COURSE TITLE: Fundamentals of Financial Management

Course Description:
Fundamentals of Financial Management introduces students to a wide range of accounting, finance, and management concepts and skills, focusing on financial analysis that supports economic decision-making in business. The course provides core content applicable to all businesses and enables students to acquire a deep, practical understanding of all aspects of financial management.

Potential Certifications/Credentials:
## Course Scope and Sequence

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<th>Unit #</th>
<th>Unit Title</th>
<th>Estimated Hours</th>
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</table>
Unit Plans of Instruction

Foundational Standards

Supporting—will be taught throughout the course as needed for the unit.

F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.

F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.

F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.

F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.

F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

F6. Discuss and demonstrate ways to value diversity.
Unit 2 Title: Financial Management

Content Standards

1. Analyze and interpret financial data pertaining to cost-benefit analysis of a business decision.
   Examples: benefits and costs associated with operating a business in a certain town or region
   1a. Create charts, graphs, and tables using financial data.
   1b. Analyze budgets and financial data to determine future financial needs.
   1c. Determine and analyze cash flow and profit margin and perform a cost-benefit analysis.

2. Explain financial management as it relates to income, savings, and investment opportunities.

3. Describe how a financial business benefits from the organizing management function.
   Examples: time management, employee understanding of job duties, employee morale

4. Explain how managers use financial information.
   Examples: planning strategies, executing strategies, using feedback from the execution of a strategy

Unpacked Learning Objectives

Students know:
- How to interpret financial data pertaining to cost-benefit analysis of a business decision.
- The benefits and costs associated with operating a business in a certain town or region.
- How to create charts, graphs, and tables financial data.
- How to analyze budgets and financial data.
- How to explain cash flow and profit margin.
- How to conduct a cost-benefit analysis.
- How income, savings, and investment opportunities related to financial management.
- How a financial business benefits from organizing management functions.
- How time management and employees' understanding of their job duties are related to employee morale.
- How managers use their company's financial information.
- How to use planning strategies, execution strategies, and feedback.

Students are able to:
- Explain financial data as it pertains to business decisions.
- Discuss the benefits of cost-benefit analysis.
● Explain the benefits and costs associated with a business in a particular town or region.
● Create a chart listing the benefits and costs of operating a business in their town.
● Create charts, graphs, and tables using financial data.
● Explain the financial data in their charts, graphs, and tables.
● Explain budgets and financial data to determine what a company's future financial needs would be.
● Describe how the company's financial needs related to their budget and other financial data.
● Analyze cash flow and profit margin.
● Discuss the necessary steps for conducting a cost-benefit analysis.
● Describe the many components of financial management.
● Explain how income, savings, and investment opportunities are related to financial management.
● Explain how organizing management functions benefit a financial business.
● Describe organizing management functions.

Students understand that:
● Cost-benefit analysis is an important part of business decisions.
● There are specific costs associated with a business in a particular town or region.
● Charts, graphs, and tables are important tools for understanding using financial data.
● Budgets and financial data are designed to determine future financial needs.
● Cash flow and profit margin help to calculate cost-benefit.
● Income, savings, and investment opportunities are all components of financial management.
● Financial business benefits from organizing management functions.
● Time management and an employee's understanding of their job duties are all related to employee morale.
● It is important for managers to know how to use financial information.
● Planning strategies and execution strategies are essential to financial management.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>What is financial management and why is it important?</th>
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</thead>
<tbody>
<tr>
<td>Exemplar High Quality Unit Task</td>
<td>Prepare for CTSO competitive events.</td>
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### Map of Student Learning by Learning Objective

