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Principles of Business, Marketing and Finance Course Syllabus 2022-23

Instructor: Aldo Molina **Email:** Aldo.Molina@houstonisd.org **Room:** 2114

Office Hours: Monday – Friday: 8:30 – 9:00 am

Course Description: In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance. Through 3DE, students attend approximately 60-75% of their high school courses within the 3DE **student cohort**, which provides an effective environment in which to build culture and deliver case method across all subject areas. The **faculty cohort** is made up of educators with 100% of their time dedicated to 3DE courses/responsibilities to enable interdisciplinary integration

Class Expectations:

- Respect the rights, opinions and needs of all individuals
- Be prepared and on time to class
- Participate in class

Grading Policy: Grades will be on a weighted average as follows:

- Classwork/Homework 40%
- Tests/Projects 40%
- Participation 20%

Late Work:

You will be given an opportunity to submit late work following an absence. Grade penalties and the amount of time allowed to complete the assignment are as follows:

- 3 school days to turn in the assignment no points deducted (full credit eligible)
- After three (3) days, a ten- point penalty will be assessed.

Supplies:

Course work is electronic for the most part. You can take notes on your computer or a notebook.

Resources: 3DE and Junior Achievement**Units Overview****Unit 1: Shape Your Mindset**

Series (Mindset Series) is designed, and narrated, by Blakely, the successful Founder and Chairwoman of SPANX. Through a partnership with 3DE, Sara shares her experience, to engage 3DE students in discovering their purpose, setting goals, and pursuing their dreams with intentionality and confidence. Just as she dreamed big and pushed past many challenges, Sara wants to support 3DE students charting their paths to post-secondary success and fulfillment.

Unit 2: Self Direction

Students learn about the importance of setting goals in order to make progress in all areas of life. They focus on why setting goals is essential for success in business. They examine a business scenario that demonstrates why businesses must set goals that are SMART—in other words, goals that are Specific, Measurable, Attainable, Relevant, and Timely.

Unit 3: Effective Collaboration

Effective Collaboration promotes cooperation for diverse, collective input and output; Seeks a range of perspectives; Creates open and productive environments. Collaborating and Building Teams is a hallmark principle for the core competency of Effective Collaboration. This foundational challenge is key for students collaborating effectively throughout high school and beyond.

Unit 4: Critical and Analytical Thinking

Making effective decisions requires critical thinking, a core competency that helps people succeed in business and in life. Critical thinkers can analyze options and consider consequences to make sound decisions.

Unit 5: Cultural Agility

The ability to assess situations and environmental norms to identify opportunities and threats and determine savvy strategies to address conditions. Students intentionally read context clues and identify stakeholder perspectives to swiftly develop or adapt techniques that foster positive relationships and drive optimal performance.

Unit 6: Engaging Communication

Engaging and effective communication must be two-way. To communicate effectively, we must be aware of what it takes to communicate well and put those best practices to use. As the famous writer Maya Angelou once said, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Unit 7: Creativity and Innovation

Creativity & Innovation is the ability to determine opportunities to use original thoughts/approaches to create or disrupt status quo assumptions; constantly looking for improvements and advancements.