Principles of Business Management prepares students for the responsibilities of starting and managing a business in today's economic climate. Students will interact with the mechanisms of management systems from the perspective of business leadership, with emphasis on honing their technical toolset to operate effectively in a changing landscape, develop a functional awareness of the economic relationship between finance and marketing, and attain an understanding of what it takes to both start and ethically run an enterprise with organizational goals in mind.

This full year course is applicable to both the Finance and Business Administration programs of study in Indiana in alignment with Perkins V and NLPS requirements and is built to state standards. Students who complete this principles course will be prepared to take the Concentrator A options in either aforementioned pathway.

Length: Two Semesters

Unit 1: Computer Hardware and Software

- Computer Hardware
- Computer Software
- Troubleshooting Computer Problems
- Understanding Computer Hardware and Software Wrap-Up

Unit 2: Communicating Through Presentations

- Presentation Software
- Creating a Presentation
- Delivering the Presentation
- Wrap-Up: Communicating Through Presentations

Unit 3: Information Systems and Using the Internet

- Information Systems
- Using the Internet
- Information Systems and Using the Internet

Unit 4: Marketing in the Global Environment

- Marketing and the Economy
- Marketing in Business Organizations
- Marketing and the Global Environment Wrap-Up

Unit 5: Understanding the Marketplace

- Consumer and Business Behaviors
- Creating Customer Loyalty
- Product Development
- Understanding the Marketplace Wrap-Up

Unit 6: Marketing Placement and Pricing

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- Placement and Marketing
- Pricing and Marketing
- Marketing Placement and Pricing Wrap-Up

Unit 7: Your Future in Marketing

- Marketing and Ethics
- Exploring Your Marketing Career
- Your Future in Marketing Wrap-Up

Unit 8: Semester Wrap-Up

- Semester Review and Exam

Unit 9: Role of Economics and Finance in Marketing

- Economics and Marketing
- Finance and Marketing
- Computer Technology in Finance
- Role of Economics and Finance in Marketing Wrap-Up

Unit 10: Starting a Business

- Entrepreneurship
- Developing a Product
- Market Research and Purchasing
- Starting a Business Wrap-Up

Unit 11: Managing a Business

- General Business Management
- Management of Distribution and Pricing
- Management of Promotion
- Management of Marketing Information
- Managing a Business Wrap-Up

Unit 12: Government, Law, and Ethics in Business

- Business and Government
- Business Law and Ethics
- Government, Law, and Ethics in Business Wrap-Up

Unit 13: Your Future in Business, Marketing, and Finance

- Exploring Your Business Career
- Personal Finance
- Your Future in Business, Marketing, and Finance Wrap-Up

Unit 14: Semester Wrap-Up

- Semester Review and Exam

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