



UTAH
General Financial Literacy
Business and Personal Finance © 2005

OBJECTIVES	PAGE REFERENCES
Standard 1	
Students will use a rational decision-making process to set and implement financial goals.	
Objective 1	
Explain how goals, decision-making, and planning affect personal financial choices and behaviors.	
a. Discuss personal values that affect financial choices (e.g., home ownership, work ethic, charity, civic virtue).	SE: 7, 33, 52, 89, 237-238, 549-550
b. Explain the components of a financial plan (e.g., goals, net worth statement, budget, income and expense record, an insurance plan, a saving and investing plan).	SE: 11-14, 25, 66-74, 75-85, 133-140, 238-250, 254-258, 415-417, 426-428 <i>Standard & Poor's Case Study 78</i> <i>Your Financial Portfolio 84</i>
c. Compare short-term and long-term financial goals.	SE: 5, 13, 15, 31-32, 75, 76, 477-479 <i>Standard & Poor's Case Study 215, 256</i> <i>Your Financial Portfolio 12, 26, 112</i>
d. Design a plan to reach a specific financial goal.	SE: 6-11, 13-14, 25, 31-41, 42-44, 75-85, 237-238, 479-485 <i>Standard & Poor's Case Study 12, 215, 256, 324, 494</i> <i>Your Financial Portfolio 26, 112, 266</i>
e. List advantages of designing and following a personal financial plan.	SE: 5-6 <i>Standard & Poor's 4, 58</i> <i>Standard & Poor's Case Study 78, 494</i>
Objective 2	
Analyze the role of cultural, social, and emotional influences on financial behavior.	
a. Explain how limited financial resources affect the choices people make.	SE: 10, 31-33, 75-81, 89-102, 153, 155, 237-238 <i>Common Cents 360, 449, 537, 579, 625, 643</i> <i>Savvy Saver 79, 95, 213, 299, 316, 355, 405, 417, 538, 711</i> <i>Standard & Poor's Case Study 136, 196</i> <i>Your Financial Portfolio 438, 472</i>
b. Describe the influence of peer pressure as it relates to purchasing decisions (e.g., fashion, acceptance from others, need for latest gadget).	SE: 91 <i>What's Your Financial ID? 6</i>
c. Explain how scarcity relates to needs and wants.	SE: 7-8, 197-199

OBJECTIVES	PAGE REFERENCES
d. Analyze the impact of marketing, advertising, and sales strategies/techniques on purchasing decisions (e.g., impulse buying, delayed payment).	SE: 98, 99-100 This objective also can be met when discussing factors that influence buying decisions. SE: 89-90, 90-92 <i>Figure 4.1</i> 90 The impact of marketing is discussed for promoting business. SE: 525-529, 529-534 <i>Figure 16.2</i> 530
e. Evaluate the role of emotions when making financial decisions.	SE: <i>Common Cents</i> 102, 668 <i>What's Your Financial ID?</i> 6
Objective 3 Relate financial decisions to personal and societal consequences.	
a. Recognize that individuals are responsible for their finances.	SE: 153, 154-157, 187-188, 237-238, 261-262, 294, 342-343, 477-479 <i>Common Cents</i> 83, 102, 425 <i>Savvy Saver</i> 13, 495, 597 <i>Standard & Poor's</i> 4, 152, 443 <i>Standard & Poor's Case Study</i> 136, 170
b. Describe consequences of excessive debt (e.g., increased consumer costs, inflation, family instability).	SE: 5, 153, 156-157, 187-188 <i>Standard & Poor's</i> 152 <i>Standard & Poor's Case Study</i> 78
c. Describe the social and economic consequences of bankruptcy.	SE: 189-193 <i>Standard & Poor's Case Study</i> 102
Standard 2 Students will understand sources of income and the relationship between income and career preparation.	
Objective 1 Identify various forms of income and analyze factors that affect income.	
a. Identify sources of income (e.g., wages, investments, self-employment).	SE: 248-249, 262, 275, 310, 342, 383-384, 605-607
b. Compare common employee benefits (e.g., insurance, leave, retirement).	SE: 49-51, 241, 444-445, 462, 469, 488-490, 491
c. Compare income to the cost-of-living in various geographical areas.	SE: 37, 39, 41 #6
d. Analyze how economic conditions affect income.	SE: 39 Economic conditions affecting income can be covered when discussing influences on personal planning. SE: 14-19
Objective 2 Identify and understand required income withholdings.	
a. List the reasons for taxation and uses of tax revenues.	SE: 379-382
b. Describe the purposes of Social Security and Medicare.	SE: 457-459, 462, 486-487, 609-610

