

Curriculum Crosswalk

Principles of Business and Personal Finance 2003

Course to:

Business Management and Administration Career Cluster

Finance Career Cluster

2008 National Marketing Education Standards

Marketing Career Cluster

LAP Instructional Support Materials

Produced by:

MBA *Research*
and Curriculum Center

Curriculum-Planning Levels

Each performance indicator was assigned to one of six curriculum-planning levels: prerequisite, career-sustaining, specialist, supervisor, manager, and owner. These levels represented a continuum of instruction ranging from simple to complex and can serve as building blocks for curriculum development in that students should know and be able to perform the skills and knowledge at one level before tackling more complex ones at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. The six curriculum-planning levels are defined as:

1. **Prerequisite (PQ)** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
2. **Career-Sustaining (CS)** Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
3. **Specialist (SP)** Content provides in-depth, solid understanding and skill development in all marketing functions.
4. **Supervisor (SU)** Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
5. **Manager (MN)** Content develops strategic decision- making skills in all marketing functions needed to manage a business or department within an organization.
6. **Owner (ON)** Content develops strategic decision- making skills in all aspects of marketing that are needed to own and operate a business.

| Comp # Obj # | Unit Titles/Competency and Objective Statements (The Learner will be able to:) | MBA Research LAPs | Career Cluster Performance Indicators |
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| A. | BUSINESS IN A CHANGING WORLD | | |
| PB01.00 | Explain the key characteristics of the private enterprise system. | | |
| PB01.01 | Analyze the impact scarcity has on various economic systems. | EC LAP 6: Economics (update 2009) EC LAP 14: Economic Resources (update 2009) EC LAP 17: Economic Systems (update fall, 2009) | Describe the concepts of economics and economic activities (CS) Explain the concept of economic resources (CS) Explain types of economic systems (CS) |
| PB01.02 | Evaluate the role of an individual within the free enterprise system as a producer, a consumer, and a citizen. | EC LAP 15: People Power (Private Enterprise) EC LAP 2: Risk Rewarded (Profit) PD LAP 4: Own Your Own (Entrepreneurship/Business Ownership) | Explain the concept of private enterprise (CS) Identify factors affecting a business's profit (CS) |
| PB01.03 | Evaluate the role of different types of business and the various forms of business ownership in the United States. | BA LAP 7: Own It Your Way (Types of Business Ownership) EC LAP 20: Business Connections—Objective A (Role of Business) | Explain types of business ownership (CS) Explain the role of business in society (CS) |
| PB01.04 | Analyze economic indicators and how they affect the business cycle. | EC LAP 9: Business Cycles (update fall, 2009) EC LAP 18: Make the Most of It (Productivity) EC LAP 1: Gross Domestic Product (update 2009) | Determine the impact of business cycles on business activities (SP) Explain the concept of productivity (CS) Explain the concept of Gross Domestic Product (SP) Discuss the measure of consumer spending as an economic indicator (SP) Describe the economic impact of inflation on business (SP) Discuss the impact of a nation's unemployment rates (SP) |

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| B. | THE CONSUMER'S IMPACT ON BUSINESS | | |
| PB02.00. | Analyze the role of the consumer as a responsible citizen. | | |
| PB02.01 | Analyze government's role in consumer protection and how it affects consumers' rights. | EC LAP 16: Regulate and Protect (Government's Role in Business) Consumer Protection (update 2009) | Determine the relationship between government and business (CS) Identify consumer protection provisions of appropriate agencies (SP) |
| PB02.02 | Examine purchasing decisions and various products with respect to value, service, maintenance and price. | EC LAP 10: Goods and Services (update fall, 2008) EC LAP 11: It's the Law (Supply and Demand) EC LAP 12: Price (update fall, 2009) PM LAP 6: It's a Brand, Brand, Brand World (Branding)—update fall, 2008 EC LAP 20: Business Connections—Objective A (Role of Business) | Distinguish between goods and services (CS) Explain the principles of supply and demand (CS) Describe the functions of prices in markets (CS) Explain the nature of product/service branding (SP) Explain the role of business in society (CS) |
| C. | LEADERSHIP/COMMUNICATION SKILLS | | |
| PB03.00 | Demonstrate effective leadership/communication skills. | | |
| PB03.01 | Examine the characteristics of a good leader. | QS LAP 27: Follow Me (Concept of Leadership) MN LAP 41: Take the Lead (update winter, 2009) | Explain the concept of leadership (CS) Participate as a team member (CS) |
| PB03.02 | Discuss the role of the worker as a team member and how mentoring effectively as a leader can increase productivity. | QS LAP 6: Lean on Me (Teamwork Skills) QS LAP 7: Bring Out the Best (Coaching Others) | Demonstrate teamwork skills (CS) Coach others (CS) |
| PB3.03 | Conduct effective meetings. | | Conduct a staff meeting (SU) |
| D. | TAXES AND SPENDING | | |
| PB04.00 | Explain the effect and importance of taxes. | | |
| PB04.01 | Explain taxes on income. | | Explain the nature of tax liabilities (PQ) Calculate employee earnings (e.g., gross earnings, net pay, etc.) (SP) Calculate employee-paid withholdings (SP) Maintain employee records (CS) Prepare a payroll register (SP) Prepare federal, state, and local payroll tax reports (SP) Prepare personal income tax forms (i.e., 1040 EZ form) (CS) |
| PB04.02 | Explain taxes on goods and services. | | Explain the nature of tax liabilities (PQ) |
| PB04.03 | Explain taxes on property. | | Explain the nature of tax liabilities (PQ) |

