate Technology Tool given a Business Finance Situation
 - 3.4.3.1 Personnel
 - 3.4.3.2 Production
 - 3.4.3.3 Purchasing
 - 3.4.3.4 Sales
 - 3.4.3.5 Marketing
 - 3.4.3.6 Warehousing and Distributing
 - 3.4.3.7 Services
 - 3.4.3.8 Accounting and Accounting Records
 - 3.4.3.9 Financial Management
 - 3.4.3.10 Corporate Planning

- 3.5 Data research and analysis
 - 3.5.1 Utilization of a Variety of Resources to Gather Business Related Financial Information
 - 3.5.1.1 Websites

- 3.5.1.2 Periodicals
- 3.5.1.3 Books
- 3.5.1.4 Journals
- 3.5.1.5 Field Experience
- 3.5.1.6 Surveys
- 3.5.1.7 Records (Population, Regional Income, etc...)

- 3.5.2 Identification of resources for specific business finance circumstances
 - 3.5.2.1 Selection of appropriate resources given multiple business finance situations

- 3.5.3 Organization and analysis of data to apply to financial decision-making
 - 3.5.3.1 Charts
 - 3.5.3.2 Graphs
 - 3.5.3.3 Diagrams
 - 3.5.3.4 Graphic Organizers
 - 3.5.3.5 Interpretation of data as displayed in charts, graphs, diagrams and graphic organizers

- 3.6 Problem-solving skills and strategies
 - 3.6.1 Consideration of all the Factors that Contribute to a Business Finance Plan
 - 3.6.1.1 Business and Personal Goals (Long-term, Intermediate-term and Short-term)
 - 3.6.1.2 Income
 - 3.6.1.3 Costs of Goods, Personnel, Production, Marketing, Services, Warehousing and Distributing
 - 3.6.1.4 Rates
 - 3.6.1.5 Market Conditions
 - 3.6.1.6 Predictions
 - 3.6.1.7 Emergencies
 - 3.6.1.8 Personnel
 - 3.6.1.9 Purchasing
 - 3.6.1.10 Sales
 - 3.6.1.11 Apportioning
 - 3.6.1.12 Depreciation
 - 3.6.1.13 Assets, Liabilities, and Equity
 - 3.6.1.14 Taxes
 - 3.6.1.15 Investments
 - 3.6.1.16 Loans
 - 3.6.1.17 Growth Expenses
 - 3.6.1.18 Inflation
 - 3.6.1.19 Gross Domestic Product
 - 3.6.1.20 Consumer Price Index
 - 3.6.1.21 Budgeting

 - 3.6.2 Evaluation of Contributing Factors that Comprise a Business Finance Plan
 - 3.6.2.1 Controllable Factors

- 3.6.2.1.1 Decisions
 - 3.6.2.1.2 Knowledge
 - 3.6.2.1.3 Determination
 - 3.6.2.1.4 Money Management
 - 3.6.3 Uncontrollable Factors
 - 3.6.3.1 Decisions and Situations of Personnel
 - 3.6.3.2 Market Conditions
 - 3.6.3.3 Major and Minor Emergencies
- 3.7 Synthesis of the Knowledge Gained and Selection of the Relevant Tools Necessary to Make an Informed Business Finance Decision
 - 3.7.1 Recordkeeping
 - 3.7.2 Reflection of Personal Experience
 - 3.7.3 Financial Experts
 - 3.7.4 Experienced Businessmen and Businesswomen
 - 3.7.5 Business and Financial Magazines and Journals
 - 3.7.6 News
 - 3.7.7 Business Organizations and Clubs
 - 3.7.8 Business Finance Conferences, Seminars, and Courses
 - 3.7.9 Web Resources
 - 3.7.9.1 Government Websites
 - 3.7.9.2 News Websites
 - 3.7.9.3 Business Finance Websites
 - 3.7.9.4 Topic Specific Websites
 - 3.7.9.5 Tutorial Websites
 - 3.7.9.6 Podcasts
 - 3.7.9.7 Videos
 - 3.7.9.8 Emerging and/or Replacement Web Resources
- 3.8 Informed business finance decision-making
 - 3.8.1 Negotiation
 - 3.8.2 Projection/Prediction
 - 3.8.3 Reflection on Previous Decisions
 - 3.8.4 Goals
 - 3.8.5 Business Planning
 - 3.8.5.1 Set Goals
 - 3.8.5.2 Analyze Information
 - 3.8.5.3 Create a Plan
 - 3.8.5.4 Implement the Plan
 - 3.8.5.5 Monitor and Modify the Plan
 - 3.8.6 Sample Elements of Business Plan
 - 3.8.6.1 Executive Summary
 - 3.8.6.2 Business Description
 - 3.8.6.3 Market and Industry Analysis

- 3.8.6.4 Sales and Marketing
- 3.8.6.5 Production and Distribution
- 3.8.6.6 Management and Organization
- 3.8.6.7 Operation
- 3.8.6.8 Long Term and Exit Plan
- 3.8.6.9 Financials

