

Course Overview	Principles of Business, Marketing, and Finance is an introductory course that provides students with a broad overview of core business concepts. Students explore the fundamentals of business operations, marketing strategies, financial systems, and economic principles while developing problem-solving, communication, and decision-making skills. The course builds career awareness and prepares students for advanced study in business pathways aligned to Texas Essential Knowledge and Skills (TEKS) 127.241 .
Course Standards	127.241 [link]
Instructional Materials	

Scope & Sequence

Units/Modules & Instructional Days	Assessments & Scanning Deadlines	Standards
Unit 1 Business Environment 20 Days	TX_CTE_PBNF_F26_UE1 Scanning Deadline: 09/22/2026	Link
Unit 2 Entrepreneurship 10 Days	TX_CTE_9thPBMF_F26_UE2 Scanning Deadline 10/06/26	
Unit 3 Business Management 10 Days	TX_CTE_9thPBMF_F26_UE3 Scanning Deadline: 10/23/2026	
Unit 4 Marketing 10 Days	TX_CTE_9thPBMF_F26_UE4 Scanning Deadline: 11/24/2026	
Unit 5 Business Finance 10 Days	TX_CTE_9thPBMF_S27_UE5 Scanning Deadline: 01/27/2027	
Unit 6 Credit and Financial Management 10 Days	TX_CTE_9thPBMF_S27_UE6 Scanning Deadline: 02/11/2027	
Unit 7 Personal Finance 20 Days	TX_CTE_9thPBMF_S27_UE7 Scanning Deadline: 03/23/2026	
Unit 8 Managing your career 20 Days	TX_CTE_9thPBMF_S27_UE8 Scanning Deadline: 04/21/27	
Semester Project, Review and Field Lesson	Project Due DTB	
Final Exam/AP Exam: Month X-X, 2027		
Final Exam	TX_CTE_9thPBMF_S27_FE Scanning Deadline: TBD	EP & HOU: May 10-14, 2027 SA: May 12-18, 2027 AUS, PB, RGV, TaCo: May 17-21, 2027

TEKS Alignment

Instruction in this course is aligned to the Texas Essential Knowledge and Skills (TEKS) as adopted by the State Board of Education and implemented in accordance with Texas Education Code Chapter 28.

Instructional Materials

Primary Texts (if applicable)

Supplemental instructional materials may be used to support instruction. Supplemental materials do not replace board-approved core instructional materials.

Additional information regarding instructional programs, assessments, and parent access to instructional materials is available on the district website.

Instructional Expectations

Instruction is delivered using board-approved instructional materials and aligned to the scope and sequence outlined above. Teachers are expected to ensure all required standards are taught within the course timeframe.

Assessment Overview

Student learning is monitored through formative and summative assessments aligned to course standards. Assessment results are used to inform instruction and student supports. Students participate in required state assessments when applicable.