



# **Principles of Business, Marketing & Finance**

PRE-TEST/POST-TEST TEKS BLUEPRINT

# Pre-Test/Post-Test Development Overview

## TEKS Addressed Selection Process

The Texas Essential Knowledge & Skills (TEKS) included in the course pre-test and post-test were selected for their direct relevance to the course content. This selection process was guided by the goal of assessing learners' understanding of specific topics and skills that are integral to the course. As a result, TEKS related to general employability skills or broader topics were often excluded. This focus ensures that the assessments accurately measure students' mastery of the subject matter, allowing educators to gain a clear insight into areas where students excel or may need additional support. By concentrating on content-specific TEKS, the tests provide a more precise evaluation of the students' knowledge and understanding of the core material.

## Test Question Development Process

The questions created for the pre-test and post-test were designed using psychometric principles to ensure they are of high quality and fairness. This approach helps to accurately assess student understanding. These principles guide the development of questions to be reliable, valid, and free from bias, ensuring that they effectively measure the knowledge and skills the students are expected to acquire in the course.

## Principles of Business, Marketing & Finance Pre-Test/Post-Test TEKS Blueprint

Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(2) The student describes the characteristics of business. The student is expected to:	(A) explain the principles of supply and demand	Fundamentals of Business Practices: Economic Basics
(2) The student describes the characteristics of business. The student is expected to:	(B) differentiate between goods and services	Basic Business Concepts
(2) The student describes the characteristics of business. The student is expected to:	(C) identify the types of business	Basic Business Concepts
(2) The student describes the characteristics of business. The student is expected to:	(D) compare the different forms of ownership	Basic Business Concepts
(2) The student describes the characteristics of business. The student is expected to:	(E) examine the organizational structure and functions of business	Basic Business Concepts
(2) The student describes the characteristics of business. The student is expected to:	(F) interpret the nature of balance sheets and income statements	Fundamentals of Business Finance: Financial Exchanges & Documents
(2) The student describes the characteristics of business. The student is expected to:	(G) identify business cycles	Basic Business Concepts
(3) The student defines ethics in business. The student is expected to:	(A) distinguish between ethical and unethical business practices	Fundamentals of Business Practices: Ethics, Government & Laws
(3) The student defines ethics in business. The student is expected to:	(B) contrast ethical, moral, and legal choices that relate to the decision-making process in business situations	Fundamentals of Business Practices: Ethics, Government & Laws
(4) The student differentiates between the types of economic systems with emphasis on the private enterprise system and the U.S. economy. The student is expected to:	(B) summarize the characteristics of the private enterprise system	Fundamentals of Business Practices: Economic Basics
(4) The student differentiates between the types of economic systems with emphasis on the private enterprise system and the U.S. economy. The student is expected to:	(C) identify factors affecting a business'[s] profits, revenues, and expenses	Fundamentals of Business Practices: Economic Factors
(5) The student relates to the impact of international business on the U.S. economy. The student is expected to:	(A) explain the role of business in a global society	Fundamentals of International Business
(5) The student relates to the impact of international business on the U.S. economy. The student is expected to:	(C) explain the impact of imports and exports on the U.S. economy	Fundamentals of International Business
(6) The student identifies the role and impact of government, the legal system, and organized labor in business. The student is expected to:	(A) differentiate among the the roles of government in business	Fundamentals of Business Practices: Ethics, Government & Laws
(6) The student identifies the role and impact of government, the legal system, and organized labor in business. The student is expected to:	(B) describe types of activities performed by governments in business	Fundamentals of Business Practices: Ethics, Government & Laws
(6) The student identifies the role and impact of government, the legal system, and organized labor in business. The student is expected to:	(C) ascertain the role of the legal system in business	Fundamentals of Business Practices: Ethics, Government & Laws
(6) The student identifies the role and impact of government, the legal system, and organized labor in business. The student is expected to:	(D) explain the role of organized labor in society	Fundamentals of Business Practices: Ethics, Government & Laws
(7) The student classifies types of businesses that market goods and services. The student is expected to:	(A) explain the importance of different marketing strategies for goods versus services	Fundamentals of Marketing Goods & Services
(7) The student classifies types of businesses that market goods and services. The student is expected to:	(B) define business and industry terms such as producers, raw goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses	Fundamentals of Marketing Goods & Services
(7) The student classifies types of businesses that market goods and services. The student is expected to:	(C) identify types of retailers	Fundamentals of Marketing Goods & Services
(7) The student classifies types of businesses that market goods and services. The student is expected to:	(D) explain the role of retailers in a private enterprise system	Fundamentals of Marketing Goods & Services
(7) The student classifies types of businesses that market goods and services. The student is expected to:	(F) describe the role of wholesalers in a private enterprise system	Fundamentals of Marketing Goods & Services