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| PB05.00 | Identify the key characteristics of government spending. | | |
| PB05.01 | Identify key areas of federal spending. | EC LAP 16: Regulate and Protect (Government and Business) | Determine the relationship between government and business (CS) Explain the concept of fiscal policies (MN) |
| PB05.02 | Identify key areas of state and local spending. | | Explain the concept of fiscal policies (MN) |
| E. | MONEY MANAGEMENT | | |
| PB06.00 | Explain the importance of money management among government, business, and the consumer. | | |
| PB06.01 | Explain why budgeting is essential for government, business, and consumers. | QS LAP 30: Supersize Your Money (Need to Save and Invest) FI LAP 3: Money Tracks (Nature of Budgets) QS LAP 38: Go Figure (Information Found in Financial Statements) | Explain the need to save and invest (CS) Describe the nature of budgets (SP) Describe the nature of cash flow statements (SP) Explain the nature of balance sheets (SP) Describe the nature of income statements (SP) |
| PB06.02 | Apply the steps in the decision-making process. | QS LAP 2: Weigh Your Options (Decision-making)—short version PD LAP 10: Weigh Your Options (Decision-making in Business) | Make decisions (CS) Make decisions (CS) |
| PB06.03 | Create an individual plan for managing personal finances. | QS LAP 31: Set Yourself Up (Setting Financial Goals) | Set financial goals (CS) Maintain financial records (PQ) Develop personal budget (CS) |
| PB06.04 | Analyze the relationship between inflation and purchasing power. | | Describe the economic impact of inflation (SP) |
| PB06.05 | Explain how consumer spending affects an individual's standard of living. | | Discuss the measure of consumer spending as an economic indicator (SP) Demonstrate wise use of credit (CS) |

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| F. | BANKING | | |
| PB07.00 | Explain the importance of banking among government, business, and the consumer. | | |
| PB07.01 | Analyze the roles/responsibilities of the Federal Reserve. | | Explain the role of the Federal Reserve System (MN) |
| PB07.02 | Evaluate ways that commercial banks can assist consumers with money management. | | Describe the role of financial institutions (CS) |
| PB07.03 | Discuss technological advances and their impact on the banking industry. | | Discuss the impact of technology on the banking industry (SP) |
| PB07.04 | Evaluate the various types of checking accounts available through financial institutions. | | Discuss retail bank products and services (CS) Explain business bank products and services (CS) |
| PB07.05 | Demonstrate proficiency in personal banking. | | Read and reconcile bank statements (PQ) Maintain financial records (PQ) Prepare bank account documents (e.g., checks, deposit, withdrawal slips, endorsements, etc.) (PQ) |
| G. | CREDIT | | |
| PB08.00 | Explain the concept of credit and its effect on the individual and the total economy. | | |
| PB08.01 | Evaluate various sources of credit available to government, business, and the consumer. | FI LAP 2: Credit and Its Importance (update 2009) | Explain the purposes and importance of credit (CS) Explain the purposes and importance of obtaining business credit (ON) Explain sources of financial assistance (ON) |
| PB08.02 | Explain when and why borrowing is used for the purchase of goods and services. | | Explain the purposes and importance of credit (CS) |
| PB08.03 | Determine the advantages and disadvantages of using credit. | FI LAP 2: Credit and Its Importance (update 2009) | Explain the purposes and importance of credit (CS) |
| PB08.04 | Discuss the factors on which credit is granted and the cost of credit. | | Explain the purposes and importance of credit (CS) Explain the process of credit analysis (SP) Describe factors affecting loan pricing and loan structuring (SP) Compute key banking calculations (e.g., interest, annual percentage rate, etc.) (SP) |
| PB08.05 | Examine bankruptcy and credit laws. | | Demonstrate the wise use of credit (CS) Describe provisions of bankruptcy law (MN) Discuss the nature of debtor-creditor relationships (SP) |

