

**EXHIBIT 1**  
Career-Usage Topics

Topic	Group	Career Usage: Student Task
<b>Financial Statements and Ratios</b>	Management 1	Explain how hiring a new employee will affect the financial statements.
	Management 2	Explain how hiring a new employee will affect the financial ratios.
	Management 3	Explain why hiring a new employee has caused no change in net income even though revenues are higher.
	Marketing 1	Explain how a company would know if a marketing campaign was successful as it relates to the financial statements.
	Marketing 2	Explain how a company would know if a marketing campaign was successful as it relates to the financial ratios.
	Accounting	Explain what information each financial statement communicates in simple terms.
	Finance	Explain how they would use financial data (statements and ratios) to decide whether or not to use a line of credit to pay short-term debt.
	Entrepreneurship	Give advice, using financial statement information and/or financial ratios, on whether to invest in or finance a new business venture.
	Nonbusiness 1	Explain which financial statement information they would use to make an investing decision.
	Nonbusiness 2	Explain which financial ratios they would use to make an investing decision.
<b>Accounting Cycle and Adjusting Entries</b>	Accounting	Research the accounting profession, accounting job market, CPA requirements, and Beta Alpha Psi (an honorary organization for financial information students and professionals).
	All Other Groups	Explain the importance of understanding accounting, the accounting cycle, and adjusting entries.
<b>Inventory and Cash</b>	Management 1	Explain which accounting information they would use to determine how much inventory to produce.
	Management 2	Explain the usefulness of knowing what a company's sales returns and allowances and sales discounts are on the income statement.
	Management 3	Explain the importance of doing bank reconciliations for business accounts.
	Marketing 1 and 2	Explain why just-in-time accounting inventory records would help the marketing department of a corporation.
	Accounting	Practice periodic and perpetual journal entries, while the rest of the class was not asked to.
	Finance	Compare last in/first out (LIFO), first in/first out (FIFO), and average inventory methods, and select a preferred method.
	Entrepreneurship	Explain how they would manage inventory if they owned a company and which financial information they would use to make production decisions.
	Nonbusiness 1	Explain ways to manage cash.
<b>Accounts Receivable and Fixed Assets</b>	Nonbusiness 2	Communicate how to do a bank reconciliation in simple terms.
	All Groups	Find a current business article to review and relate it to something learned during the semester.
<b>Liabilities and Stockholder's Equity</b>	Management Groups	Make an argument that excess cash should be used for improvements to the company's building.
	Marketing Groups	Make an argument that excess cash should be used for a marketing campaign.
	Accounting and Finance	Make an argument that excess cash should be used to purchase treasury stock.
	Nonbusiness Groups and Entrepreneurship	Make an argument that excess cash should be saved and used in the short term to cover payroll tax liabilities.