OBJECTIVES	PAGE REFERENCES
c. Calculate net income from an employee payroll record.	SE: 165 (defined), 591, 603-611 <i>Figure 18.9</i>
d. Demonstrate how to complete personal state and federal income tax forms.	SE: 382-389, 390-402, 403-405 <i>Your Financial Portfolio 406</i>
Objective 3 Analyze criteria for selecting a career and the impact of career choices on income and financial stability.	
a. Describe the correlation between income and a worker's skills, education, the value of the work to society, condition of the economy, and the supply and demand for workers.	SE: 33-34, 37-41 <i>Careers in Finance 10, 70, 110, 124, 162, 201, 255, 290, 330, 359, 388, 429, 458, 483, 541, 550, 576, 606, 642, 691, 701</i>
b. Develop career plan(s) that include educational requirements, skill development, and income potential.	SE: 31-41, 42-44 <i>Careers in Finance 10, 70, 110, 124, 162, 201, 255, 290, 330, 359, 388, 429, 458, 483, 541, 550, 576, 606, 642, 691, 701</i> <i>Get a Financial Life! 116-117</i> <i>Standard & Poor's 30</i> <i>Standard & Poor's Case Study 40</i> <i>What's Your Financial ID? 32</i>
c. Analyze the costs and benefits of developing new skills for the workplace.	SE: 33-34, 42-43, 51-52
d. Identify the risks and rewards of entrepreneurship/self-employment.	SE: 33, 549-551, 555-559, 563, 567-569 Entrepreneurs take the risk that the income they earn will make up for the loss in benefits that they could have if they worked for an employer. SE: 49-51, 241, 444-445, 462, 469, 488-490, 491
Standard 3 Students will understand principles of money management.	
Objective 1 Describe the role of planning and maintaining a balanced budget.	
a. Develop, monitor, and evaluate a personal budget.	SE: 75-85 <i>Get a Financial Life! 232-233</i> <i>Your Financial Portfolio 112</i>
b. Discuss opportunity costs and trade-offs in budget implementation.	SE: 10-11, 20-21, 59-61, 80-81 <i>Savvy Saver 627</i> <i>Your Financial Portfolio 112</i>
c. Identify and discuss the social and personal consequences of not following a budget.	SE: 5, 156-157, 187-188, 189-193, 497-498 <i>Common Cents 102</i> <i>Standard & Poor's Case Study 103</i>
d. Compare and evaluate various tools available for keeping track of budgets (e.g., envelope systems, computer programs, and paper tracking).	SE: 62-65, 146-147 (checking account record)
e. Demonstrate knowledge of financial transactions, checking and savings accounts, and associated financial services.	SE: 124-132, 133-149 <i>Savvy Saver 143, 644</i> <i>Standard & Poor's Case Study 136</i> <i>Your Financial Portfolio 148</i>

