

PROPOSAL TO ADOPT A TEXTBOOK

Proposal Request Information

Prior to filling out this form, please read the [Textbook Adoption Proposal Checklist](#) with pertinent policies regarding textbook adoption.

FOR DISTRICT USE ONLY FINAL COMMITTEE RECOMMENDED APPROVAL GRADE LEVELS:	9-12
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Section I

To be filled out by requesting educator:

Ia. REQUESTOR AND REVIEW TEAM INFORMATION

School	Ponderosa High School	
Date	3/8/2024	
Requesting Educator	Dawn Hildenbrand, Dept. Chair	
Email address	dmhildenbrand@dcsdk12.org	
Phone number	720-233-2735 Kathleen Gould (PHS Librarian)	
Proposal Review Team Member	Reviewer's Name	Contact Information - email
District Coordinator	Ryan Gudmundson	rgudmundson@dcsdk12.org
IT Representative	Joel Boeckmann	jnboeckmann@dcsdk12.org
Colleague	Bernadette Bille	bbille1@dcsdk12.org
Parent	Jessica Mamos	jlm1891@gmail.com

Ib. BOOK INFORMATION

Title of proposed text	Principles of Business, Marketing and Finance
Author (s)	Robert Dansby, Robert L.; Gassen, Chris; Clark, Brenda
Publisher	Goodheart-Wilcox
Edition	2nd edition
ISBN number	ISBN 10: 1649250266 / ISBN 13: 9781649250261
Copyright date	2023

Course and/or subject area in which textbook will be used	Intro. To Business course
Grade level(s)	9-12
Total cost for purchasing the textbooks? <u>See Checklist for Required Process</u>	Business Book: \$2,578.72
Dates the textbook information was displayed at the school and posted on the school's website (2 week min.)	Mar 9, 2024
Date the textbook was communicated to the School Accountability Committee?	3/13

Ic. RATIONALE

Please provide a brief rationale explaining your decision to include this text in the curriculum.

The course Intro. to Business needs a current BUSINESS CONTENT book to follow the Colorado CTE Course – Scope and Sequence.

This will be used as a supplemental book, but could be used as a standalone for this course as it follows the Colorado standards for Business.

Principles of Business, Marketing, and Finance offers pedagogical tools and hands-on activities that prepare students to become knowledgeable consumers, digital citizens, and successful employees or entrepreneurs, as they maximize their knowledge of business concepts. The basics of business, marketing, and finance.

This book lays out the curriculum for the class very well and in a fluid sequence.

Id. ALIGNMENT WITH DCSD'S GUARANTEED AND VIABLE CURRICULUM

Please write a detailed description of how the textbook **aligns to DCSD's Curriculum - Colorado Academic Standards (CAS) and Essential Skills:**

1. Business and Career Opportunities Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.
 - a. This book's unit on Career includes:
Managing Your Career, Career Planning, Writing for Employment and Digital Citizenship
2. Fundamentals of Business AND Economics Standard AND Business Ethics and Social Responsibility: Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions as well as Business Ethics and Social Responsibility
 - a. This book's unit on The Business Environment includes:
Introduction to Business and Economics
Economic Activity
Business Law and Ethics
Business in the Free Enterprise
Business in a Global Economy
3. Finance and Accounting Basics Standard: Understands tools, strategies of Financial
 - a. This books' units on Business and Personal Finances address basic accounting and financial operations
4. Management & Leadership Standard: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department AND Entrepreneurship Standard: Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with a new venture
 - a. This book's unit on Business Management–Entrepreneurship, Business Organization, Management, and Leadership, Production of Goods, and Human Resources Management will address this. In addition Human Resource Management and Motivation Standard: Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources is addressed in this unit also.
5. Marketing Standard: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives
 - a. This book's unit in Marketing–Product, Price, and Place, Promotion, Selling will address this standard

Additional [link for coordinated content for Colorado Standards and this book.](#)

SECTION II: Review Team Information

Each review team member will complete an individual section for a formal review of the textbook based on your stakeholder perspective. All members of the review team **MUST review** the proposed textbook prior submission to the Curriculum, Instruction and Assessment Director.