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<tbody>
<tr>
<td>Describe and interpret financial data pertaining to cost-benefit analysis.</td>
<td>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions&lt;br&gt;Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips</td>
<td>Lecture: <a href="https://www.investopedia.com/terms/c/cost-benefitanalysis.asp">https://www.investopedia.com/terms/c/cost-benefitanalysis.asp</a>&lt;br&gt;<a href="https://online.hbs.edu/blog/post/cost-benefit-analysis">https://online.hbs.edu/blog/post/cost-benefit-analysis</a>&lt;br&gt;Activity: <a href="https://www.econedlink.org/resources/costs-and-benefits-of-the-three-little-pigs/">https://www.econedlink.org/resources/costs-and-benefits-of-the-three-little-pigs/</a></td>
<td>MATH: Given different business proposals, students will argue quantitatively if each proposal is a good business decision based on cost-benefit analysis.</td>
<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
</tr>
<tr>
<td>Describe the benefits and costs associated with operating a business in a certain town or region.</td>
<td>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions&lt;br&gt;Formative: Observations of student progress - class work rubric, class</td>
<td>Discussion: <a href="https://www.sba.gov/business-guide/launch-your-business/pick-your-business-location">https://www.sba.gov/business-guide/launch-your-business/pick-your-business-location</a></td>
<td>ELA: Students will write scripts for a commercial advertising the benefits and costs associated with operating a business in a certain town or region. Using Screencastify, students will record the commercial and present the video to the class.</td>
<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
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</tbody>
</table>
| Discuss, quizzes, exit slips |  | MATH: Create tables and graphs to analyze the benefits and costs associated with operating a particular business in a town or city.  
SCI: Analyze environmental impact from production and transportation needs of operating a business in a certain town or region. Have students analyze a local company.  
|
| Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
[https://www.pdesas.org/ContentWeb/Content/Content/4650/Lesson%20Plan](https://www.pdesas.org/ContentWeb/Content/Content/4650/Lesson%20Plan)  
MATH: Project: Given different financial scenarios, students will create charts, graphs, and tables to record financial data and make business decisions based on the information.  
|
| Explain how to create charts, graphs, and tables using financial data. | Projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |  |
| Explain how budgets and financial data are designed to determine future financial needs. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips | Discussion:  
https://www.techtarget.com/searcherp/definition/budgeting-planning-and-forecasting-BPF | ELA: Writing/Speaking: Using a podcast app such as VoiceThread, explain how budgets and financial data are designed to determine future financial needs.  
MATH: Solve word problems that involve estimation and prediction of future financial needs based on the given budgets and financial data.  
SCI: Utilize the scientific method to determine how to best determine future financial needs: housing, transportation, food, entertainment, insurance, savings, etc with given scenarios.  
projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |}

| Analyze cash flow, profit margin, cost-benefit analysis. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips | What is a cost-benefit analysis?  
Cost Benefits Analysis for Projects - A Step-by-Step Guide  
SCI: Utilize the scientific method to analyze an existing budget and create a better budget.  
projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
| Understand financial management as it relates to income, savings, investment opportunities. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips | Define/Discuss: Money Management Definition | ELA: Public speaking: Using a presentation tool such as Google Slides, create a visual presentation that explains financial management as it relates to income, savings, and investment opportunities. Be sure to cite sources on a reference slide using correct MLA or APA formatting.  
MATH: Project-Prepare a budget or a financial plan to achieve a specific personal or family goal, such as a simple monthly budget to manage one's income, expenses, savings, and investments.  
SCI: Prepare a personal or family budget. Utilize the scientific method to project, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
### Discuss how organizing management functions benefit a financial business.

| Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions |
| Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips |

**Lecture/Discussion:** Organizing Function of Management - Explained - The Business Professor, LLC

**ELA:** Using Make a Public Service Announcement | PSA Template, students can make a public service announcement discussing how organizing management functions benefit a financial business.

**Projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips**

### Discuss time management, employee understanding of job duties, employee morale.

| Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions |
| Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips |

**Lecture/Discussion:**
- What is time management?
- Employee Morale: 7 Reasons to Care About Employee Morale – TLNT.
- Job duties: Roles and Responsibilities, Why Defining Them Is Important

**ELA:** Writing: Assume the role of an employee trainer of a business. Write a business letter to a prospective employee discussing time management, employee understanding of job duties, and employee morale. Follow correct business letter format as indicated here: Purdue Online Writing Lab

**SCI:** Compare and contrast positive and negative employee morale to production efficiency.

**SCI:** Relate job duties to OSHA requirements.

**Projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips**
| Students Describe how managers use financial information to benefit their company. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | Discussion: [How & Why Managers Use Financial Statements | HBS Online](https://online.hbs.edu) | MATH: Read and analyze financial information, such as balance sheet, income statement, cash flow statement, and etc. Students should be able to evaluate the business situation and make future business plans using the given information. | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
| --- | --- | --- | --- | --- |
| Students Describe planning strategies, executing strategies, and feedback from the execution of a strategy to benefit the company. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | Group Project: Describe various strategies to benefit a company | ELA: Writing: Write and illustrate a manual that describes planning strategies, executing strategies, and feedback from the execution of a strategy to benefit the company using [online manual template](https://online.hbs.edu). | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
Key Vocabulary

cost-benefit-analysis, financial leverage, secondary market, primary market, risk return ratio, trade credit, financial management, budgets, cash flow, profit margin, investing, common stock, income, savings, trustee, trade credit, unsecured financing, zero-base budgeting, time management, capital budget, cash budget, chief financial officer, convertible bond

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Simulated Workplace, Job Shadowing, Internship, Employability Skill Training, Virtual Field Trip

CTSO Connection:

DECA: Stock Market Game, Business Financial Series Competitive Events

Certification/Credential Connection:

Unit 3 Title: Investments and Risk Management

Content Standards

5. Evaluate risk management options available to consumers and entrepreneurs for protection against financial loss.  
   *Examples: portfolio diversification, asset allocation*

6. Analyze the risks, interest rate returns, and liquidity of various types of savings and investments.

7. Research and develop diversification strategies to reduce long-term risk and improve return on investment.  
   *Examples: employer matching programs*

Unpacked Learning Objectives

Students know:

- That risk management options protect consumers and entrepreneurs.
- The meaning of portfolio and asset allocation.
- How risks, interest rate returns, and liquidity affect savings and investment.
- How diversification strategies affect long-term risk, and how they affect the return on investment.
- How employer matching programs work.

Students are able to:

- Explain how risk protects consumers against financial loss.
- Explain how risk management protects entrepreneurs from financial loss.
- Describe risk management.
- Explain how risk management protects consumers and entrepreneurs from financial loss.
- Explain portfolio diversification and asset allocation.
- Describe portfolio diversification and asset allocation.
- Explain how risks, interest rate returns, and liquidity affect savings and investment.
- Explain diversification strategies and long-term risk.
- Explain how diversification strategies affect long-term risk.
- Describe employer matching programs.
- Explain the benefits of employer matching programs.

Students understand that:

- Risk management options protect consumers and entrepreneurs.
• Portfolio diversification and asset allocation are important parts of investments and risk management.
• Risk, interest rate returns, and liquidity are important parts of savings and investment.
• Diversification strategies and long-term risk affect the return on investment.
• Employer matching programs are important parts of investment and risk management.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>Why should businesses diversify?</th>
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<tr>
<td>Exemplar High Quality Unit Task</td>
<td>Prepare for CTSO competitive events.</td>
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</table>
## Map of Student Learning by Learning Objective

