

Wyoming Department of Education Required Virtual Education Course Syllabus

Sheridan County School District # 1

Program Name	Sheridan County School District #1 Virtual School	Content Area	VE
Course ID	ACBus&Fin	Grade Level	10 - 12
Course Name	Principles of Business, Marketing, and Finance	# of Credits	1
SCED Code	19262G1.0012	Curriculum Type	Acellus

COURSE DESCRIPTION

This CTE Business course provides a basic business, marketing, and finance background for students looking for a career in business or for students desiring further preparation before entering college in a business and finance related major. Course topics include: Economics, Management, Operations, Finances, Future Planning, Insurance, Accounting, Communication, Human Resources, Personal Growth, Taxes and Illicit Activities, Acellus Principals of Business, Marketing, and Finance is A-G Approved through the University of California.

WYOMING CONTENT AND PERFORMANCE STANDARDS

STANDARD#	BENCHMARK (Standard/Indicator) Use the Standards and Benchmarks as Spreadsheets
CV12.1.1	College and career-ready students evaluate current knowledge and interests in order to set career goals.
CV12.1.2	College and career-ready students explore careers including outlook, salary, needed training, duties and lifestyle utilizing all available resources including mentors and industry experts.
CV12.1.4	College and career-ready students demonstrate employability skills that enable them to be responsible and contributing citizens and employees.
CV12.2.1	College and career-ready students communicate clearly, effectively, and with reason.
CV12.2.2	College and career-ready students identify and model integrity, ethical leadership and effective management skills.
CV12.2.4	College and career-ready students apply safe, legal, and responsible use of information and technology as appropriate to the task.
CV12.3.2	College and career-ready students identify trends, forecast possibilities, and explore complex systems and issues.
CV12.3.3	College and career-ready students employ valid and reliable research strategies and apply prior knowledge to solve a problem or complete a project.
CV12.3.4	College and career-ready students demonstrate creativity and innovation while considering the environmental, social, and economic impacts of decisions.
CV12.4.1	College and career-ready students produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (*CCSS W.11.4)
CV12.4.2	College and career-ready students determine the meaning of symbols, key terms, and other content-specific words and phrases as they are used in technical context. (*Adapted from CCSS RL.9.11)
CV12.4.3	College and career-ready students acquire, manipulate, analyze, diagnose, and/or report information, using the appropriate technology.
CV12.5.1	College and career-ready students manage resources to develop, analyze, and implement systems and applications.
CV12.5.2	College and career-ready students productively complete tasks taking constraints, priorities and resources into account.
CV12.5.3	College and career-ready students safely and ethically use current industry-standard tools and emerging technologies.

CV12.5.4	College and career-ready students utilize technology to develop innovative solutions or products.
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SCOPE AND SEQUENCE		
UNIT OUTLINE	STANDARD#	OUTCOMES OBJECTIVES/STUDENT CENTERED GOALS
Unit 1	CV12.1.1; CV12.1.2; CV12.2.4; CV12.4.2; CV12.4.3; CV12.5.4;	The introductory unit of this course students are introduced to the production possibilities frontier and learn about the law of increasing opportunity costs, demand curve, supply curve, market equilibrium for supply and demand, and producer and consumer surplus. They also learn about measuring economic growth, business cycles, economic performance metrics, circular flow, international business, and global markets, as well as international business organizations and protectionism.
Unit 2	CV12.1.4; CV12.2.1; CV12.2.2; CV12.2.4; CV12.4.2; CV12.4.3;	In this unit students will learn about business ownership, business equity, business structure, entrepreneurialism, starting a small business, and small business designation. They will also learn about limited liability corporations, partnerships, non-profit designation, management, and leadership, as well as ethics, embracing change, and business culture.
Unit 3	CV12.1.4; CV12.2.1; CV12.2.4; CV12.4.2; CV12.4.3; CV12.5.3;	Within this unit students will learn about marketing, marketing strategies, marketing strategy development, product development, product distribution, information technology in business, managing IT, business technology strategy, types of production, and production planning. Students will also learn about managing business operations, risk management, insurable risks, and uninsurable risks.
Unit 4	CV12.1.4; CV12.2.1; CV12.2.2; CV12.2.4; CV12.4.2; CV12.4.3; CV12.5.3;	This unit guides students through financial planning, financial records and statements, key financial performance indicators, financial leverage and financial decisions. Students will also learn about the break even time period, consumer finance, consumer rights, consumer protection, personal financial statements, budgeting decisions, and opportunity cost of budgets.
Unit 5	CV12.1.4; CV12.2.1; CV12.2.4; CV12.4.2; CV12.4.3; CV12.5.4;	In this unit, students learn about financial future planning, financial institutions, financial services, payment methods, credit, cost of credit, credit score, credit application, credit rights protection, savings vs investment, types of investment, equity investments, and debt investments. Students will also learn about debt ratings, investment grade debt, non-investment grade debt, mutual fund investments, real estate investments, derivative investments, and exponential growth of investments.

Unit 6	CV12.1.4; CV12.2.1; CV12.2.4; CV12.4.1; CV12.4.2; CV12.4.3; CV12.5.1; CV12.5.2;	In this unit students come to understand vehicle insurance, property insurance, life insurance, health insurance, disability insurance, and other types of insurance. They also learn about an insurance business model, actuarial impact on insurance, and cyclically balanced budget.
Unit 7	CV12.1.4; CV12.2.1; CV12.2.4; CV12.4.2; CV12.4.3;	Students will gain knowledge about capitalizing a business, assets, liabilities, shareholder's equity, balance sheet, current assets, current liabilities, FIFO, LIFO, accounts receivable, gross sales, costs of goods sold, and expenses. Students will also gain understanding regarding income taxes, net income, income statement, free cash flow from operations, finances, and statements, as well as linking free cash flow with income statement, linking income statement with balance sheet, and linking balance & income reports, and cash flow.
Unit 8	CV12.1.4; CV12.2.1; CV12.2.4; CV12.4.2; CV12.4.3;	Students begin this unit learning about communication flow, communication management, organizational communication, communication styles, international communication, and electronic communication. Students will then learn about communication permanence, 10-K, annual reports, and private vs. public company communication.
Unit 9	CV12.1.4; CV12.2.1; CV12.2.4; CV12.3.2; CV12.4.2; CV12.4.3;	In this unit students will learn about talent acquisition, effective interviewing, interview vs. task-based hiring, diversity in the workforce, employee redundancy, performance based workforce reduction, employment law, equal opportunity employment, and employee compensation. Students will also learn about gender discrimination, employee benefits, hidden employee costs, and improving employee performance.
Unit 10	CV12.1.4; CV12.2.1; CV12.2.4; CV12.3.4; CV12.4.2; CV12.4.3; CV12.5.1; CV12.5.2;	Within this unit students will learn about personal career planning, education vs. income, education vs. unemployment, and educational attainment in the USA. Students will also gain knowledge for weighing education cost and benefit, risk taking, SMART goals, and negotiation.
Unit 11	CV12.1.4; CV12.2.1; CV12.2.4; CV12.3.2; CV12.3.3; CV12.4.2; CV12.4.3;	In the concluding unit students will learn about US progressive tax brackets, business taxes, capital gains taxes, dividend taxes, interest taxes, and property taxes. They will also learn about money laundering, fraud, offshoring money, and off-balance sheet debt.