## Principles of Business, Marketing & Finance Pre-Test/Post-Test TEKS Blueprint

Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(8) The student analyzes cost and profit relationships in finance. The student is expected to:	(A) explain the concept of productivity	Fundamentals of Business Practices: Economic Factors
(8) The student analyzes cost and profit relationships in finance. The student is expected to:	(B) analyze the impact of specialization and division of labor on productivity	Fundamentals of Business Practices: Economic Factors
(8) The student analyzes cost and profit relationships in finance. The student is expected to:	(C) explain the concept of organized labor and business	Fundamentals of Business Practices: Economic Factors
(9) The student understands the fundamental principles of money. The student is expected to:	(A) evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer	Fundamentals of Business Finance: Financial Exchanges & Documents
(9) The student understands the fundamental principles of money. The student is expected to:	(C) list functions of money such as medium of exchange, unit of measure, and store of value	Fundamentals of Business Finance: Money & Credit
(9) The student understands the fundamental principles of money. The student is expected to:	(D) summarize the purpose and importance of credit	Fundamentals of Business Finance: Money & Credit
(9) The student understands the fundamental principles of money. The student is expected to:	(E) explain legal responsibilities associated with financial exchanges	Fundamentals of Business Finance: Financial Exchanges & Documents
(10) The student demonstrates an understanding of personal financial management. The student is expected to:	(A) explain the importance of providing accurate information	Fundamentals of Personal Finance: Income & Taxes
(10) The student demonstrates an understanding of personal financial management. The student is expected to:	(B) calculate gross and net pay	Fundamentals of Personal Finance: Income & Taxes
(10) The student demonstrates an understanding of personal financial management. The student is expected to:	(C) simulate opening and maintaining various types of bank accounts	Fundamentals of Personal Finance: Banking Services & Investments
(10) The student demonstrates an understanding of personal financial management. The student is expected to:	(D) reconcile bank statements	Fundamentals of Personal Finance: Banking Services & Investments
(10) The student demonstrates an understanding of personal financial management. The student is expected to:	(E) compare the advantages and disadvantages of different types of banking services	Fundamentals of Personal Finance: Banking Services & Investments
(10) The student demonstrates an understanding of personal financial management. The student is expected to:	(F) examine investment growth by developing a personal investment plan	Fundamentals of Personal Finance: Banking Services & Investments
(10) The student demonstrates an understanding of personal financial management. The student is expected to:	(G) prepare an individual income tax return	Fundamentals of Personal Finance: Income & Taxes
(11) The student explains the importance of marketing as well as the functions of marketing. The student is expected to:	(A) define marketing	Basic Marketing Concepts
(11) The student explains the importance of marketing as well as the functions of marketing. The student is expected to:	(B) understand how marketing is related to other functions of business	Basic Marketing Concepts
(11) The student explains the importance of marketing as well as the functions of marketing. The student is expected to:	(C) explain the marketing concept	Basic Marketing Concepts
(11) The student explains the importance of marketing as well as the functions of marketing. The student is expected to:	(D) describe marketing functions and its related activities	Basic Marketing Concepts
(12) The student understands the scope of market identification. The student is expected to:	(A) explain the concept of market and market identification	Fundamentals of Market Identification
(12) The student understands the scope of market identification. The student is expected to:	(B) identify market segments	Fundamentals of Market Identification
(12) The student understands the scope of market identification. The student is expected to:	(C) explain the difference in market segmentation and mass marketing	Fundamentals of Market Identification
(12) The student understands the scope of market identification. The student is expected to:	(D) define and explain the importance of target markets	Fundamentals of Market Identification
(12) The student understands the scope of market identification. The student is expected to:	(E) identify a target market for a product or service using market segmentation	Fundamentals of Market Identification
(13) The student understands the importance of an effective marketing mix. The student is expected to:	(A) explain the concept of marketing strategies	Fundamentals of the Marketing Mix
(13) The student understands the importance of an effective marketing mix. The student is expected to:	(B) define each component of the marketing mix	Fundamentals of Market Identification
(13) The student understands the importance of an effective marketing mix. The student is expected to:	(C) identify examples of an effective marketing mix	Fundamentals of the Marketing Mix

## Principles of Business, Marketing & Finance Pre-Test/Post-Test TEKS Blueprint

Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(13) The student understands the importance of an effective marketing mix. The student is expected to:	(D) create an effective marketing mix for a product or service	Fundamentals of the Marketing Mix
(13) The student understands the importance of an effective marketing mix. The student is expected to:	(E) explain the role of participation as a key element of marketing	Fundamentals of the Marketing Mix