|---------------------------------|--------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------------------|---------------------------------|
| Explain risk management options for protection against financial loss. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips | Lecture/Discussion:  
What is risk management?  
5 Basic Methods for Risk Management  
13 Steps To Safeguard Your Business Against Future Financial Risks | ELA: Students will write scripts for commercials advertising risk management options for protection against financial loss. Using Screencastify, students will record the commercial and present the video to the class. | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
| Discuss portfolio diversification and asset allocation. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips | Lecture/Discussion:  
https://www.fidelity.com/learning-center/investment-products/mutual-funds/diversification#:~:text=It%20is%20one%20way%20to,of%20your%20portfolio%20over%20time.  
https://www.investor.gov/introduction-investing/getting-started/asset- | ELA: Students can create a mind map using Coggle to explain portfolio diversification and asset allocation. | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
<table>
<thead>
<tr>
<th>Topic</th>
<th>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions</th>
<th>Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips</th>
<th>Lecture/Discussion: <a href="https://www.usbank.com/financialiq/invest-your-money/investment-strategies/how-do-interest-rates-affect-investments.html">https://www.usbank.com/financialiq/invest-your-money/investment-strategies/how-do-interest-rates-affect-investments.html</a></th>
<th>ELA: Students may submit their group discussion points on how risks and interest rate returns affect the liquidity of savings and investment using Padlet to guide class discussions. MATH: Calculate financial impact of risks and interest rates on bonds, stocks or other investments given different scenarios to</th>
<th>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</th>
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<tr>
<td>Discuss how risks and interest rate returns affect the liquidity of savings and investment.</td>
<td>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions</td>
<td>Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips</td>
<td><a href="https://www.investopedia.com/terms/i/interestrate.risk.asp">https://www.investopedia.com/terms/i/interestrate.risk.asp</a></td>
<td><strong>ELA:</strong> Students may submit their group discussion points on how risks and interest rate returns affect the liquidity of savings and investment using Padlet to guide class discussions. <strong>MATH:</strong> Calculate financial impact of risks and interest rates on bonds, stocks or other investments given different scenarios to</td>
<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
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<tr>
<td>Describe how diversification strategies affect long-term risk and return on investment.</td>
<td>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions</td>
<td>Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips</td>
<td><a href="https://www.stlouisfed.org/-/media/project/frbstl/stlouisfed/education/lessons/pdf/diversification-and-risk.pdf">https://www.stlouisfed.org/-/media/project/frbstl/stlouisfed/education/lessons/pdf/diversification-and-risk.pdf</a> <a href="https://study.com/academy/lesson/what-is-diversification-of-business-strategies-definition-examples.html">https://study.com/academy/lesson/what-is-diversification-of-business-strategies-definition-examples.html</a></td>
<td><strong>ELA:</strong> Students may submit their group discussion points on how risks and interest rate returns affect the liquidity of savings and investment using Padlet to guide class discussions. <strong>MATH:</strong> Calculate financial impact of risks and interest rates on bonds, stocks or other investments given different scenarios to</td>
<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
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<tr>
<td>Analyze employer matching programs.</td>
<td>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions</td>
<td>Lecture/Discussion: What is an employer matching program? <a href="https://www.investopedia.com">https://www.investopedia.com</a></td>
<td><strong>ELA:</strong> Students may submit their group discussion points on how risks and interest rate returns affect the liquidity of savings and investment using Padlet to guide class discussions. <strong>MATH:</strong> Calculate financial impact of risks and interest rates on bonds, stocks or other investments given different scenarios to</td>
<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
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</table>

**Discuss how risks and interest rate returns affect the liquidity of savings and investment.**

- **Summative:** Unit exam with multiple choice, fill-in-blank, and/or short answer questions
- **Formative:** Observations of student progress - class work rubric, class discussions, quizzes, exit slips
- **ELA:** Students may submit their group discussion points on how risks and interest rate returns affect the liquidity of savings and investment using Padlet to guide class discussions.
- **MATH:** Calculate financial impact of risks and interest rates on bonds, stocks or other investments given different scenarios to

**Describe how diversification strategies affect long-term risk and return on investment.**

- **Summative:** Unit exam with multiple choice, fill-in-blank, and/or short answer questions
- **Formative:** Observations of student progress - class work rubric, class discussions, quizzes, exit slips
- **ELA:** Students may submit their group discussion points on how risks and interest rate returns affect the liquidity of savings and investment using Padlet to guide class discussions.
- **MATH:** Calculate financial impact of risks and interest rates on bonds, stocks or other investments given different scenarios to

