

Course Calendar – Online, 15 Weeks

	Reading	Assignments	Points	Objectives	Notes/Reminders
Week 1: Jan 6-12 <i>Topic: Starting Out</i>	Chapter 1	<ul style="list-style-type: none"> • Complete all activities in the “Getting Started” section of the course. • Week 1 Chapter 1 Discussion • Week 1 Chapter 1 Assignment: <ul style="list-style-type: none"> ○ Explain how a successful business impacts the standard of living. ○ According to research mentioned in this chapter, what group of people is most likely to be wealthy in America? Thoroughly explain your response. 	20 20	<ul style="list-style-type: none"> • Describe the influence business has on the American people (CO4). • Identify and differentiate between life quality and life standards (CO4). 	
Week 2: Jan 13-19 <i>Topic: Ethics and Social Responsibility</i>	Chapter 2	<ul style="list-style-type: none"> • Week 2 Chapter 2 Discussion • Week 2 Chapter 2 Assignment: <ul style="list-style-type: none"> ○ Read the Business Decision Case on pages 57-58 in your textbook – Oprah Winfrey Not Forgotten. Answer the four questions thoroughly. 	20 20	<ul style="list-style-type: none"> • Explain corporate social responsibility, blended value, and social auditing (CO5). • Identify the impact celebrities have on modern business society, and explain the important role celebrities play in modern business society, and defend this perspective (CO5). 	
Week 3: Jan 20-26 <i>Topic: Economics</i>	Chapter 3	<ul style="list-style-type: none"> • Week 3 Chapter 3 Discussion • Week 3 Chapter 3 Assignment: <ul style="list-style-type: none"> ○ Thoroughly explain the difference between micro- and macro-economics. Do NOT give the textbook explanation. Give an example of each as well as YOUR 	20 20	<ul style="list-style-type: none"> • Differentiate between micro- and macro-economics (CO4). • Interrelate the causes of the Great Depression, and explain the business principles of the modern 	

		<p>definition of these two terms.</p> <ul style="list-style-type: none"> ○ Explain the important principles under which free markets operate. ○ Thoroughly explain what launched the Great Depression. 		<p>free market (CO4).</p> <ul style="list-style-type: none"> ● Interpret the impact GDP has on happiness based on social observations and public articles (CO4). 	
<p>Week 4: Jan 27- Feb 2 <i>Topic: Globalization</i></p>	Chapter 4	<ul style="list-style-type: none"> ● Week 4 Chapter 4 Discussion ● Week 4 Chapter 4 Assignment <ul style="list-style-type: none"> ○ Describe the five ways companies reach global markets. Be thorough in your answers. ○ Thoroughly describe the barriers to free trade and explain how the three organizations that facilitate international trade promote free trade? ● Test 1: Chapters 1-4 	<p>20 20 90</p>	<ul style="list-style-type: none"> ● Identify barriers between free trade, and explain how organizations promote free trade (CO4). ● Identify multiple avenues under which businesses reach the global markets (CO4). ● Identify and explain the impact of the medical system including insurance companies and their effects on the U.S. and international populace, trade markets and politics (CO4). 	
<p>Week 5: Feb 3-9 <i>Ch. 5 Topic: Forms of Ownership</i> <i>Ch. 6 Topic: The Entrepreneurship Spirit</i></p>	Chapters 5 and 6	<ul style="list-style-type: none"> ● Week 5 Chapter 5 Discussion ● Week 5 Chapter 6 Discussion ● Week 5 Chapter 5 Assignment: <ul style="list-style-type: none"> ○ Compare and contrast the four basic forms of business ownership: <ul style="list-style-type: none"> ▪ Sole proprietorship ▪ Partnership ▪ Corporation ▪ Cooperative ○ Define the term franchise and discuss the advantages and disadvantages of owning a franchise. 	<p>20 20 20</p>	<ul style="list-style-type: none"> ● Differentiate between small-business owners and entrepreneurs (CO1). ● Define ‘franchise,’ and summarize the pros and cons of franchise ownership (CO1). ● Describe advantages and disadvantages of staying in school versus leaving school prior to starting a business (CO1). 	

