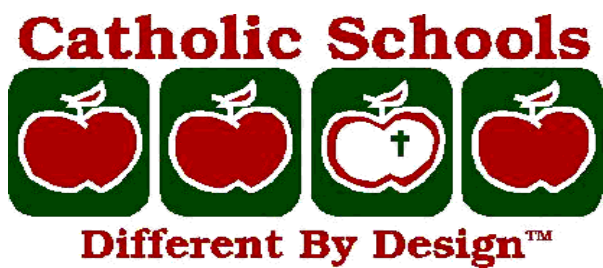


DIOCESE OF TOLEDO
BUSINESS COURSE OF STUDY
BUSINESS MATRIX



Catholic Youth and School Services
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ACCOUNTING

Matrix of Interrelationships of Accounting to Other Business Functions

Career Development

- Accounting careers require the ability to think logically and to manually and electronically manipulate data.
 - Analysis - Research an accounting career available in the local community.
 - Application - Shadow a selected accounting career.
 - Impact - Make a decision about advanced training or employment

Entrepreneurship

- Accounting is affected by the form of ownership pursued by an entrepreneur.
 - Analysis - Identify the differences in accounting procedures for sole proprietorships, partnerships and corporations.
 - Application - Compare/contrast format in financial statement account titles for sole proprietorships, partnerships, and corporations.
 - Impact - Determine financial reasons for specific firms being sole proprietorships, partnerships, or corporations.

Management

- Accounting provides vital information for management decisions.
 - Analysis - Investigate merchandise inventory accounting principles that relate to budgetary decisions.
 - Application - Calculate merchandise inventory turnover ratios.
 - Impact - Using calculated merchandise inventory data, prepare a presentation on a new management decision for the company.

Communications

- Accounting statements communicate the financial health of a business.
 - Analysis - Explain what financial statements communicate to readers
 - Application - Write a narrative report explaining data from a financial statement.
 - Impact - In a presentation, substantiate a decision based on financial data.

Information Systems

- Accounting functions are enhanced by a variety of information systems.
 - Analysis - Using a spreadsheet software, organize, calculate, and complete an accounting financial statement.
 - Application - Make projections using "What if" statements.
 - Impact - Evaluate a business decision on projections.

Marketing

- Accounting data drives marketing decisions.
 - Analysis - Analyze sales data.
 - Application - Determine the effect of change in sales volume, unit costs, and unit sales prices on net income.
 - Impact - Using calculated sales data, prepare a presentation on a new management decision for the company.

Economics

- Accounting helps in making decisions at the margin.
 - Analysis - Analyze costs and benefits of hiring one additional employee.
 - Application - Create a graph of existing and projected costs and benefit
 - Impact - Support a decision for expenditure on the basis of data.

International Business

- Accounting is the "language" of business everywhere.
 - Analysis - Compare foreign currencies and determine how business affects exchange rate.
 - Application - Use the newspaper or business magazines to research the value of currency of selected countries over a given period of time.
 - Impact - Predict how internal business affairs in a given country will impact the economy and exchange rate of that country.

Production

- Accounting data is an integral link in determining manufacturing costs.
 - Analysis - Identify the flow of costs through the manufacturing process.
 - Application - Prepare selected ledger and costs sheets for a manufacturing business.

- Impact - Through debate, persuade a peer group to modify a production process.

CAREER DEVELOPMENT

Matrix of Interrelationships of Career Development to Business Functions

Accounting

- Many careers involve accounting knowledge and practices.
 - Analysis - Give examples of current and emerging accounting careers and educational requirements.
 - Application - Interview an accountant regarding responsibilities and preparation required for accounting-related careers.
 - Impact - Make a decision about advanced training or employment opportunities.

Entrepreneurship

- The career choice with the most opportunities continues to be entrepreneurship.
 - Analysis - Explore local entrepreneurial opportunities for minorities
 - Application - Present research findings to local Chamber of Commerce.
 - Impact - Recommend an opportunity for a minority sole proprietorship in the local community.

Management

- Career opportunities are available at many levels of management.
 - Analysis - Explore the levels of management in a small, medium, and large business organization in your community.
 - Application - Develop interview questions to determine management responsibilities.
 - Impact - Conduct interview and document findings.

Communications

- Career development is enhanced by effective communication.
 - Analysis - Research various career paths.