**Analyze employer matching programs.**

- **Summative:** Unit exam with multiple choice, fill-in-blank, and/or short answer questions
- **Lecture/Discussion:** What is an employer matching program? [https://www.investopedia.com](https://www.investopedia.com)
- **ELA:** Using the Alabama Virtual Library and EBSCOhost, students will find one peer-reviewed
| Formative: Observations of student progress - class work rubric, class discussions, quizzes, exit slips | [om/articles/personal-finance/112315/how-401k-matching-works.asp](om/articles/personal-finance/112315/how-401k-matching-works.asp) |
| SCI: Explain how employer matching programs increase employee morale and employee retention. | Activity: Students create a list of companies that participate in employee matching. Students will read and annotate the source and write a summary of the article. |
**Key Vocabulary**

risk bowtie, residual risk, capital asset pricing model, enterprise risk management, grc (governance, risk and compliance), internet risk, integrated risk management, liquidity risk, market risk, mitigation

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**Work-Based Learning, Simulated Work Experiences, and Experiential Learning:**

Simulated Workplace, Job Shadowing, Internship, Employability Skill Training, Virtual Field Trip

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**CTSO Connection:**


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**Certification/Credential Connection:**

Unit 4 Title: Communication

Content Standards

8. Organize and effectively communicate financial information in terms clients can readily understand.
   Examples: formal and informal presentations, memoranda

Unpacked Learning Objectives

Students know:
- The effective communication methods for relaying financial information to clients.
- That formal, informal presentations, and memoranda are essential methods of business communication.

Students are able to:
- Effectively communicate financial information to their class as they would to clients.
- Explain how to organize the financial information for clients.
- Discuss formal, informal presentations, and memoranda.
- Demonstrate formal, informal presentations, and memoranda.

Students understand that:
- Organization and effective communication are important tools for communicating financial information.
- Formal, informal presentations and memoranda are important methods of business communication.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>Why is effective communication essential in business?</th>
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<tbody>
<tr>
<td>Exemplar High Quality Unit Task</td>
<td>Prepare for CTSO competitive events.</td>
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<tbody>
<tr>
<td>SWBAT</td>
<td>Formative/Summative</td>
<td>Learning Activity Checklist</td>
<td>SCI: Explain how communication is sensory based. Debate on how to improve communication using positive sensory objectives.</td>
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<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
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<td>ELA: Given the same information, students will use different methods of communication including, but not limited to, Google Slides, VoiceThread, memoranda, or any other mode of communication to convey the same information in order to determine the effectiveness or ineffectiveness of each method. After using the</td>
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<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
</tr>
</tbody>
</table>

### Anaylyze how to organize and effectively communicate financial information.

- **Summative:** Unit exam with multiple choice, fill-in-blank, and/or short answer questions
- **Formative:** Observations of student progress-classroom rubric, class discussions

- **Discussion:** [https://r10.core.learn.educuity.com/Educator/StudentTools/GradeBook.aspx](https://r10.core.learn.educuity.com/Educator/StudentTools/GradeBook.aspx)

### Anaylyze formal and informal presentations and memoranda as important methods of business communication.

- **Summative:** Unit exam with multiple choice, fill-in-blank, and/or short answer questions
- **Formative:** Observations of student progress-classroom rubric, class discussions

- **Lecture:** [https://www.presentationtraininginstitute.com/formal-vs-informal-presentation-style/#:~:text=The%20purpose%20of%20formal%20presentations%2C%20audience%20will%20be%20more%20involved](https://www.presentationtraininginstitute.com/formal-vs-informal-presentation-style/#:~:text=The%20purpose%20of%20formal%20presentations%2C%20audience%20will%20be%20more%20involved)

- **https://edu.gcfglobal.org/en/business-communication/how-to-**
write-a-clear-business-memo/1/
different methods, students will write a reflection regarding which one was most effective in delivering the information.
Key Vocabulary

- nonverbal communication
- oral communication
- effective communication
- formal communication
- informal communication

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

- Simulated Workplace
- Job Shadowing
- Internship
- Employability Skill Training
- Virtual Field Trip

CTSO Connection:

- DECA: Financial Operations Research
- FBLA: Business Communication

Certification/Credential Connection:

- ASK Institute – Concepts of Finance
- IC3 Global Standard 6 (or higher)
- Intuit® Quickbooks Certified User
- Microsoft Office – Access Expert 2019/365
- Microsoft Office – Excel Expert 2019/365
- Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)
Unit 5 Title: Tax Liability

Content Standards

15. Determine tax liability as it pertains to the finances of a business.

Unpacked Learning Objectives

Students know:
- How to calculate tax liability as it pertains to business finances.

