

# **PRINCIPLES OF FINANCE**

## **Course Frameworks**

**Course Code: 04081**



**North Dakota Marketing Education**  
State Board for Career and Technical Education

<b>Course Title</b>	<b><i>Principles of Finance</i></b>
<b>MIS03 Course #</b>	<b>04081</b>
<b>License Code</b>	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
<b>Description</b>	<i>Principles of Finance</i> expands student understanding of finance. Students develop their knowledge and skills in such areas as business law, communication skills, compliance, customer relations, economics, financial analysis, financial-information management, human resources management, marketing, professional development, and selling. Emphasis is placed on the analysis and purchase of securities and investments, as well as the need for effective customer relationship management and information management in finance.
<b>Performance Indicators</b>	80
<b>Credit</b>	½ credit
<b>Program of Study</b>	<i>Principles of Finance</i> is an entry level course in The Business Administration Program of Study for Marketing Education.
<b>Grade Level</b>	Grade 9-12
<b>Course Outline Introduction</b>	An outline is provided to identify a recommended instructional sequence/schedule for <i>Principles of Finance</i> . The outline identifies the week in which each learning outcome should be taught and the performance indicators to be taught during that week.

<b>Week 1</b>	
	<p>Explain the goals of the <i>Introduction to Finance</i> course</p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Use time-management skills (PD:019; QS LAP 21, OP LAP 1, PD LAP 1) (SP)</p> <p>Discuss the concept of accounting (FI:085, FI LAP 5) (CS)—Review if <i>Business and Marketing Essentials</i> course used</p>
<b>Week 2</b>	
	<p>Discuss the role of ethics in accounting (FI:351) (SP)</p> <p>Explain the role of finance in business (FI:354, FI LAP 7) (CS)—Review if <i>Business and Marketing Essentials</i> course used</p> <p>Discuss the role of ethics in finance (FI:355) (SP)</p>
<b>Week 3</b>	
	<p>Discuss career opportunities in the finance industry (PD:152, QS LAP 51) (CS)</p> <p>Describe the nature of financial institutions (FI:336) (CS)</p> <p>Explain types of financial markets (e.g., money market, capital market, insurance market, commodities markets, etc.) (FI:337) (SP)</p>
<b>Week 4</b>	
	<p>Describe types of retail/business banking products and services (PD:154) (CS)</p> <p>Describe the nature of retail/business banking processes (PD:204) (CS)</p>
<b>Week 5</b>	
	<p>Describe the nature of the insurance industry (PD:157) (CS)</p> <p>Describe components of automobile insurance coverage (SE:406) (SP)</p>
<b>Week 6</b>	
	<p>Discuss the nature of health insurance coverage (SE:412) (SP)</p> <p>Discuss components of homeowners/renters insurance (SE:407) (SP)</p>
<b>Week 7</b>	
	<p>Discuss the nature of life insurance (SE:419) (SP)</p> <p>Explain the nature of liability insurance (SE:405) (SP)</p>

<b>Week 8</b>	
	Describe the need for financial information (FM:001) (CS) Explain the nature and scope of the financial-information management function (FM:002) (SP)
<b>Week 9</b>	
	Explain the role of ethics in financial-information management (FM:003) (SP) Describe the use of technology in the financial-information management function (FM:011) (SP)
<b>Week 10</b>	
	Explain information that can be obtained from financial statements (FI:276, QS LAP 38) (SP) Describe information that can be obtained from annual reports (FI:277, QS LAP 39) (SP)
<b>Week 11</b>	
	Write inquiries (CO:040) (CS) Explain the nature of bonds (SE:428, QS LAP 33) (SP)—Review if <i>Personal Finance</i> course used Explain the nature of stocks (SE:421, QS LAP 34) (SP)—Review if <i>Personal Finance</i> course used
<b>Week 12</b>	
	Describe the nature of mutual funds (SE:429, QS LAP 35) (SP)—Review if <i>Personal Finance</i> course used Describe sources of securities information (FI:274, QS LAP 36) (CS)—Review if <i>Personal Finance</i> course used Interpret securities tables (FI:275, QS LAP 37) (SP)—Review if <i>Personal Finance</i> course used
<b>Week 13</b>	
	Explain causes of stock price fluctuations (PD:238, QS LAP 40) (SP) Explain factors to consider when selecting investments (FI:279, QS LAP 41) (SP)
<b>Week 14</b>	
	Explain fundamental analysis used in making investment decisions (FI:280, QS LAP 42) (SP) Interpret financial ratios significant to investors (FI:281, QS LAP 43) (SP)