- Application - Through shadowing, interview, or survey, collect data on a chosen career path.
- Impact - Select an appropriate high school course of study to meet career requirements.

Information Systems

- Career knowledge has increased through the use of information systems.
 - Analysis - Identify three ways to obtain career information using electronic information systems.
 - Application - Obtain career information through a selected electronic information system for one career path.
 - Impact - Electronically follow and update a selected career for one month.

Marketing

- Career opportunities continue to expand in the field of marketing.
 - Analysis - Examine the marketing job opportunities in the sports or entertainment industry.
 - Application - Research education/training requirements for emerging marketing careers.
 - Impact - Prepare a presentation on a selected marketing career.

Economics

- Career decisions are affected by economic factors.
 - Analysis - Explore and explain why wages differ from occupation to occupation.
 - Application - Estimate the probable income from careers of your choice and cost of preparing for those careers.
 - Impact - Appraise career choices by comparing the cost of preparation to predicted income.

International Business

- Career opportunities have expanded to encompass the globe.
 - Analysis - Explore the same business career opportunity in three different countries.
 - Application - Describe the impact of cultural, linguistic, and religious differences of selected countries on a specific career opportunity.
 - Impact - Share the impact of career findings orally and/or in writing.

Production

- Career selection in the area of production involves new and emerging career opportunities.
 - Analysis - Examine career opportunities in manufacturing.
 - Application - Research education/training requirements for emerging manufacturing careers.
 - Impact - Make a decision about advanced training or employment opportunities.

COMMUNICATIONS

Matrix of Interrelationships of Communications to Business Functions

Accounting

- Communication skills can be used to demonstrate accounting techniques and the resulting effects.
 - Analysis - Compare and contrast LIFO and FIFO procedures.
 - Application - Write a memo explaining the advantages and disadvantages of each inventory procedure.
 - Impact - Justify the decision and present the findings.

Entrepreneurship

- Effective communication tools are essential in entrepreneurial endeavors.
 - Analysis - Through interview or biographic study, collect information about the relationship of communication to success as an entrepreneur
 - Application - Prepare a listing of critical communication skills.
 - Impact - Brainstorm communication skills required to become an entrepreneur.

Management

- Communication provides advantageous business contacts for managers.
 - Analysis - Determine the effectiveness of business networking.
 - Application - Obtain at least ten business cards and related information from management personnel.

- Impact - Prepare a "networking notebook" including collected business cards, company brochures, and other information that will be helpful for business networking.

Career Development

- Effective communication is required in all careers.
 - Analysis - Determine the communication skills required in a selected career.
 - Application - Through telephone interviews, survey three local medium-sized businesses about the five most important communication skills required on the job.
 - Impact - Document survey results in a written report.

Information Systems

- Communication requires the use of information systems for daily business operations.
 - Analysis - Examine and research electronic scheduling systems.
 - Application - Schedule appointments and make notes in an electronic system.
 - Impact - Using an electronic scheduling system, search and change appointments.

Marketing

- Communication facilitates marketing strategies.
 - Analysis - Define and design a community needs survey.
 - Application - Compile a survey to determine community needs in the current year.
 - Impact - Plan and share a marketing strategy to meet one community need.

Economics

- Due to rapid communication, economic decisions have an immediate impact.
 - Analysis - Explain how rapid communication has contributed to changing inventory policies.
 - Application - Interview business people to determine the inventory used.
 - Impact - Predict how costs associated with maintaining an adequate inventory have been affected by faster communications.

International Business

- Rapid communication allows global business to become a reality.
 - Analysis - Identify various global stock markets.
 - Application - After researching a selected market, make a prediction about market activities in other countries.
 - Impact - Analyze interrelationships between global markets.

Production

- Communication provides production coordination.
 - Analysis - Investigate the relationship between communication and production.
 - Application - Research the production plan of an international firm.
 - Impact - Illustrate how the communication process affects business production coordination.

ECONOMICS

Matrix of Interrelationships of Economics to Business Functions

Accounting

- The amount of profit is the incentive/disincentive to the businessperson.
 - Analysis - Analyze alternative business opportunities and returns.
 - Application - Plot results of analysis.
 - Impact - Select an appropriate investment opportunity for a small business.

Entrepreneurship

- Economic forces significantly affect entrepreneurship.
 - Analysis - Identify three economic forces that could affect profit or loss of a small business.
 - Application - From case study examples, calculate the profit or loss.
 - Impact - Document economic forces for small businesses that will cause profit or loss.