Students are able to:
- Describe how tax liability affects business finances.
- Explain tax liability.

Students understand that:
- Tax liability affects business finances.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>Why is understanding tax liability important to the overall growth of the business?</th>
</tr>
</thead>
</table>
### Map of Student Learning by Learning Objective

|----------------------------------|--------------------------------------------------------|-------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------|
| Define tax liability and explain how it pertains to business finances. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Observations of student progress-classroom rubric, class discussions | Discussion: [https://www.fool.com/the-ascent/small-business/articles/tax-liability/#:~:text=Business%20tax%20liability%20is%20the,on%20your%20personal%20tax%20return](https://www.fool.com/the-ascent/small-business/articles/tax-liability/#:~:text=Business%20tax%20liability%20is%20the,on%20your%20personal%20tax%20return)  
[https://www.investopedia.com/terms/t/taxliability.asp](https://www.investopedia.com/terms/t/taxliability.asp) | ELA: Speaking and Presentation: Students will create a multimedia presentation using Google Slides and use it to guide their discussion on tax liability and how it pertains to business finances.  
MATH: Solve word problems about various tax liabilities, such as business, payroll, sales, self-employment, and etc. | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |

### Learning Activity Checklist

<table>
<thead>
<tr>
<th>Potential Learning Activities</th>
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<tbody>
<tr>
<td><strong>Learning Activity Checklist</strong></td>
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</table>

### Link to Differentiation Examples

<table>
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<tr>
<th>Potential Learning Activities</th>
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<td><strong>Link to Differentiation Examples</strong></td>
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</tbody>
</table>

### Integrated and Related Academic Content:

- **ELA**: Speaking and Presentation: Students will create a multimedia presentation using Google Slides and use it to guide their discussion on tax liability and how it pertains to business finances.
- **MATH**: Solve word problems about various tax liabilities, such as business, payroll, sales, self-employment, and etc.
Key Vocabulary

tax liability, assessment, peer-reviewed journal

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speaker - Tax Professional

CTSO Connection:


Certification/Credential Connection:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport - Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)
Unit 6 Title: Ethics

Content Standards

16. Identify and explain the legal and ethical responsibilities of financial managers.

17. Discuss the impact of short-term gratification on ethical decision-making.

Unpacked Learning Objectives

Students know:
- What legal and ethical responsibilities financial managers have.
- The impact short-term gratification has on ethical decisions.

Students are able to:
- Explain the legal and ethical responsibilities of financial managers.
- Describe why it is important for financial managers to have legal and ethical responsibilities.
- List some of the legal and ethical responsibilities of a financial manager.
- Describe short-term gratification.
- Explain how ethical decisions are affected by short-term gratification.

Students understand that:
- Financial managers have certain legal and ethical responsibilities.
- Short-term gratification affects ethical decision-making.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>Why are ethics a crucial part to a successful business?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exemplar High Quality Unit Task</td>
<td>Level 1 Cases [Ethics teaching cases</td>
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</tbody>
</table>
### Map of Student Learning by Learning Objective

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Analyze how ethical decisions are affected by short-term decisions.</td>
<td>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions Formative: Exit slips, class discussions</td>
<td>Case Studies Discussion: <a href="https://sevenpillarsinstitute.org/case-studies/">https://sevenpillarsinstitute.org/case-studies/</a></td>
<td>ELA: Students can use the Think-Pair-Share strategy to explain how ethical decisions are affected by short-term decisions.</td>
<td>projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips</td>
</tr>
</tbody>
</table>
Key Vocabulary
- confidential information, internal controls, short-term gratification, conflicts of interest, peer-reviewed journal

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:
- Simulated Workplace, Job Shadowing, Internship, Employability Skill Training, Virtual Field Trip

CTSO Connection:
- FBLA - Competitive Events - Business Law, DECA Competitive Events - Business Law and Ethics Team Decision Making

Certification/Credential Connection:
- Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport - Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)
Unit 7 Title: International Events, Issues, and Exchange Rates

Content Standards

18. Determine the impact of international activities on personal financial decision-making.
   Example: If tariffs increase the cost of steel used to manufacture washing machines so that prices go up, a consumer may choose to have an old washer repaired rather than purchase a new one.