OBJECTIVES	PAGE REFERENCES
f. Demonstrate how to manage a checking account.	SE: 143-147 <i>Figure 5.4</i> 144 <i>Figure 5.5</i> 145 <i>Figure 5.6</i> 146
g. Evaluate the impact of major purchases on budgeting (e.g., automobile, housing).	SE: 210, 213, 219, 222-223, 225-226 <i>Get a Financial Life!</i> 232-233 <i>Standard & Poor's</i> 196 <i>Standard & Poor's Case Study</i> 215 <i>Your Financial Portfolio</i> 26, 227, 438
Objective 2 Understand credit uses and costs.	
a. Discuss the history and role of credit.	SE: 153-155, 220
b. List basic types of credit (e.g., credit cards, installment loans, service credit, revolving credit, student loans).	SE: 153, 157-161, 222-224 <i>Your Financial Portfolio</i> 192
c. Describe the risks and responsibilities associated with using credit.	SE: 122-123, 153, 154-157 <i>Standard & Poor's</i> 152 <i>Standard & Poor's Case Study</i> 78
d. Identify methods of establishing and maintaining a good credit rating.	SE: 7-11, 75-85, 122, 172 <i>Common Cents</i> 191 <i>Savvy Saver</i> 189, 555 <i>Standard & Poor's Case Study</i> 170
e. Explain the purpose of co-signers and collateral when applying for a loan.	SE: 168, 172, 183-184, 220, 555-556, 560, 561
f. Identify warning signs of credit abuse (e.g., late fees, missed payments, collection notices, bounced checks) and ways to correct credit problems.	SE: 153, 187-189 <i>Standard & Poor's</i> 152
g. Calculate and compare costs associated with the use of credit (e.g., finance charges, interest, late fees, default rates, closing costs).	SE: 160, 166-171, 222-224 <i>Your Financial Portfolio</i> 192
h. Calculate how long it takes to repay debt and the total costs when a borrower makes minimum payments.	SE: 169, 171 Discussing credit card finance charges also can be used to cover this objective. SE: 160 <i>Figure 6.3</i> 161
Objective 3 Describe the impact of credit on money management.	
a. Compare the advantages and disadvantages of different payment methods.	SE: 95-97, 147, 149, 154-157, 166-171
b. Compare the services of various types of financial institutions (e.g., banks, credit unions, investment brokers, loan agencies) and identify advantages of comparison shopping before selecting financial services.	SE: 124-132, 133-134, 158-163 <i>Your Financial Portfolio</i> 148
c. Describe the relationship between a credit rating, the cost of credit, and factors that affect creditworthiness.	SE: 160, 164-173, 176 <i>Standard & Poor's Case Study</i> 170
d. Explain the value of credit reports and scores to borrowers and lenders.	SE: 172-173, 174-178, 221

OBJECTIVES	PAGE REFERENCES
Objective 4	
Describe the rights and responsibilities of buyers and sellers under consumer protection laws.	
a. Explain the purposes and features of consumer protection laws, agencies, and sources of assistance.	SE: 100, 102, 108-113, 178-179, 180-181, 184-186, 188, 190
b. Describe ways to avoid “identity theft” and fraud (e.g., keep Social Security numbers secure, properly dispose of outdated documents).	SE: 106, 181-183 Financial document storage is covered on pages SE: 62-65
c. Explain the importance of understanding financial contracts (e.g., disclosure information, grace period, payment penalties, method of interest calculation).	SE: 158, 160
d. List possible actions a consumer can take in response to excessive debt and collection practices (e.g., sell assets, negotiate a repayment schedule).	SE: 188-191 <i>Standard & Poor’s Case Study 152</i>
e. Describe ways to avoid financial scams and schemes designed to defraud consumers (e.g., Ponzi and pyramid schemes, affinity fraud).	SE: 106, 369
Objective 5	
Discuss the purposes of insurance and risk management.	
a. Identify common types of insurance (e.g., automobile, health, homeowner’s, renter’s, life, long-term disability) and their terminology (e.g., term, whole life, deductible, premium, grace period).	SE: 411, 420-426, 431-437, 443-453, 454-459, 461-464, 465-473 <i>What’s Your Financial ID? 412, 444</i>
b. Describe how insurance and other risk-management strategies protect against financial loss.	SE: 411-415, 417-419, 420, 422-423, 425, 431, 435, 443, 446-447, 449, 461, 465
c. Discuss insurance needs at various life stages.	SE: 415-417, 444-445, 461, 465, 466 <i>Standard & Poor’s Case Study 436, 470</i>
d. Identify the importance of estate planning (e.g., wills, trusts).	SE: 420, 425, 431, 499-511, 512-515
e. Discuss the consequences of being under-insured.	SE: 417-419, 426-428, 431, 435, 443, 462, 466 <i>Standard & Poor’s Case Study 436</i>
Standard 4	
Students will understand saving, investing, and retirement planning.	
Objective 1	
Describe the value of saving in the financial planning process.	
a. Identify ways to save (e.g., payroll deduction).	SE: 76, 82-86, 133-139, 239-241 <i>Common Cents 11, 147, 263, 311, 537 Savvy Saver 393</i>
b. Analyze reasons to save.	SE: 25, 76, 82-83, 133, 237-238, 477-485 <i>Savvy Saver 393 Standard & Poor’s 12 Standard & Poor’s Case Study 215 Your Financial Portfolio 26, 112</i>
c. Explain how government regulations protect savers.	SE: 128-129, 139