Management

- Economic trends affect management decisions.
 - Analysis - Analyze and illustrate how economic activity affects management decisions about employment trends.
 - Application - Determine the economic factors leading to management decisions to downsize.
 - Impact - Defend the management decision.

Career Development

- Economic factors affect career decisions.
 - Analysis - Select a career and determine the average salary in five geographic locations.
 - Application - Determine the average cost of living in each location.
 - Impact - Compare the average salary with the cost of living to predict potential lifestyles.

Information Systems

- Economic impacts are influenced by information systems.
 - Analysis - Select three international stock markets for comparison.
 - Application - Choose a commodity for comparison.
 - Impact - Compare three markets for increase/decrease over a given period of time.

Marketing

- Economic trends strongly influence marketing strategies.
 - Analysis - Explain why the equilibrium price changes for a given product.
 - Application - Plot the supply and demand curve for a product/service.
 - Impact - Based on data, develop a marketing strategy to stimulate demand.

Communications

- Economic decisions require effective communication.
 - Analysis - Determine the process of enacting a government bill from "grass roots" beginnings to enactment.
 - Application - Draft a petition or bill on a current important business issue.

- Impact - Chart the steps to take this petition/bill to enactment.

International Business

- Economic principles are universal.
 - Analysis - Determine how comparative advantage relates to economic trade.
 - Application - Demonstrate how comparative advantage relates to production and foreign trade in various countries.
 - Impact - Select a new product or service for which our country has the comparative advantage.

Production

- The four factors of production are a basic concept of economics.
 - Analysis - Determine the factors of production involved with the production of a good or service.
 - Application - Choose one factor of production and develop a strategy for cost reduction.
 - Impact - For a given period of time, graphically illustrate the cost reduction.

INFORMATION SYSTEMS

Matrix of Interrelationships of Information Systems to Business Functions

Accounting

- Information systems have revolutionized the field of accounting.
 - Analysis - Examine the appropriateness of accounting software packages.
 - Application - Produce and examine sample financial statements for comparison.
 - Impact - Design an automated accounting system for a student-operated business.

Economics

- Information systems can enhance the efficiency of business purchasing decisions.
 - Analysis - Identify how the utilization of information systems can encourage efficiency.

- Application - Interview business people regarding the effects on cost of a new information system.
- Impact - Predict how increased computerization will affect the production process and the goods and services offered.

Management

- Information systems provide a linkage for management.
 - Analysis - Investigate how computers are linked together in a company.
 - Application - Research the types of tasks managers complete using computers.
 - Impact - Diagram a computer information system demonstrating linkages among five departments in a hypothetical company.

Career Development

- The field of information systems provides a variety of career choices.
 - Analysis - Prepare an extensive list of career opportunities in information systems
 - Application - Select two emerging information systems careers and project the demand.
 - Impact - For a selected career, identify the training requirements and projected salary.

Entrepreneurship

- Information systems enable entrepreneurs to employ a smaller staff, yet accomplish needed work.
 - Analysis - Appraise the required tasks to operate a small business effectively
 - Application - Develop an action plan in which the information system can perform some of the required tasks.
 - Impact - Based on the action plan, predict the impact of employing the necessary staff to operate the business.

Marketing

- Information systems have expanded the various markets in which items can be sold.
 - Analysis - Compare two telemarketing systems (e.g., shopper's channel and infomercial).

- Application - Collect the following marketing data: marketing plan, target market, and product type.
- Impact - Evaluate the success of the marketing strategy of each approach.

Communications

- The quality, quantity, and cost-effectiveness of communications improves through the use of technology.
 - Analysis - Examine five ways technology will enhance communications.
 - Application - Design and produce necessary components of a business presentation.
 - Impact - Develop and deliver a quality multi-media presentation.

International Business

- Information systems have encouraged more competition in the world economy.
 - Analysis - Select a common product produced in a foreign country and offered to consumers at a retail setting in the United States.
 - Application - Research the origin of production and compare to a similar product produced in the United States.
 - Impact - Summarize how diverse countries are competing for the same share of the market.

Production

- Information systems have increased the ability to make more informed production decisions.
 - Analysis - Determine the kinds of data used to make management decisions.
 - Application - Invite a production manager to discuss how information systems impact decision-making in his/her firm.
 - Impact - Using a computer production data case study, generate a production decision.

