

Academy of Finance I

Course # 1218

12.5 Credits

2018

I. COURSE DESCRIPTION:

The Academy of Finance I course begins with an introduction to: Principles of Finance, Financial Services, and Entrepreneurship.

Principles of Finance: Principles of Finance is a thorough introduction to the concepts, tools, and institutions of finance. Starting with the basics of financial literacy and the function of finance in society. It continues with the topics of income and wealth, including budgeting, personal banking, credit and borrowing, and planning for retirement. Lastly, it explores specific topics of importance in today's world of finance such as risk management and ethics.

Entrepreneurship: This unit not only addresses skills necessary to become entrepreneurs; but also, the attitudes, characteristics, and techniques that successful entrepreneurs have and are needed to be successful. Building on concepts introduced in Principles of Finance, the Entrepreneurship unit approaches student learning experientially by encouraging students to evaluate, develop, and work with the business ideas previously introduced or those they will conceive during the course.

Students explore the steps necessary for starting a business, including analyzing the market, finding financing, and creating a form of organization that will accommodate future growth. Operational issues that new businesses face, such as regulations, protecting intellectual property, and the financial risks of starting a business are explored. Students examine ethical issues and develop a framework for managing them.

Financial Services: Financial Services provides students with an overview of banks and other financial services companies. It introduces the origins of money and banking, and then examines the early history of banking in the United States. The unit continues with an introduction to and an in-depth study of the financial services industry; and explores the types of companies that make up this industry. Additionally, students learn about the services offered by such companies and analyze the ways these companies earn profits. This course also introduces students to the main concepts behind investing; and it discriminates among different ways to invest money.

II Units:

Content Area:	Academy of Finance I	Grade(s)	9
Unit Plan Title:	Principles of Finance		
NJSLS/CCTC Standard(s) Addressed in this unit			
<p>9.1.12. A.8 Analyze different forms of currency and how currency is used to exchange goods and services.</p> <p>9.1.12. B.2 Compare strategies for saving and investing and the factors that influence how much should be saved or invested to meet financial goals.</p> <p>9.1.12. B.3 Construct a plan to accumulate emergency “rainy day” funds</p> <p>9.1.12. B.6 Design and utilize a simulated budget to monitor progress of financial plans.</p> <p>9.1.12. B.8 Describe and calculate interest and fees that are applied to various forms of spending, debt, and saving.</p> <p>9.1.12. B.9 Research the types and characteristics of various financial organizations in the community (e.g., banks, credit unions, check-cashing stores, et. al.).</p> <p>9.1.12. C.1 Compare and contrast the financial benefits of different products and services offered by a variety of financial institutions.</p> <p>9.1.12. C.4 Compare and contrast the advantages and disadvantages of various types of mortgages.</p> <p>9.1.12. C.5 Analyze the information contained in a credit report and explain the importance of disputing inaccurate entries.</p> <p>9.1.12. D.3 Summarize how investing builds wealth and assists in meeting long- and short-term financial goals</p> <p>9.1.12. D.5 Justify the use of savings and investment options to meet targeted goals.</p> <p>9.1.12. D.9 Relate savings and investment results to achievement of financial goals.</p> <p>9.1.12. E.1 Evaluate the appropriateness of different types of monetary transactions (e.g., electronic transfer, check, certified check, money order, gift card, barter) for various situations.</p> <p>9.3.12. BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12. BM-MGT.3 Apply economic concepts fundamental to global business operations.</p> <p>9.3.12. BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business financial wellbeing.</p> <p>RI.9-10.10 By the end of grade 9, read and comprehend literary nonfiction in the grades 9-10 text complexity band proficiently, with scaffolding as needed at the high end of the range. By the end of grade 10, read and comprehend literary nonfiction at the high end of the grades 9-10 text complexity band independently and proficiently.</p> <p>W.9-10.2 Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.</p>			
Essential Questions (3-5)			
<p>What is financial literacy and what is value of understanding it?</p> <p>What is debt and differentiate between good debt and bad debt?</p>			

What is debt and how does one differentiate between good debt and bad debt?
What is the impact of technology on banking, including online banking, mobile banking, and online-only banks?
How does money function?
What are common investment instruments?
What are the key risks and returns associated with investing?
What are the similarities and differences between income, expenses, cash flow, and wealth?
How should business respond to ethical problems when they occur?
What are four forms of business ownership?