| H. | SAVINGS AND INVESTMENTS | | |
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| PB09.00 | Explain the theory of savings and investments in our economy. | | |
| PB09.01 | Summarize investing basics and various types of short-term investments. | QS LAP 32: Risky Business (Types of Investments) | Explain types of investments (SP) |
| PB09.02 | Summarize various types of stock and bond investments. | QS LAP 33: The Name's Bond . . . (Types of Bonds) QS LAP 34: Stock Up for the Future (Nature of Stocks) QS LAP 47: Buy and Sell (How Securities Are Traded) QS LAP 37: Table Talk (Reading Stock Tables) | Explain the nature of bonds (SP) Explain the nature of stocks (SP) Describe how securities are traded (SP) Read/interpret securities tables (SP) |
| PB09.03 | Summarize other types of investments. | QS LAP 32: Risky Business (Types of Investments) QS LAP 35: Mutual Attraction (Nature of Mutual Funds) | Explain types of investments (SP) Describe the nature of mutual funds (SP) Describe the concept of insurance (CS) |
| PB09.04 | Analyze factors that affect the rate of return on a given savings or investment plan. | QS LAP 40: Swing Hi, Swing Lo (Causes of Stock Price Fluctuations) QS LAP 41: Suits Me (Investment Selection Factors) | Explain causes of stock price fluctuations (SP) Explain factors to consider when selecting investments (SP) Discuss considerations in selecting a financial-services provider (CS) Calculate stock-related values (e.g., the value of a constant growth stock, the expected value of future dividends, the expected rate of return, etc.) (SP) |
| PB09.05 | Analyze how saving and investing influences economic growth | | |
| PB09.06 | Describe wills and other legal documents.. | | Describe the nature of legally binding contracts (SP) |
| PB09.07 | Explain how agencies that regulate financial markets protect investors. | QS LAP 50: Play by the Rules (Legal and Ethical Aspects of The Stock Market) | Discuss legal and ethical considerations in buying and selling securities (SP) Discuss the responsibilities of regulatory agencies that oversee the banking industry (SP) |

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| I. | INSURANCE | | |
| PB010.00 | Explain the various types of insurance and how each provides protection against possible loss. | | |
| PB10.01 | Evaluate the major types of auto insurance available and the basis of costs. | | Describe components of automobile insurance coverage (SP) |
| PB10.02 | Evaluate property insurance costs and benefits to individuals and businesses. | | Discuss components of homeowners insurance (SP) Discuss components of flood and earthquake insurance (SP) Discuss components of commercial property insurance (SP) |
| PB10.03 | Determine the value of major types of health insurance. | | Discuss the nature of health insurance coverage (SP) |
| PB10.04 | Evaluate the various types of life insurance policies. | | Discuss the nature of life insurance (SP) |
| PB10.05 | Evaluate the advantages/disadvantages of income protection through disability, accidental death, and worker's compensation policies. | | Discuss the nature of long-term care insurance (SP) Discuss the nature of unemployment insurance (SP) Discuss the nature of disability insurance (SP) Explain the nature of workers' compensation insurance (SP) |
| J. | CAREERS IN BUSINESS AND MARKETING | | |
| PB11.00 | Analyze and develop an individualized career plan. | | |
| PB11.01 | Analyze the characteristics, requirements, and availability of careers in business and marketing. | PD LAP 15: Go for It (Careers in Business) CD LAP 2: Marketing Careers (update fall, 2009) | Explain employment opportunities in business (CS) Explain employment opportunities in marketing (CS) |
| PB12.00 | Demonstrate procedures for obtaining a job. | | |
| PB12.01 | Develop a resume and letter of application. | | Prepare a résumé (CS) Write a letter of application (CS) |
| PB12.02 | Complete employment forms necessary for obtaining employment. | | Complete a job application (PQ) |
| PB12.03 | Explain etiquette in a job interview. | PD LAP 5: Brand ME! (Personal Appearance) | Maintain appropriate personal appearance (PQ) Interview for a job (PQ) |
| PB12.04 | Create a follow-up (thank-you) letter. | | Write a follow-up letter after job interviews (CS) |