ENTREPRENEURSHIP

Matrix of Interrelationships of Entrepreneurship to Business Functions

Accounting

- Entrepreneurs rely on accounting data for decision-making.

- Analysis - Determine financial data needed to apply for a loan.
- Application - Prepare necessary financial statements for loan application.
- Impact - Write a business plan incorporating financial data.

Economics

- Entrepreneurs are heavily dependent upon all economic principles.
 - Analysis - Identify an economic principle (e.g., scarcity, opportunity costs, specialization, supply and demand) and explain how it relates to the entrepreneur.
 - Application - Given a specific small firm, indicate what economic principles are at work.
 - Impact - As a result of the economic principles being employed, predict the outcome of various phenomena affecting the business.

Management

- An entrepreneur must possess expert management skills.
 - Analysis - Determine the functions of management for a small business.
 - Application - Given a case study of small business ownership, determine what management qualities are needed to solve business problems.
 - Impact - Evaluate the effectiveness of the management decision made for the case study.

Career Development

- Entrepreneurship traits must be considered in making a sound career decision.
 - Analysis - Research literature and compile a list of positive traits of successful entrepreneurs.
 - Application - Using the list of positive traits, survey local small business owners to validate the traits.
 - Impact - Using the data from the survey, compare the researched traits with those of entrepreneurs in the local community.

Information Systems

- A successful entrepreneur relies on a well-designed information system.
 - Analysis - Contact vendors to examine the current offerings of information systems for small businesses.
 - Application - Compare and contrast the specifications and capabilities of each information system.

- Impact - Select an appropriate system that will enhance the operation of a small business.

Marketing

- An entrepreneur gains success through using effective marketing strategies.
 - Analysis - List marketing strategies used by small businesses in the local community.
 - Application - Select an appropriate marketing strategy for a specific product/service and design a promotional piece to reach the targeted market.
 - Impact - Evaluate the effectiveness of the marketing strategy.

Communications

- Entrepreneurship efforts are enhanced through small business networking.
 - Analysis - Investigate the membership advantages of a small business owners' association.
 - Application - Invite a member of the small business owners' association to validate the advantages of membership for networking.
 - Impact - Develop a list of ways to network to enhance business success.

International Business

- The global community offers emerging markets for entrepreneurial ventures.
 - Analysis - Given research, compile a list of emerging global industries for small business owners.
 - Application - Compare starting a small business in the United States vs. another country.
 - Impact - Justify a decision to open a small business in another country.

Production

- Entrepreneurship often begins with creative product design.
 - Analysis - Explore potential product ideas that will meet a need in the community.
 - Application - Design and test market a product appropriate for manufacture by a small business.
 - Impact - From the test market, determine the interest for this product as to its creativity and need.

MARKETING

Matrix of Interrelationships of Marketing to Other Business Functions

Accounting

- Marketing success is dependent upon sound accounting principles.
 - Analysis - Identify the costs of producing a particular product or service.
 - Application - Obtain information from local businesses regarding how products/services are priced for sale.
 - Impact - Compare and contrast different pricing strategies and explain how pricing is part of the marketing plan.

Economics

- Marketing strategies and outcomes demonstrate the application of economic principles.
 - Analysis - Identify how marketing facilitates time and place utility.
 - Application - Categorize how specific marketing strategies focus on providing time and/or place utility.
 - Impact - Prepare a presentation that addresses how the world would be different without any marketing strategies.

International Business

- Marketing impacts business worldwide.
 - Analysis - Identify the essential information necessary for advertising in a global market.
 - Application - Design an advertisement for a product/company suitable for display in two countries.
 - Impact - Evaluate displays of prepared advertisements for correctness and appropriateness of purpose.

Career Development

- Marketing continues to be a "career of choice" for many people.
 - Analysis - Examine areas of employment in marketing.
 - Application - Shadow employees from five different marketing occupational areas.

- Impact - Present a panel discussion of aspects of marketing careers shadowed.

Entrepreneurship

- Marketing sets the stage for entrepreneurial endeavors.
 - Analysis - Examine a variety of methods to identify a successful entrepreneurial endeavor.
 - Application - Develop a marketing plan for a small business venture.
 - Impact - Evaluate the effectiveness of the marketing plan developed for the specific business.