Anchor Text

NAF Academy of Finance (Principles of Finance) (naf.org)
Becoming Money Smart, Good Heart Publisher, 2012. Judi Deatherage, ISBN # 978-1-60525-792-1
Personal Financial Literacy 3e Cengage, 2017 Joan Ryan, Christie Ryan ISBN# 978-1-305-65308-5

Short & Informational Texts (3-5)

PwC Earn Your Future Digital Lab (<https://app.pwcfdnearnyourfuture.org/>)
WiseBread: Living Large on a Small Budget (www.wisebread.com)
H&R Block Budget Challenge (<https://hrblock.budgetchallenge.com>)
SIFMA Foundation (www.stockmarketgame.org)
Practical Money Skills (www.practicalmoneyskills.com)
The Mint (www.themint.org)

Expected Proficiencies of the Unit

Compare and contrast income, expenses, cash flow, and wealth.
Explain how money functions.
Discuss the impact of technology on banking, including online banking, mobile banking and online only banks.
Define debt and differentiate between good debt and bad debt.
Discuss the different kinds of investment tools available
Explain the proper use of credit
Develop essential Money management skills.
Explain the proper use of credit.
Identify various types of insurance that are available to consumers.
Explain financial literacy and why learning about it is valuable.
Identify the key risks and returns associated with investing.

Formative & Summative Assessments

Create a presentation using PowerPoint or other presentation software.
Demonstrate different applications for excel in business.
Research various financial topics.
Complete various assignment provided with the accompanying e-book.
Explain the difference kinds of investment tools.
Research good and bad debt.
Complete the culminating project through NAF.
Write a letter to the Secretary of the Treasury explaining the importance of financial literacy education
Using well-written paragraphs and digital presentation, explain different financial literacy topics
Describe in paragraph form, three SMART financial goals
Analyze client scenarios to create personal budgets and communicate with the clients to obtain additional information

Resources (websites, Canvas, LMS, Google Classroom, documents, etc.)

NAF
Canvas
Google drive
Office 365

Suggested Time Frame:

14 weeks

Content Area:	Academy of Finance I	Grade(s)	9
Unit Plan Title:	Entrepreneurship		
NJSLS/CCTC Standard(s) Addressed in this unit			
<p>9.1.12. A.6 Summarize the financial risks and benefits of entrepreneurship as a career choice.</p> <p>9.1.12. G.2 Differentiate between property and liability insurance protection.</p> <p>9.3.12. FN.11 Plan, monitor and manage day-to-day activities required to sustain continued business functioning.</p> <p>9.3.12. FN.14 Employ financial risk-management strategies and techniques used to minimize business loss.</p> <p>9.3.12. FN-INS.5 Determine client needs and wants and respond through planned, personalized communication to guide purchase decisions and enhance future insurance business opportunities.</p> <p>9.3.12. BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12. BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.</p> <p>RI.9-10.10.0 By the end of grade 9, read and comprehend literary nonfiction in the grades 9-10 text complexity band proficiently, with scaffolding as needed at the high end of the range. By the end of grade 10, read and comprehend literary nonfiction at the high end of the grades 9-10 text complexity band independently and proficiently.</p> <p>W.9-10.2 Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.</p>			
Essential Questions			
<p>What is entrepreneurship?</p> <p>Are entrepreneurs born or are they made?</p> <p>What are the legal forms of business ownership?</p> <p>What are the components of a business plan?</p> <p>What is the importance of market research?</p> <p>How are businesses financed?</p> <p>How can you use Microsoft Excel in entrepreneurship?</p> <p>How do entrepreneurs create presentations using technology?</p>			
Anchor Text			
<p>NAF Academy of Finance (Entrepreneurship) (naf.org)</p> <p><u>Entrepreneurship Ideas in Action</u> 6E, Cengage, Cynthia L. Greene, 2017 ISBN# 10-13-5653068</p>			

