



TENNESSEE DEPARTMENT OF  
**EDUCATION**  
FIRST TO THE TOP

## Business Principles

<b>Primary Career Cluster:</b>	Business, Management & Administration
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<b>Course Code(s):</b>	5905/3709
<b>Recommended Prerequisite(s):</b>	Keyboarding; Computer Applications (5891/3638/3721)
<b>Credit:</b>	½ to 1
<b>Grade Level:</b>	9-10
<b>Aligned Student Organization(s):</b>	DECA: <a href="http://www.decatn.org">www.decatn.org</a> FBLA: <a href="http://www.fblatn.org">www.fblatn.org</a> Sarah Williams, (615) 532-2829, <a href="mailto:Sarah.G.Williams@tn.gov">Sarah.G.Williams@tn.gov</a>
<b>Teacher Resources:</b>	<a href="http://www.tn.gov/education/cte/BusinessManagementAdministration.shtml">http://www.tn.gov/education/cte/BusinessManagementAdministration.shtml</a>

### Course Description

Business Principles is a core course in which students are introduced to all aspects of business: the domestic and international economies, financial principles, management strategies, administrative and information systems, ethics, and organizational and professional leadership. Students will analyze the elements of the business environment and focus on attitudinal and problem-solving skills inherent to success. *(This course provides access to a computerized workstation for each student to complete computer applications using appropriate software.)*

### Course Standards

#### Standard 1.0

**The student will develop and apply concepts related to human relations, safety, career development, communications, and leadership skills for a global workplace.**

#### **The student will:**

- 1.1 Demonstrate sensitivity to personal, societal, corporate, and governmental responsibility to community and global issues.
- 1.2 Demonstrate the interpersonal, teamwork, and leadership skills needed to function in diverse business settings, including the global marketplace.
- 1.3 Communicate effectively as writers, listeners, and speakers in diverse social and business settings.

- 1.4 Apply the critical-thinking and soft skills needed to function in students' multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own futures.
- 1.5 Analyze and follow policies for managing legal and ethical issues in organizations and in a technology-based society.
- 1.6 Investigate the life-long learning skills that foster flexible career paths and confidence in adapting to a workplace that demands constant retooling.
- 1.7 Assess personal skills, abilities, aptitudes, and personal strengths and weaknesses as they relate to career exploration and apply knowledge gained from individual assessment to research and develop an individual career plan.
- 1.8 Examine the goals and principles of Future Business Leaders of America.
- 1.9 Investigate online and office safety procedures and pass a written safety examination with 100% accuracy.
- 1.10 Demonstrates parliamentary procedure through office staff/chapter organizational meetings.
- 1.11 Apply appropriate typography concepts to industry documents.

**Sample Performance Task**

- Design and produce a team project on legal and ethical issues that includes issues and penalties for plagiarism, copied text that does not require permission, and copied data that requires permission and the process used in obtaining permission. Obtain formal permission for use of quotations, art form, design, music, and photographs. Develop and present a total team project utilizing various technology components and appropriate typography concepts.

**Standard 2.0**

**The student will analyze the role of law and ethics on business operations.**

**The student will:**

- 2.1 Demonstrate foundational knowledge of business laws and regulations to understand their nature and scope.
- 2.2 Relate knowledge of business ownership to the establishment and continuation of business operations.
- 2.3 Analyze the need for business law for the business and the consumer.
- 2.4 Analyze the need for ethics in business.

**Sample Performance Task**

- Research and present an oral report on legal and ethical issues that includes issues and penalties for plagiarism, copied data with permission and the process used in obtaining permission. Obtain formal permission for use of a business name, quotations, art form, design, and publications.

**Standard 3.0**

**The student will analyze the role of economics on business operations and the business environment.**



**The student will:**

- 3.1 Analyze the interrelation among economic climates, business operations, and the business environment.
- 3.2 Interpret fundamental economic concepts and their relationship to business activities.
- 3.3 Assess economic systems and their effect on the business environment.
- 3.4 Analyze the role of business and its impact on society.
- 3.5 Examine government activities and policies and the ways in which those policies drive business and economic activities.
- 3.6 Evaluate the impact of global trade and interconnectivity on business decisions and activities.

**Sample Performance Task:**

- Prepare a visual display showing features of the various economic systems.

**Standard 4.0**

**The student will understand and examine the role of financial analysis in business.**

**The student will:**

- 4.1 Demonstrate a foundational knowledge of accounting to understand its nature and scope.
- 4.2 Demonstrate a foundational knowledge of finance to understand its nature and scope.
- 4.3 Evaluate how credit can be used as a tool for financial well-being.
- 4.4 Analyze information on budgeting and responsible consumerism.
- 4.5 Examine banking services and analyze investment strategies.
- 4.6 Interprets the cost and impact of legal issues as they relate to the profit margin
- 4.7 Researches cost of obtaining a patent, copyright, and/or a trademark.
- 4.8 Compares and contrasts the cost of operating a business and profit margin.

**Sample Performance Task**

- Analyze case studies of people with credit problems to determine applicable laws and consumer responsibilities.

**Standard 5.0**

**The student will examine the role of information management in business.**

**The student will:**

- 5.1 Analyze the role and responsibilities of information management to show its contribution to business.
- 5.2 Utilize information-technology tools to manage and perform work responsibilities.
- 5.3 Research and report information
- 5.4 Analyze ethical issues related to business responsibilities.



### **Sample Performance Task**

- Organize a team to plan and carry out a service project for school or community to experience the role of citizenship.

### **Standard 6.0**

**The student will examine the role of marketing in business.**

**The student will:**

- 6.1 Analyze marketing's role and function in business to facilitate economic exchanges with customers.
- 6.2 Analyze the seven functions of marketing and their roles in the business.
- 6.3 Analyze the role of marketing in a global economy.

### **Sample Performance Task:**

- Create a visual presentation of the marketing mix for a product.

### **Standard 7.0**

**The student will examine and analyze the role of operations in business.**

**The student will:**

- 7.1 Investigate operations' role and function in business to value its contributions to a company.
- 7.2 Implement purchasing activities to obtain business supplies, equipment, and services.
- 7.3 Investigate production's role and function in business to recognize its need in an organization.
- 7.4 Interpret the elements of an effective business plan.

### **Sample Performance Task:**

- In a corporate board meeting, department heads are in a debate on how to resolve a conflict between production, finance, and sales departments. The issue is the cost of production versus the gross income from the product. Dramatize ways to resolve the conflict through fact finding and brainstorming.

### **Standard 8.0**

**The student will examine the role of strategic management in business.**

**The student will:**

- 8.1 Recognize management's role to understand its contribution to business success.
- 8.2 Create a strategic plan for increasing an organization's community service impact.
- 8.3 Analyze the goals involved in a business plan and sets parameters to determine if the plan is being met.
- 8.4 Differentiate between a line organization and a line-and-staff organization and demonstrate when each will be used.



- 8.5 Differentiate between the basic steps in setting controls and ways they can be implemented.
- 8.6 Compare and contrast the different ways that diverse people examine problems and resolve them.
- 8.7 Demonstrate an understanding of ways a good manager can tap into the best aspects of each employee.

**Sample Performance Task:**

- Interview the managers of three different businesses. Compare and contrast the decision-making skills of each manager. Students will choose personal style preferences and justify their selection. Present this in a written format or as an oral presentation.