18a. Utilize exchange rates to convert from one currency to another.

18b. Gather and share information on the impact of domestic and international labor issues on personal financial decisions.
   Example: If the minimum wage is increased, workers may be able to buy more fresh produce to feed their families.

Unpacked Learning Objectives

Students know:
- How personal financial decisions are affected by international activities.
- Consumer goods will increase if there is a tariff increase.
- How to convert currency from one country to another.
- How personal financial decisions are affected by domestic and international labor issues.
- How a minimum wage increase affects workers.

Students are able to:
- Create a list of international activities that could affect personal finance.
- Explain how these activities affect personal financial decisions.
- Explain what causes tariff increases.
- Explain why a government initiates tariffs.
- Describe some scenarios consumers might encounter due to a tariff increase.
- Create a list of different countries and their currency.
- Explain how currency is converted utilizing exchange rates.
- Define exchange rate.
- Create a list of five past domestic labor issues and five present domestic labor issues.
- Create a list of five past international labor issues and five present international labor issues.
- Explain the impact these labor issues have on personal finances.
- Describe two scenarios of how an increase in the minimum wage affects a family.
- Define minimum wage.
Students understand that:
- International activities have an impact on personal financial decisions.
- A Tariff increase causes some consumer goods prices to increase.
- The exchange rate is used to convert currency.
- Domestic and international labor issues affect financial decisions.
- An increase in minimum wage allows workers to buy more items for their families.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>Exemplar High Quality Unit Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>How are international events important to personal financial management?</td>
<td>Prepare for CTSO Competitive Events.</td>
</tr>
</tbody>
</table>
## Map of Student Learning by Learning Objective

|----------------------------------|--------------------------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------|----------------------------------|
| Understand how personal decisions are affected by international activities. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Exit slips, class discussions | Student research on personal decisions are affected by international activities | Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities | Equipment, Technology & Materials |
| Understand that tariff increases cause price increases for consumers. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Exit slips, class discussions | Discussion: [https://taxfoundation.org/tariffs-trump-trade-war/#:~:text=Tariffs%20Raise%20Prices%20and%20Reduce%20Economic%20Growth&text=Historical%20evidence%20shows%20tariffs%20raise%20output%20through%20a%20few%20channels](https://taxfoundation.org/tariffs-trump-trade-war/#:~:text=Tariffs%20Raise%20Prices%20and%20Reduce%20Economic%20Growth&text=Historical%20evidence%20shows%20tariffs%20raise%20output%20through%20a%20few%20channels) | MATH: Solve word problems about calculating final sales price with increased tariff. | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
| Utilize exchange rates to convert currency. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | Lesson: [https://www.fte.org/teachers/teacher-resources/lesson-](https://www.fte.org/teachers/teacher-resources/lesson-) | MATH: Students will be able to convert currencies with given exchange rates. Students will be able to | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
|---|---|---|---|
| Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | Discussion: [How Do International Labor Issues Affect Personal Finance Decisions?](https://www.wordstreetjournal.com/) | ELA: Using Make a Public Service Announcement | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
| Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | Formative: Exit slips, class discussions | Discussion: [How Do International Labor Issues Affect Personal Finance Decisions?](https://www.wordstreetjournal.com/) | ELA: Using Make a Public Service Announcement | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
| Explain how a minimum wage increase affects workers and their families. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | [Discussion:](https://www.cbo.gov/publication/5671#:~:text=Increasing%20it%20would%20raise%20the,their%20family%20income%20would%20fall.) | SCI: Explain how minimum wage is compared to livable wage. Explain how basic needs are met from minimum and livable wages such as healthcare. |
| Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | Formative: Exit slips, class discussions | [Discussion:](https://www.cbo.gov/publication/5671#:~:text=Increasing%20it%20would%20raise%20the,their%20family%20income%20would%20fall.) | SCI: Explain how minimum wage is compared to livable wage. Explain how basic needs are met from minimum and livable wages such as healthcare. |
| Explain how a minimum wage increase affects workers and their families. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions | [Discussion:](https://www.cbo.gov/publication/5671#:~:text=Increasing%20it%20would%20raise%20the,their%20family%20income%20would%20fall.) | SCI: Explain how minimum wage is compared to livable wage. Explain how basic needs are met from minimum and livable wages such as healthcare. |
Key Vocabulary