		<ul style="list-style-type: none"> • Week 5 Chapter 6 Assignment: <ul style="list-style-type: none"> ○ Answer the first seven questions from Pop Quiz Prep on page 218. ○ What is the difference between small-business owners and entrepreneurs who start out with small businesses? ○ Define the three entrepreneurial types. 	20	<ul style="list-style-type: none"> • Compare and contrast forms of business ownership (CO1). • Define types of entrepreneurs (CO1). 	
<p>Week 6: Feb. 10-16</p> <p><i>Ch. 7 Topic: Management and Leadership</i></p>	Chapter 7	<ul style="list-style-type: none"> • Week 6 Chapter 7 Discussion • Week 6 Chapter 7 Assignment: <ul style="list-style-type: none"> ○ As a manager, you need to perform four functions of management. Thoroughly describe the four functions and explain why managers need to perform these functions. ○ What are the benefits of planning and thoroughly explain the planning process. 	20 20	<ul style="list-style-type: none"> • Identify and explain organizational culture and which one includes the most benefits (CO2). • Define management functions (CO2). • Identify the advantages of planning, and interpret the planning process (CO2). 	
<p>Week 7: Feb. 17-23</p> <p><i>Ch. 8 Topic: The Effective organization</i></p>	Chapter 8	<ul style="list-style-type: none"> • Week 7 Chapter 8 Discussion • Week 7 Chapter 8 Assignment: <ul style="list-style-type: none"> ○ Organizational structures have several characteristics, thoroughly describe the six characteristics of the organization's structure. 	20 20	<ul style="list-style-type: none"> • Define organizational structures (CO2). • Describe and explain how collaborative technologies such as social media can improve, diminish, or otherwise affect efficiency and innovation in a workplace (CO2). 	
<p>Week 8: Feb. 24-Mar. 2</p> <p><i>Ch. 9 Topic:</i></p>	Chapter 9	<ul style="list-style-type: none"> • Week 8 Chapter 9 Discussion • Week 8 Chapter 9 Assignment: <ul style="list-style-type: none"> ○ What are the various types of product 	20 20	<ul style="list-style-type: none"> • Identify and explain product processes and technologies (CO2). 	

		<ul style="list-style-type: none"> ▪ Group 3 ▪ Group 4 ▪ Group 5 		<p>production, employees, and trade markets (CO6).</p> <ul style="list-style-type: none"> • Adapt marketing strategies to local and/or global market changes (CO6). 	
<p>Week 10: Mar. 17-23 <i>Ch. 11 Topic: Human Resource Management</i></p>	Chapter 11	<ul style="list-style-type: none"> • Week 10 Chapter 11 Discussion • Week 10 Chapter 11 Assignment: <ul style="list-style-type: none"> ○ How do laws affect employee well-being and what legislation affects employee compensation, retirement and health benefits? ○ Why might a U.S. president decide to invoke the Taft-Harley Act? ○ What are the advantages that external recruiting has over internal recruiting? 	20 20	<ul style="list-style-type: none"> • Defend the advantages of external recruiting versus internal recruiting (CO2). • Describe and explain forms of mobility through a company, why they might occur, and whether these forms of mobility are positive or negative (CO2). • Explain and defend reasons for the U.S. president to invoke the Taft-Harley Act (CO2). • Interrelate employee well-being and employee benefits (CO2). 	
<p>Week 11: Mar. 24-30 <i>Topic: Marketing</i></p>	Chapter 12	<ul style="list-style-type: none"> • Week 11 Chapter 12 Discussion • Week 11 Chapter 12 Assignment <ul style="list-style-type: none"> ○ Describe the four period of marketing. How has it changed from one era to the next? ○ Explain how the consumer buying process works and what five factors influence how consumers buy items. ○ What is the marketing process and what is the 4-P strategy, the building blocks of marketing? Be thorough in your answer. 	20 20	<ul style="list-style-type: none"> • Identify and explain consumer purchasing processes and five influences on costumer purchases (CO5). • Identify and define the four periods of marketing, and changes between eras (CO5). • Define and describe 4-P strategy and marketing building blocks (CO5). 	