Management

- Marketing affects managerial decisions.
 - Analysis - Explain how marketing results can affect managerial decisions.
 - Application - Given a case problem providing marketing results for a specific product/service, determine three options that management might select.
 - Impact - Suggest management actions required to implement one of the three options.

Communications

- Marketing personnel must listen to consumer comments and suggestions.
 - Analysis - Distinguish between valid and invalid complaints.
 - Application - Role-play responses to case study complaint situations.
 - Impact - Critique the responses for appropriateness and tact.

Information Systems

- Marketing creates a vision of business through information systems.
 - Analysis - Examine magazine advertising for layout design ideas and effectiveness
 - Application - Using desktop publishing, design and print a flyer to market a product.
 - Impact - Discuss the influence of the flyer in determining whether or not to make a purchase.

Production

- Marketing successes are ultimately responsible for production growth.

- Analysis - Determine the life cycle of products in common use.
- Application - Obtain published advertisements for products were not available ten years ago.
- Impact - Develop a marketing plan for a "product of the future."

MANAGEMENT

Matrix of Interrelationships of Management to Other Business Functions

Accounting

- Management decisions impact the development and design of accounting systems.
 - Analysis - Provide examples of how accounting procedures change due to a manager's needs for specific data.
 - Application - Read an annual report of a firm and indicate additional information that might be needed by a CEO.
 - Impact - Suggest a management decision based on an independent auditing report.

Economics

- Management decisions are affected by external economic factors.
 - Analysis - Define how increases in interest rates or the devaluation of another country's currency affect management decisions.
 - Application - Using newspapers and trade magazines, track how currency and interest rate changes affect managerial decisions.
 - Impact - Write a management recommendation regarding a change in policy due to changing external economic factors.

International Business

- Management policies affect the quality and price of goods produced at home and abroad.
 - Analysis - Track the production of one product in three countries.
 - Application - Compare the quality and price of a particular item produced in the United States vs. the same item in another country.
 - Impact - Select one item to market in the United States and defend that choice.

Career Development

- Management decisions affect all levels of career decisions.
 - Analysis - Identify work and human relations traits that accompany job advancement
 - Application - Through videotaped role-playing, demonstrate positive and negative human relations situations.
 - Impact - As a team, evaluate the video and discuss optional decisions.

Entrepreneurship

- Management decisions set the tone for a firm's ethical behavior.
 - Analysis - Debate ethical and unethical business practices.
 - Application - Using newspapers, identify breaches of ethical behavior as defined in class discussions.
 - Impact - Differentiate between acceptable and unacceptable ethical behavior, its effect on management decisions, and the impact on employees.

Marketing

- Management relies on marketing to "sell the product."
 - Analysis - Select a product to produce.
 - Application - Develop a project to illustrate advertising principles and effects.
 - Impact - Present a team-prepared, videotaped advertisement for a product.

Communications

- Management has dramatically changed its methods of communications to keep pace with new and emerging technology.
 - Analysis - Trace management communication methods for the past ten years.
 - Application - Observe and write a report on communication methods used by management personnel of three businesses.
 - Impact - Present effective communication strategies observed in the three businesses.

Information Systems

- Management's ability to process information is enhanced by knowledge.
 - Analysis - Experiment with teleconferencing and/or e-mail communications.
 - Application - Organize and participate in a simulated management-level teleconference.
 - Impact - Compare the speed, accuracy, and cost of using teleconferencing vs. traditional communications methods.

Production

- Management decisions are influenced by product success.
 - Analysis - Select a product to produce.
 - Application - Within budgetary constraints, produce five of the selected product.
 - Impact - Explain how quality control contributes to the efficient production of the selected product.

INTERNATIONAL BUSINESS

Matrix of Interrelationships of International Business-to-Business Functions

Accounting

- International business is affected by accounting practices.
 - Analysis - Identify how accounting practices may differ from country to country.
 - Application - Prepare a classroom display of pertinent information gathered.
 - Impact - Describe the advantages and disadvantages of adopting uniform accounting practices for businesses worldwide.

Economics

- International business is dependent upon rapidly changing economic factors.
 - Analysis - Interpret economic measuring standards.
 - Application - Find the gross national product and per capita income of three foreign countries and the United States.

- Impact - Using standards of economic measure, compare the economies of three foreign countries to the United States.