Short & Informational Texts (3-5)

University of Dayton Elevator Pitch Competition <https://www.youtube.com/watch?v=2sE5UXVIkz0>
<https://www.youtube.com/watch?v=3xn88qYx0OQ>

Conducting Market Research. <https://www.entrepreneur.com/article/217388>

An Introduction to Business Plans, <https://www.entrepreneur.com/article/38290>

Three Ways to Find the Right Investor for Your Business, <https://www.entrepreneur.com/article/246997>

Elements of a Business Plan, <https://www.entrepreneur.com/article/38308>

Expected Proficiencies of the Unit

Define entrepreneurship is.

Identify the components of a business plan.

Explain the importance of market research.

Illustrate different ways businesses may be finance.

Identify various types of insurance that are available to consumers.

Discuss ethical problems in business

Formative & Summative Assessments

Research various legal forms of business ownership.

Compose various business documents using Microsoft Word and PowerPoint.

Illustrate different way businesses may be financed.

Create presentations using technology.

Complete a culminating project through NAF.

Complete various assignment provided with the accompanying e-book.

List and explain various types of insurance that are available to consumer.

Research how business is financed.

Prepare a business plan.

Describe their business venture detailing the products and services that will be provided and create a company description.

Create a research paper and a digital presentation of a famous entrepreneur

Create a chart comparing the pros and cons of different forms of business ownership

Write a business plan for a product or service idea

Resources (websites, Canvas, LMS, Google Classroom, documents, etc.)	
NAF Canvas Google drive Office 365	
Suggested Time Frame:	12 Weeks

Content Area:	Academy of Finance I	Grade(s)	9
Unit Plan Title:	Financial Services		
NJSLS/CCTC Standard(s) Addressed in this unit			
9.1.12. A.8 Analyze different forms of currency and how currency is used to exchange goods and services. 9.1.12. B.9 Research the types and characteristics of various financial organizations in the community (e.g., banks, credit unions, check-cashing stores, et. al.). 9.1.12. C.1 Compare and contrast the financial benefits of different products and services offered by a variety of financial institutions. 9.1.12. C.5 Analyze the information contained in a credit report and explain the importance of disputing inaccurate entries. 9.1.12. C.8 Identify the types and characteristics of predatory lending practices (e.g., payday loans, car title loans, high-risk mortgages). 9.1.12. D.4 Assess factors that influence financial planning. 9.1.12. D.9 Relate savings and investment results to achievement of financial goals 9.1.12. D.10 Differentiate among various investment products and savings vehicles and how to use them most effectively.			

9.1.12. G.1 Analyze risks and benefits in various financial situations.

9.1.12. G.2 Differentiate between property and liability insurance protection.

9.1.12.G.3 Compare the cost of various types of insurance (e.g., life, homeowners, motor vehicle) for the same product or service, given different liability limits and risk factors.

9.3.12. BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.

9.3.12. BM-MGT.3 Apply economic concepts fundamental to global business operations.

9.3.12. BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business financial wellbeing.

RI.9-10.10.0 By the end of grade 9, read and comprehend literary nonfiction in the grades 9-10 text complexity band proficiently, with scaffolding as needed at the high end of the range. By the end of grade 10, read and comprehend literary nonfiction at the high end of the grades 9-10 text complexity band independently and proficiently.

W.9-10.2 Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

Essential Questions (3-5)

What is the origin of money?

What are financial services?

What are the types of financial service companies?

What financial services do banks provide to individuals and businesses?

What are some alternative financial services companies?

What insurance options are available?