IIa. EVALUATION of textbook (to be completed by requesting educator)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	9-12, this book is good for high school readers in CTE–courses
develops essential knowledge and skills	Y	Yes, this aligns with the Colorado State standards in Business courses, especially, CTE–Intro. To Business
provides breadth and depth of content	Y	Yes, this book allows an educator to go in depth in many directions, example the tax unit and has both Personal Finance and Business Finance, not found in many beginning Business books
allows students to create meaning and make relevant connections to other knowledge and experience	Y	Yes, this book has a workbook and sections for vocabulary, often a sticking point for students to learn terms in the world of work. Also, has sections that can move students on (more in depth) of a subject area
the information in the text includes a variety of cultural perspectives.	Y	Pictures and wording does have various cultures represented as they do have a section on Global Economy but it does not end there, each unit has diverse groups represented
the text has been reviewed in regard to respecting gender, ethnic and racial uniqueness, similarities and interdependence.	Y	Again, pictures and words have various ages represented to various races/ethnic origin represented. We also have differently abled representation. In addition, various work styles (home and office); families and singles; young adults are all listed.
the text reflects the current research in the content area.	Y	This book is very current with items that are being used today, telecommuting, credit cards that are current, cyber security, international sections.
Recommend textbook for adoption	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

IIIb. EVALUATION of Book (to be completed by District Coordinator)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	
develops essential knowledge and skills	Y	Each chapter previews the content on the left section and builds context from the previous chapter. Each chapter also has a College and Career Readiness call-out at the beginning of each chapter. After the chapter concludes, there is a section review to check for understanding. There is also a Review and Assessment section that students can use for study and teachers can use for other types of learning activities to help apply learning.
provides breadth and depth of content	Y	There are 6 units of business environment, business management, marketing, business finance, personal finance, managing your career. Within the chapters and in each section are essential questions to engage readers as they uncover important points in the content. In addition there are soft skills features that present essential employability skills to prepare students for the workplace.
allows students to create meaning and make relevant connections to other knowledge and experience	Y	Each chapter has a exploring careers section at the start and utilizes real-world and current examples. There are also a 21st-Century Business section that highlights current topics that are affecting the 21st-century workplace.
the information in the text includes a variety of cultural perspectives.	Y	In chapter 5, Business in a Global Economy there are specific attempts to include cultural sensitivities. For example when talking to others from other cultures, they suggest “When communicating with a diverse population whether in person, by phone, or in em-email, speak clearly and use simple language.” There is also a chapter on Business Law and Ethics that describes the duty of business sensitivities.
the text has been reviewed in regard to respecting gender, ethnic and racial uniqueness, similarities and interdependence.	Y	The book fairly represents all genders and does not discriminate toward any group. Examples in the book of real world situations try to expose students to a variety of businesses and business owners. Additionally the authors speak positively of diversity,

		stating, “A diverse workforce can help increase creativity and expand the markets of a business, but it may also present challenges in communication.”
the text reflects the current research in the content area.	Y	This is the latest copyright of 2023 and includes many of the foundations of business in our current day. Includes relevant and timely examples affecting business. Authors are leaders in the space and accurately represent the foundations of business to students in this text.
aligns with proposed connections to DCSD curriculum (Colorado Academic Standards, Essential Skills)	Y	The text will do well to meet the CTE business standards and help students toward mastery of those standards. Additionally the personal finance sections does well to expose students to the 2022 CAS in social studies PFL.
Recommend textbook for adoption		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

IIc. EVALUATION of textbook (to be completed by a colleague)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	Text is appropriately written for all grade levels in high school.
develops essential knowledge and skills	Y	Text does a good job stating objectives and introducing key terms before each chapter.
provides breadth and depth of content	Y	Text goes into concept details as well as providing “real world” examples that coincide with concepts.
allows students to create	Y	Text makes content relatable so that students can

meaning and make relevant connections to other knowledge and experience		understand concepts. IE: Customer profile is a skier ages 25-40. Great examples of careers that tie into chapter concepts as well.
the information in the text includes a variety of cultural perspectives.	Y	All types of businesses are highlighted, including minority owned.
the text has been reviewed in regard to respecting gender, ethnic and racial uniqueness, similarities and interdependence.	Y	Yes. The Entrepreneurship section gives statistics on gender owned businesses. The Human Resources section also does a good job talking about fair hiring practices as well as labor management legislation
the text reflects the current research in the content area.	Y	There are several updated statistics and charts showing relevant data in content areas.
aligns with proposed connections to DCSD curriculum (Colorado Academic Standards, Essential Skills)	Y	This text aligns nicely with the DCSD standards.
Recommend for adoption		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