3.9 Evaluation of business finance decisions

- 3.9.1 Measurement of Outcomes
- 3.9.2 Goal Achievement
- 3.9.3 Reflection
- 3.9.4 Consequences (positive and negative)
- 3.9.5 Losses and Gains
- 3.9.6 Alternative Options
- 3.9.7 Emerging and/or Replacement Web Resources
- 3.9.8 Case Studies

4. TIME ESTIMATES:

- 4.1 Career Exploration (4 weeks)
- 4.2 Basic Math Skills (2 weeks)
- 4.3 Business Management Skills (22 weeks)
- 4.4 Data Research and Analysis (2 weeks)
- 4.5 Problem Solving Strategies (3 weeks)

5. INSTRUCTIONAL MATERIALS:

- 5.1 Board of Education Adopted Textbooks
- 5.2 Teacher-made Materials
- 5.3 Technology
- 5.4 Supplementary Materials (i.e. National Endowment for Financial Education—NEFE, Secretaries Commission on Achieving Necessary Skills –SCANS)
- 5.5 Guest Speakers
- 5.6 Field Trips
- 5.7 Newspaper and Trade Materials

6. EVALUATION OF STUDENT PROGRESS:

- 6.1 Career-based projects and portfolios
- 6.2 Tests
- 6.3 Quizzes
- 6.4 Classwork
- 6.5 Homework
- 6.6 Teacher Observation
- 6.7 Business Finance-based Projects and Portfolios
- 6.8 Basic Business Plan

Sample Lesson Plan (using backward planning model)

Standard to be taught:

CTE Model Curriculum Standards, grades 7 – 12, 2005
Entrepreneurship Pathway

B4.0 Students understand effective marketing of small businesses:

B4.1 Know the selling techniques used to aid customers and clients in making buying decisions.

B4.2 Know the components of a promotional plan (e.g., advertising, public relations, sales promotion) and how the plan is used to achieve a stated outcome.

B4.3 Understand how products and services are conceived, developed, maintained, and improved in response to market opportunities.

Assessment:

Vocabulary Quiz

Individual Project for Portfolio:

Create a Marketing Plan for Your Own Company

- 1) Create a company
- 2) Determine a Product/Service (include number of units, packaging, warranties, etc...)
- 3) Identify the target market
- 4) Develop a Market Strategy with an appropriate marketing mix
- 5) Pricing Strategy and Budget
- 6) Placement/Distribution Plan
- 7) Promotion Plan (Advertising, sales, PR, etc...)
- 8) Write up an explanation for marketing choices
- 9) Create a sample advertisement

Teaching strategies:

1. Opener
2. Notes for portfolio
 - Marketing vocabulary and components:
 - Marketing
 - Exchange
 - marketing mix
 - target market
 - “The Right Principle”
 - “The 4 P’s—Product, Pricing, Place/Distribution and Promotion
3. Discussion of key topics:
 - Purpose of marketing
 - Different marketing approaches for different products/services
 - Importance of correctly identifying target market

4. Think-Pair-Share
5. Cooperative Learning Groups
6. Graphic Organizers
7. Reflection & Recording

Student activities:

Think-Pair-Share: In pairs, select a popular product/service. Identify the company’s target market and marketing mix.

Cooperative Learning Groups: Groups are assigned a product/service for which to write up a marketing plan. Students are to create a brief presentation that will:

- 1) Identify the target market
- 2) Develop a marketing mix
- 3) Address “The 4 P’s” as each relates to their marketing strategy
- 4) Explain their reasoning

Resources:

Sample Advertisements

Computer and Computer Programs

Web Resources

Project Supplies

Project Description Worksheets with Graphic Organizers

Assessment Project Rubric

Committee Members:

Kelly Donlon	Math Teacher	YVHS
Angel Niedzielski	Math Teacher	CPHS
Suzette Blanke	Math Dept. Chair/Math Teacher	CPHS
Judith Cubillo	Math Dept. Chair/Math Teacher	NHS
Kathleen Magana	Math Coach/Math Teacher	MDHS
Ellen Dill	Math Teacher	NHS
Rianne Pfaltzgraff	Math Teacher	NHS
Mary Ditkof	Math Dept. Chair/Math Teacher	YVHS
Leslie Addiego	Math Dept. Chair/Math Teacher	YVHS
John Ghiozzi	Math Teacher	YVHS
Robert Lovelace	Math Teacher	CPHS
Frank Bruketta	Math Teacher	CVHS
Danielle Dell	Math Teacher	CVHS
Bodhi Young	Math Teacher	CVHS
Norma Meyerkorth	Math Dept. Chair/Math Teacher	CHS
Steve Sankey	Math Dept. Chair/Math Teacher	MDHS
Susan Seeley	Math Dept. Chair/Math Teacher	CVHS
Sharon Simone	Math Dept. Chair/Math Teacher	RMS
Brianne Whiteside	Math Teacher	CHS
Sandy Bruketta	Curriculum Specialist	Dent Center
Spogmai Habibi	Curriculum Specialist	Dent Center