Anchor Text

NAF Academy of Finance (Financial Services) (www.naf.org)

Short & Informational Texts (3-5)

PwC Earn Your Future Digital Lab <https://app.pwcfdnearyourfuture.org/>

The Story of the Federal Reserve <https://www.newyorkfed.org/outreach-and-education/comic-books>

The Federal Reserve and You [https://www.philadelphiafed.org/-/media/education/teachers/resources/fed-today/Your Introduction to The Federal Reserve and You Lesson.pdf](https://www.philadelphiafed.org/-/media/education/teachers/resources/fed-today/Your_Introduction_to_The_Federal_Reserve_and_You_Lesson.pdf)

The Stock Market Risks and Rewards <http://www.themint.org/teachers/risks-and-rewards.html>

Invest in What's Next www.investinwhatsnext.org

Expected Proficiencies of the Unit	
<ul style="list-style-type: none"> • Compose various business documents using Microsoft Office. • Illustrate different ways businesses may be financed. • Create a presentation using PowerPoint or other presentation software. • List and describe banking services. • Explain how insurance protects the policyholder from risk. • Identify various types of insurance that are available to consumers. • Describe the functions of different types of financial intermediaries. 	
Formative & Summative Assessments	
<p>Create a flyer that will list and describe banking services</p> <p>Create a chart comparing two savings options. Based upon the findings, write a statement explaining which option was chosen and why.</p> <p>Explain different types of insurance coverage.</p> <p>Culminating project per NAF</p>	
Resources	
<p>NAF</p> <p>Canvas</p> <p>Google drive</p> <p>Office 365</p>	
Suggested Time Frame:	10 Weeks

III. Methods of Student Evaluation (including assessment and evaluation)

To determine whether the learning objectives have been met, a combination of summative and formative assessment methods is used.

Summative Assessment:
 Multiple choice exam.
 Calculations.

Essays.

Short-answer or problem-solving exam.

Research paper.

Performance based.

Oral presentations.

Projects.

Culminating projects

Formative Assessment

Teacher observations.

Questioning.

Do Now and Exit Slip tickets.

Peer teaching.

Quizzes.

Reflections.

IV. Instructional Strategies Based on Instructional Goals (Applying Universal Design for Learning)

A combination of various instructional strategies is used based on students learning styles and the subject content. Examples of those strategies are:

Collaborating with teammates to complete projects.

Discussing text materials, newspaper articles, supplementary materials, PowerPoint presentations and videos.

Reading materials from a variety of reliable sources.

Role playing authentic situations.

Watching and responding to videos and presentations.

Brainstorming to solve critical issues in the project.

Researching various business topics.

Debating business ethics crisis

Providing peers with constructive feedback

V. Complete list of Textbooks and Short Texts:

NAF Academy of Finance (Principles of Finance) (naf.org)

Becoming Money Smart, Good Heart Publisher, 2012. Judi Deatherage, ISBN # 978-1-60525-792-1

Personal Financial Literacy 3e Cengage, 2017 Joan Ryan, Christie Ryan ISBN# 978-1-305-65308-5

Entrepreneurship Ideas in Action 6E, Cengage, Cynthia L. Greene, 2017 ISBN# 10-13-5653068

PwC Earn Your Future Digital Lab (<https://app.pwcfdearnyourfuture.org/>)

WiseBread: Living Large on a Small Budget (www.wisebread.com)

H&R Block Budget Challenge (<https://hrblock.budgetchallenge.com>)

SIFMA Foundation (www.stockmarketgame.org)

Practical Money Skills (www.practicalmoneyskills.com)

The Mint (www.themint.org)

University of Dayton Elevator Pitch Competition <https://www.youtube.com/watch?v=2sE5UXVIkz0>

<https://www.youtube.com/watch?v=3xn88qYx0OQ>

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PwC Earn Your Future Digital Lab <https://app.pwcfdearnyourfuture.org/>

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The Federal Reserve and You [https://www.philadelphiafed.org/-/media/education/teachers/resources/fed-today/Your Introduction to The Federal Reserve and You Lesson.pdf](https://www.philadelphiafed.org/-/media/education/teachers/resources/fed-today/Your%20Introduction%20to%20The%20Federal%20Reserve%20and%20You%20Lesson.pdf)

The Stock Market Risks and Rewards <http://www.themint.org/teachers/risks-and-rewards.html>