IId. EVALUATION of textbook (to be completed by Parent)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	The textbook Principles of Business, Marketing, and Finance covers a range of topics that introduce students to the business world. From developing your own business plan to working for others, it discusses topics appropriate for all high school students (grades 9-12).
develops essential knowledge and skills	Y	The text introduces essential information to all business courses, such as economics, management, and

		<p>production. It also delves into topical issues, such as gig economies, cyber security, and social media, that are relevant and of interest to current high schoolers.</p> <p>At the end of each chapter, there is a section that explains how the student can apply and leverage the chapter's content in the future.</p>
provides breadth and depth of content	Y	The text discusses a broad range of business information, from entrepreneurship to ethics and exploring careers to filling out tax forms. It then goes into depth by explaining how to connect these topics to real-world problems.
allows students to create meaning and make relevant connections to other knowledge and experience	Y	Many of the topics discussed in the text address current economic issues and opportunities. Their relevance will foster connections and understanding for the student.
the information in the text includes a variety of cultural perspectives.	Y	The book covers areas of business and the economy relevant to any individual interested in starting a business, getting a job, or understanding the connections between business acumen, soft skills, and financial considerations.
the text has been reviewed in regard to respecting gender, ethnic and racial uniqueness, similarities and interdependence.	Y	The book discusses diversity and intercultural communications in a respectful and collaborative manner.
Recommend for adoption		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

IIe. EVALUATION of textbook (to be completed by IT Representative)

The proposed textbook...	Y/N	Comments
meets privacy act requirements	Y	
vendor has signed <i>Data</i>	N	

<i>Protection Addendum</i>		
Recommend for adoption	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

SECTION V: Signatures/Approvals

Va.

Does the evaluating Educator recommend adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
Evaluating Educator Signature <u>Dawn Hildebrand</u>		

Vb.

Does the evaluating Colleague recommend adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
Evaluating Colleague Signature <u>Bernadette Bille</u>		

Vc.

Does the evaluating Parent #1 recommend adoption of this textbook?	YES	NO
Date <u>Mar 28 2024</u>	<input checked="" type="checkbox"/>	
Evaluating Parent (#1) Signature <u>Jessica Mamos</u>		

Vd.

Does the evaluating IT Representative recommend adoption of this textbook?	YES	NO
Date <u>Mar 28 2024</u>	<input checked="" type="checkbox"/>	
Evaluating IT Representative Signature <u>Joel Boeckmann</u>		

Ve.

Does the evaluating Requesting Educator's Administrator recommend adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
Administrator Signature <u>Ryan Hollingshead</u>		

Vf.

Does the District Coordinator certify that the information on this form accurately reflects the process followed at the site.	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
District Coordinator Signature <u>Ryan Gudmundson</u>		

Vg.

Does the Curriculum, Instruction and Assessment Director support adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
CIA Director Signature <u>Erica Mason</u>		

Vh.

Does the DCSD Cabinet Member support adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
DCSD Cabinet Member Signature <u>Matt Reynolds</u>		

SECTION VI: Superintendent's Approval

SUPERINTENDENT'S APPROVAL

Does the <i>Superintendent</i> approve adoption of this textbook?	YES	NO
Date _____		
Superintendent Signature _____		

SECTION VII: Board of Education Approval

BOARD OF EDUCATION APPROVAL

Does the <i>Board of Education</i> approve adoption of this textbook?	YES	NO
Date _____		
Board of Education Signature _____		

OFFICE USE

	DATE	INITIALS
Approved textbook list updated (including recommended grade level)		
Approved form with BOE signatures scanned to CIPG folder on District server		