<p>Week 12: Mar.31-Apr. 6 <i>Topic: Ch. 13 - Product & Price Strategies and Distribution & Ch. 14- Promotion Strategies</i></p>	<p>Chapters 13 and 14</p>	<ul style="list-style-type: none"> • Week 12 Chapters 13 and 14 Discussion • Week 12 Chapters 13 and 14 Assignment: <ul style="list-style-type: none"> ○ Explain how markets for individual/household consumers differ from those for business. ○ Explain the product life cycle and thoroughly describe what happens to a product in each stage. ○ Explain the ways branding and packaging are used to differentiate a product. ○ What is the relationship between pricing strategies and what customers will pay? ○ What are the six types of distribution channels? What are the major differences for consumers vs. businesses? ○ How do the principal intermediaries differ from one another? Be thorough in your answer. ○ Why are advertising and public relations important in marketing? 	<p>20 20</p>	<ul style="list-style-type: none"> • Identify and describe three types of innovation (CO5). • Explain how the principal intermediaries differ from one another (CO5). • Describe the product life cycle from introduction stage to the declining stage (CO5). • Explain why advertising and public relations are important to marketing (CO5). • Identify and explain pricing strategies (CO5). • Identify and explain the six types of distribution channels for consumers vs. business (CO5). 	
<p>Week 13: Apr. 7-13 <i>Topic: Ch. 15- Accounting & Financial Statement And Ch. 16 Financial Management</i></p>	<p>Chapters 15 and 16</p>	<ul style="list-style-type: none"> • Week 13 Chapter 15 Discussion • Week 13 Chapter 16 Discussion • Week 13 Chapter 15 Assignment: <ul style="list-style-type: none"> ○ Complete Case ○ What is the difference between for-profit and not-for-profit accountants? ○ Compare and contrast managerial and financial accounting. ○ Two types of liquidity ratios are the current ratio and the quick ratio. 	<p>20 20 20</p>	<ul style="list-style-type: none"> • Describe current ratio and quick ratio, and defend which ratio is a superior form of measurement for a short-term position (CO3). • Differentiate between managerial and financial accounting (CO3). • Identify and explain types of fraud small businesses 	

		<p>Which ratio is a better measure of a firm's short-term position? Why? What are the components in each ratio?</p> <ul style="list-style-type: none"> • Week 13 Chapter 16 Assignment: <ul style="list-style-type: none"> ○ Define financial management and list the parts of a financial plan. ○ If a company needed to get money for the long-term, where would they go? ○ Thoroughly explain the five characteristics and three functions of money. ○ What are the three ways the Fed controls the money supply? 	20	<p>most often experience, and how small businesses could avoid them (CO3).</p> <ul style="list-style-type: none"> • Explain the pros and cons of interacting with a pawnshop (CO3). • Explain the difference between for-profit and not-for-profit accountants (CO3). 	
<p>Week 14: Apr. 14-20 <i>Topic: Securities Market</i></p>	Chapter 17	<ul style="list-style-type: none"> • Week 14 Chapter 17 Discussion • Week 14 Chapter 17 Assignment: <ul style="list-style-type: none"> ○ Explain the term IPO and why a company would go public. ○ Explain the different bonds, bond-rating systems and ways bond pay off. ○ Explain how the Securities and Exchange Commission regulates the buying and selling of securities. ○ Compare and contrast market order, limit order and discretionary order. 	20 20	<ul style="list-style-type: none"> • Differentiate between the different services provided by a full-service brokerage firm and a discount brokerage firm (CO3; CO5). • Define 'IPO,' and explain why a company would go public (CO3; CO5). • Identify and explain bonds and the bond system (CO3; CO5). • Explain how the Securities and Exchange Commission regulates the buying and selling of securities (CO3; CO5). • Compare and contrast 	

				market, limit, and discretionary orders (CO3; CO5).	
Final Exam (90 Points): Open from April 22 at 8 AM April 25 at 11 PM					