globalization, venture capital, North American Free Trade Agreement, neoliberal, proponent, market forces, economic crisis, credit crunch, venture capitalist, economics

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

- Simulated Workplace, Job Shadowing, Internship, Employability Skill Training, Virtual Field Trip

CTSO Connection:

https://teachdeca.org/ 2.3 Case Studies  FBLA: Virtual Business Challenge

Certification/Credential Connection:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport- Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)
Unit 8 Title: Career Opportunities

Content Standards
19. Gather and share information about the significance of credentialing in financial and investment fields, the value of belonging to a professional organization, and the importance of continuing education.

Unpacked Learning Objectives

Students know:
● The benefits of credentialing, joining a professional organization, and continuing education in the finance and investment field.

Students are able to:
● Describe a professional credential for the financial and investment field.
● Describe a professional organization for the financial and investment field.
● Create a list of professional organizations and credentials for the financial and investment fields.

Students understand that:
● There are benefits for joining a professional organization, gaining a credential, and continuing education.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>What benefits does joining a professional organization provide? Why is an employee who has credentials more valuable to a company than one who does not?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exemplar High Quality Unit Task</td>
<td>Prepare for CTSO Competitive Events</td>
</tr>
</tbody>
</table>
## Map of Student Learning by Learning Objective

|----------------------------------|--------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------|----------------------------------|
| Explain information on the importance of credentialing, belonging to a professional organization, and continuing education is in financial and investment fields. | Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions  
Formative: Exit slips, class discussions | Lecture: [https://appliedpsychologydegree.usc.edu/blog/employees-earning-credentials-is-good-for-business/#:~:text=Earning%20post%2Dsecondary%20credentials%20improves,%2C%20the%20entry%2Dlevel%20positions.](https://appliedpsychologydegree.usc.edu/blog/employees-earning-credentials-is-good-for-business/#:~:text=Earning%20post%2Dsecondary%20credentials%20improves,%2C%20the%20entry%2Dlevel%20positions.)  
[https://virtualbadge.com/how-credentials-benefit-your-organization/](https://virtualbadge.com/how-credentials-benefit-your-organization/)  
[https://us.aicpa.org/interestareas/younccpanetwork/resources/career/3reasonstogetinvolvedinprofessionalorganizations#:~:text=Professional%20and%20trade%20organizations%20offer,](https://us.aicpa.org/interestareas/younccpanetwork/resources/career/3reasonstogetinvolvedinprofessionalorganizations#:~:text=Professional%20and%20trade%20organizations%20offer,) | ELA: Public Speaking: Students can perform an expository speech discussing the importance of credentialing, belonging to a professional organization, and continuing education in financial and investment fields. | projector, computer, internet access, lecture/presentation, exams, rubrics, exit slips |
Students: Develop a table of various credentials for the financial world or develop a list of professional organizations for business professionals.

**Key Vocabulary**

credentials, continuing education

**Work-Based Learning, Simulated Work Experiences, and Experiential Learning:**

- Shadowing, Reflective Observation

**CTSO Connection:**

- DECA-Teachdeca.com 4.3

**Certification/Credential Connection:**

- IC3 Global Standard
- Microsoft Office (Word, PowerPoint)