<b>Week 15</b>	
	Assess securities' fundamentals (FI:282, QS LAP 44) (SP) Explain strategies for selecting investments (FI:283, QS LAP 45) (SP)
<b>Week 16</b>	
	Choose investments based on fundamental analysis (FI:284, QS LAP 46) (SP) Describe how securities are traded (PD:236, QS LAP 47) (SP)
<b>Week 17</b>	
	Discuss the nature and scope of investment banking (PD:198) (SP) Discuss legal considerations in the finance industry (BL:133) (SP) Discuss the nature and scope of convergence/consolidation in the finance industry (FI:573) (SP)
<b>Week 18</b>	
	Discuss the nature and scope of compliance in the finance industry (CC:003) (SP) Describe the use of technology in compliance (CC:004) (SP) Semester Exam
<b>Week 19</b>	
	Describe the nature of taxes (EC:072) (SP) Discuss the effect of tax laws and regulations on financial transactions (BL:134) (SP)
<b>Week 20</b>	
	Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP) Analyze the impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)
<b>Week 21</b>	
	Explain the impact of the law of diminishing returns (EC:023) (SP) Describe the economic impact of inflation on business (EC:083) (SP)
<b>Week 22</b>	
	Discuss the measure of consumer spending as an economic indicator (EC:081) (SP) Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP)

<b>Week 23</b>	
	Discuss the impact of a nation's unemployment rates (EC:082) (SP) Explain the economic impact of interest-rate fluctuations (EC:084) (SP)
<b>Week 24</b>	
	Determine the impact of business cycles on business activities (EC:018, EC LAP 9) (SP) Describe the relationship between economic conditions and financial markets (FI:574) (SP)
<b>Week 25</b>	
	Explain the nature of global trade (EC:016, EC LAP 4) (SP) Discuss the impact of cultural and social environments on global trade (EC:045, EC LAP 24) (SP)
<b>Week 26</b>	
	Describe the determinants of exchange rates and their effects on the domestic economy (EC:100) (SP) Explain the nature and scope of financial globalization (FI:575) (SP)
<b>Week 27</b>	
	Explain the responsibilities of finance professionals in providing client services (CR:012) (CS) Demonstrate a customer-service mindset (CR:004) (CS) Reinforce service orientation through communication (CR:005) (CS)
<b>Week 28</b>	
	Respond to customer inquiries (CR:006) (CS) Write informational messages (CO:039) (CS) Adapt communication to the cultural and social differences among clients (CR:019) (CS)
<b>Week 29</b>	
	Interpret business policies to customers/clients (CR:007) (CS) Handle difficult customers (CR:009, CR LAP 3) (CS) Handle customer/client complaints (CR:010) (CS)
<b>Week 30</b>	
	Demonstrate appropriate creativity (PD:012, QS LAP 5) (SP) Identify company's brand promise (CR:001) (CS)

<b>Week 31</b>	
	<p>Discuss actions employees can take to achieve the company's desired results (MK:015, MK LAP 2) (SP)</p> <p>Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)</p>
<b>Week 32</b>	
	<p>Explain factors that influence customer/client/business buying behavior (MK:014) (SP)</p> <p>Discuss the nature of customer relationship management (CR:016, CR LAP 2) (SP)</p>
<b>Week 33</b>	
	<p>Describe the use of technology in customer relationship management (CR:018) (SP)</p> <p>Explain the role of ethics in customer relationship management (CR:017) (SP)</p>
<b>Week 34</b>	
	<p>Use Customer Relationship Management (CRM) technology (CR:024) (SP)</p> <p>Write business letters (CO:133) (CS)</p>
<b>Week 35</b>	
	<p>Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)</p> <p>Orient new employees (HR:360) (CS)</p>
<b>Week 36</b>	
	<p>Discuss licensure and certification available to finance professionals (PD:082) (SP)</p> <p>Discuss opportunities for building professional relationships in finance (PD:153) (SP)</p> <p>Course Assessment</p> <p>Final Exam</p>