

2025-2026 School Year

Course Description:

Welcome to Introduction to Business, Marketing & Finance! In this class, we will explore the fundamentals of business operations, marketing strategies, and financial literacy. Students will develop entrepreneurial thinking, learn basic economic principles, and gain practical skills for making informed financial decisions. Our goal is to build confident, business-minded students who understand how commerce works in the real world through hands-on projects and engaging activities.

Teacher: C. Salinas

Contact Information: csalinas1@bcisd.us

Units of Study:

Six Weeks	Unit Title	Key Focus Areas
1st	Unit 01: What is Business? (20 Days)	Students will explore different types of businesses and basic business concepts. We will focus on identifying needs vs. wants and understanding goods vs. services.
	Unit 02: Entrepreneurship Basics (10 Days)	Students will learn about entrepreneurs and what it takes to start a business. We will work on creative problem-solving and opportunity recognition.
2nd	Unit 02: Entrepreneurship Basics (Continued) (10 Days)	We will continue our study of entrepreneurship, with an emphasis on business planning and idea development.
	Unit 03: Marketing Fundamentals (15 Days)	We will explore the four P's of marketing (Product, Price, Place, Promotion) and analyze different marketing strategies used by real companies.
	Unit 04: Advertising and Promotion (15 Days)	We will study various forms of advertising and create our own promotional materials, focusing on target audiences and persuasive techniques.

3rd	Unit 04: Advertising and Promotion (Continued) (15 Days)	We will continue our advertising studies with hands-on projects creating commercials, print ads, and digital marketing content.
	Unit 05: Money Management and Banking (22 Days)	This unit will focus on personal finance basics including budgeting, saving, checking accounts, and understanding interest.
4th	Unit 06: Consumer Economics (22 Days)	We'll explore consumer rights and responsibilities, smart shopping strategies, and how to evaluate purchasing decisions.
	Unit 07: Supply and Demand (14 Days)	Students will learn basic economic principles of supply and demand through simulations and real-world examples.
5th	Unit 07: Supply and Demand (Continued) (14 Days)	We will continue our exploration of economics, focusing on market forces and price determination.
	Unit 08: Business Operations (16 Days)	We will examine how businesses operate day-to-day, including production, inventory, and customer service.
	Unit 09: Digital Commerce and E-Business (14 Days)	We will explore online business models, e-commerce, and the role of technology in modern business.
6th	Unit 09: Digital Commerce and E-Business (Continued) (14 Days)	We will continue our study of digital business, working on creating online business proposals and digital marketing strategies.
	Unit 10: Student Business Fair Project (15 Days)	The final unit will be a capstone project where students create and present their own business concept at a student business fair.

Grading Policy:

Grades will be based on class participation, daily assignments, project presentations, business simulations, and unit assessments. Specific rubrics for major projects will be provided as we begin each unit.

Classroom Expectations:

- Show respect to your classmates and teacher.
- Come to class prepared with your materials.
- Participate actively in class discussions and business simulations.
- Ask questions when you don't understand something.
- Think creatively and be open to new business ideas!

Materials Needed:

- Pencils and pens
- Access to computer/tablet for digital projects

Note to Parents/Guardians:

I'm always available to discuss your child's progress and business learning. Please feel free to reach out via email.

Dates and unit durations are approximations and may be adjusted based on student needs and school calendar changes.