Invest in What's Next www.investinwhatsnext.org

VI. SCOPE AND SEQUENCE

SKILLS TO BE LEARNED	I = Introduce D = Develop in Depth R = Reinforce M = Master
Explain what entrepreneurship is.	I, D
Research the various legal forms of business ownership.	I, D
Compose various business documents using Microsoft Word and Power Point.	I, D
Identify the components of a business plan.	I, D
Explain the importance of market research.	I, D
Illustrate different ways businesses may be financed.	I, D
Demonstrate different applications for Excel in business.	I, D
Create a presentation using Power Point or other presentation software.	I, D
Develop essential Money Management Skills	I, D
Understand the consequences of Financial Decision Making.	I, D
Explain the proper use of credit.	I, D
Discuss the different kinds of investment tools available.	I, D
Explain how insurance protects the policyholder from risk	I, D

Identify various types of insurance that are available to consumers.	I, D
Explain financial literacy and why is learning about it is valuable.	I, D
Describe the functions of different types of financial intermediaries.	I, D
Define debt and differentiate between good debt and bad debt.	I, D
Discuss the impact of technology on banking, including online banking, mobile banking, and online-only banks.	I, D
Differentiate common investment instruments.	I, D
Differentiate common investment instruments.	I, D
Identify the key risks and returns associated with investing.	I, D
Compare and contrast income, expenses, cash flow, and wealth.	I, D
Discuss ethical problems in business.	I, D
Explain how money functions.	I, D

VI. Student Handout:

COURSE DESCRIPTION:

The Academy of Finance I course begins with an introduction to: Principles of Finance, Financial Services, and Entrepreneurship.

Principles of Finance: Principles of Finance is a thorough introduction to the concepts, tools, and institutions of finance. Starting with the basics of financial literacy and the function of finance in society. It continues with the topics of income and wealth, including budgeting, personal banking, credit and borrowing, and planning for retirement. Lastly, it explores specific topics of importance in today's world of finance such as risk management and ethics.

Entrepreneurship: This unit not only addresses skills necessary to become entrepreneurs; but also, the attitudes, characteristics, and techniques that successful entrepreneurs have and are needed to be successful. Building on concepts introduced in Principles of Finance, the Entrepreneurship unit approaches student learning experientially by encouraging students to evaluate, develop, and work with the business ideas previously introduced or those they will conceive during the course.

Students explore the steps necessary for starting a business, including analyzing the market, finding financing, and creating a form of organization that will accommodate future growth. Operational issues that new businesses face, such as regulations, protecting intellectual property, and the financial risks of starting a business are explored. Students examine ethical issues and develop a framework for managing them.

Financial Services: Financial Services provides students with an overview of banks and other financial services companies. It introduces the origins of money and banking, and then examines the early history of banking in the United States. The unit continues with an introduction to and an in-depth study of the financial services industry; and explores the types of companies that make up this industry. Additionally, students learn about the services offered by such companies and analyze the ways these companies earn profits. This course also introduces students to the main concepts behind investing; and it discriminates among different ways to invest money.

Proficiencies:

Upon successful completion of this course, the student will be able to:

1. Explain what entrepreneurship is.
2. Research the various legal forms of business ownership.
3. Compose various business documents using Microsoft Word and Power Point.
4. Identify the components of a business plan.
5. Explain the importance of market research.
6. Illustrate different ways businesses may be financed.
7. Demonstrate different applications for Excel in business.
8. Create a presentation using Power Point or other presentation software.

9. Develop essential Money Management Skills.
10. Understand the consequences of Financial Decision Making.
11. Explain the proper use of credit.
12. Discuss the different kinds of investment tools available.
13. Explain how insurance protects the policyholder from risk
14. Identify various types of insurance that are available to consumers.
15. Explain financial literacy and why is learning about it is valuable.
16. Describe the functions of different types of financial intermediaries.
17. Define debt and differentiate between good debt and bad debt.
18. Discuss the impact of technology on banking, including online banking, mobile banking, and online-only banks.
19. Differentiate common investment instruments.
20. Identify the key risks and returns associated with investing.
21. Compare and contrast income, expenses, cash flow, and wealth.
22. Discuss ethical problems in business.
23. Explain how money functions.