OBJECTIVES	PAGE REFERENCES
Objective 2 Describe the value of investing and types of investments in the financial planning process.	
a. Identify and explain types of investment vehicles (e.g., stocks, bonds, real estate, hard assets).	SE: 133-139, 251-254, 271-277, 278-290, 292-301, 305-314, 315-319, 327-335 <i>What's Your Financial ID?</i> 309 <i>Your Financial Portfolio</i> 370
b. Identify strategies for investing (e.g., diversification, dollar-cost averaging).	SE: 244, 254-258, 298-301, 327 <i>Get a Financial Life!</i> 374-375 <i>Standard & Poor's</i> 304, 350 <i>Standard & Poor's Case Study</i> 256, 283, 356
c. Compare long-term and short-term investments.	SE: 242, 298-301, 305-306 <i>Standard & Poor's</i> 256 <i>Standard & Poor's Case Study</i> 12, 215, 256, 324, 494
d. Explain how government regulations can protect investors.	SE: 264-265
e. Compare various sources of investment information (e.g., prospectuses, annual reports, financial publications, online information) and ways to buy/sell investments (e.g., full service and discount brokers, investment advisors, online brokers).	SE: 8-9, 259-260, 263-267, 281-290, 294-295, 320-325, 331, 336-340 <i>Get a Financial Life!</i> 374-375 <i>Savvy Saver</i> 297 <i>Standard & Poor's</i> 270 <i>Standard & Poor's Case Study</i> 283 <i>Your Financial Portfolio</i> 300, 345
Objective 3 Compare savings and investments.	
a. Compare the risk, return, liquidity, and costs for savings and investments.	SE: 21-24, 133-140, 242-250, 251-253, 292, 305, 310-312, 315-319, 322-326, 328-335, 340-347, 351-361, 363-371 <i>Standard & Poor's</i> 12, 237, 324, 350 <i>Standard & Poor's Case Study</i> 356 <i>Your Financial Portfolio</i> 370
b. Explain the effects of inflation on savings and investments.	SE: 140, 245-246, 353, 362 <i>Standard & Poor's</i> 236
c. Describe the concept of the time value of money.	SE: 21-24, 137-139, 242 <i>Your Financial Portfolio</i> 514
d. Analyze the relationship between risk and return.	SE: 243-250, 276, 305, 310, 311-312, 315-316, 317-318, 323-325, 327, 352-361 <i>Standard & Poor's Case Study</i> 12, 256, 356
e. Describe appropriate financial products for different financial goals (e.g., savings accounts, stocks).	SE: 254-255 <i>Get a Financial Life!</i> 374-375 <i>Standard & Poor's</i> 256 <i>Standard & Poor's Case Study</i> 12, 215, 256, 324, 494
Objective 4 Analyze financial preparation for retirement.	
a. Relate financial resources needed for specific retirement activities and lifestyles.	SE: 481-485

OBJECTIVES	PAGE REFERENCES
b. Compare the characteristics of retirement plans (e.g., individual, employer sponsored, Social Security).	SE: 50-51, 241, 327, 405, 486-496 <i>Standard & Poor's</i> 602
c. Evaluate the role of individual responsibility in planning for retirement.	SE: 25, 237, 241, 261-263, 477-485, 489-492, 495-498 <i>Standard & Poor's Case Study</i> 494
d. Analyze the power of compound interest and the importance of starting early in implementing a financial plan for retirement.	SE: 21-24, 137-139, 242, 493 <i>Standard & Poor's Case Study</i> 494 <i>Your Financial Portfolio</i> 514