Management

- A manager's role is vital to a firm's success in the global marketplace.
 - Analysis - List changes in management qualifications as businesses become more global
 - Application - Given the typical characteristics of workers in two different cultures, describe how management styles might differ when working with each group.
 - Impact - Evaluate key factors individuals should consider when assuming managerial responsibilities in a foreign country.

Career Development

- International business offers numerous career opportunities.
 - Analysis - Examine diversity in the global workplace.
 - Application - Compare cultural differences and job-related benefits, restrictions, training, and education requirements for a specific job in three countries.
 - Impact - Determine how diversity has affected the movement of jobs from one country to another.

Entrepreneurship

- The global community is an emerging source for small business ownership.
 - Analysis - Research and compile a list of emerging global industries for small business owners.
 - Application - Compare the steps required to start a small business in the United States with those of another country.
 - Impact - Defend a decision to start a small business in another country.

Marketing

- Effective marketing strategies can enhance the success of a business in the global marketplace.
 - Analysis - Analyze through current readings how individual businesses have successfully marketed a product in other countries.
 - Application - Develop a marketing plan to introduce a new product into a foreign market.

- Impact - Evaluate the effectiveness of another student's or group's marketing plan.

Communications

- Knowledge of international business is contingent upon current, accurate communication.
 - Analysis - Electronically research "cultural differences" by accessing libraries in three countries.
 - Application - Prepare a written report based on research.
 - Impact - Evaluate how the differences affect the job market and present findings.

Information Systems

- A successful businessperson relies on a well-designed information system.
 - Analysis - Contact vendors to examine information systems for small businesses.
 - Application - Compare and contrast the qualities of each information system.
 - Impact - Justify the selection of an information system for use in a selected small business.

Production

- Production procedures depend on a country's resource base.
 - Analysis - Describe production procedures for three different products produced by low, medium, and highly developed countries.
 - Application - Given seven products, indicate the country most technologically advanced to produce each item.
 - Impact - Predict how a country might change its production techniques given demographics, educational level, and technological capability.

PRODUCTION

Matrix of Interrelationships of Production to Other Business Functions

Accounting

- Production costs can be efficiently appraised through accounting.

- Analysis - Identify the elements of production costs.
- Application - Prepare selected ledger and cost sheets for a manufacturing business.
- Impact - Judge how these production records could be used in making production decisions.

Economics

- Production decisions rely on economic trends.
 - Analysis - Research the economic trends that influence production decisions.
 - Application - In a production case study, select three economic trends and decide what production decision is required.
 - Impact - Graph these production decisions to demonstrate profit or loss.

International Business

- Production is shifting to new countries.
 - Analysis - Select three companies that have relocated to another country and examine data relative to the decision.
 - Application - Compare the data to determine financial, regulatory, and production reasons for reaching this decision.
 - Impact - Appraise the trend toward overseas relocation for the production industry during the next five years.

Career Development

- The production industry is going through restructuring in the area of careers.
 - Analysis - Review current demand occupations in the production industry.
 - Application - Select three new production careers and electronically research qualifications and training requirements.
 - Impact - Shadow one of these production careers at a local manufacturing business.

Entrepreneurship

- Producing new goods and services is common among small businesses.
 - Analysis - Identify three small business operations, locally or elsewhere in the state, that are producing an innovative product/service.
 - Application - Compare and contrast these production operations relating the human, natural, and economic resources of each.

- Impact - Determine why innovative products and services are many times produced by small business.

Management

- Changes in production methods, site, and expectations are important to management decisions.
 - Analysis - Appraise the labor market in selected localities.
 - Application - In teams, examine the sites for current production and future expansion.
 - Impact - Evaluate the cost effectiveness of the decision to expand.

Communications

- Production can only be effective through communication.
 - Analysis - Identify a production schematic chart for one product.
 - Application - Classify those components requiring communication as a function of the process.
 - Impact - In a report, describe the impact of communication in the production process.

Information Systems

- The production process is immediately impacted through information systems.
 - Analysis - Using a production process, identify when information systems are used.
 - Application - Formulate what impact the technology has on each production process component.
 - Impact - Compare and contrast what the effects would be without technology.

Marketing

- Production is dependent upon aggressive marketing, including an attractive, functional product package.
 - Analysis - Distinguish between effective and ineffective packaging concepts.
 - Application - Assemble a collection of examples of good and bad commercial product packaging efforts.
 - Impact - Test and document the packaging for eye appeal, durability, and cost effectiveness.