

## Course Map

### MG 100: Introduction to Business

This is your Course Map for the entire class. It is a specific guide that will direct you through each of the course modules and demonstrates alignment of critical course components including learning objectives, assessment and measurement, instructional materials, course activities and learner interaction and course technology to ensure that you achieve the desired learning outcomes. Please note: You will also find the instructions within the beginning of each Module of our Canvas Course Site.

First, let's begin with a brief definition: Modules are the overarching theme in which your content is organized. This semester you have 5 Modules. With the exception of your orientation module, you will find between 2 and 4 chapters of material from the text within each unit of material. The modules are as follows:

| MODULES                                     | CHAPTERS             | DATES                   |
|---|----------------------|-------------------------|
| Module 1: Orientation                       | n/a                  | 08/24/2016 – 08/28/2016 |
| Module 2: Business Environments & Structure | 1-3 & 5              | 08/29/2016 – 09/14/2016 |
| Module 3: Management                        | 7-10                 | 09/15/2016 – 10/05/2016 |
| Module 4: Marketing                         | 12-14;<br>Mini Ch. 4 | 10/06/2016 – 11/11/2016 |
| Module 5: Finance                           | 15;<br>Mini Ch. 5    | 11/14/2016 – 12/07/2016 |

### College of Business Goals and Learning Objectives

1. Graduates will be effective communicators. Expected learning outcomes include the ability to: a) write effectively in an organized manner; and b) make oral presentations effectively.
2. Graduates will demonstrate problem solving skills in a business context. Expected learning outcomes include the ability to: a) identify business and economic problems and their constraints; b) identify and explain potential contributing factors and consequences; c) use information technology and analytical tools effectively to support decision-making.
3. Graduates will understand the importance of ethical conduct in professional lives. Expected learning outcomes include the ability to: a) understand concepts associated with business ethics; b) explain theories that represent the principles of legal and ethical decision making.
4. Graduates will have a global perspective of business operations and opportunities. Expected learning outcomes include the ability to: a) identify and explain the advantages associated with global business; and b) identify and explain the challenges associated with global business.

### Course Level Objectives

1. Communicate effectively using elementary terms and concepts of business principles (CoB Goal 1).
2. Demonstrate problem solving skills in a business context (CoB Goal 2).
3. Examine values, social responsibility, and ethics in business settings (CoB Goal 3).
4. Apply basic business principles to job placement and career advancement opportunities.

### Module 1: Orientation

| Module Learning Objectives                               | Learning Activities                                       | Assignments   |
|--|---|---|
| 1. Become familiar with the course structure and layout. | 1. Read Course Syllabus and Course Navigation Orientation | 1. Complete the Canvas Student Orientation Course   |
| 2. Introduce yourself to peers through an elevator pitch | 2. Read the personal elevator pitch articles              | 2. Create and Elevator Pitch and participate in the Class Discussion: Introduction Elevator Pitch (40 points) |
| 3. Create a short-term plan for classroom success        | 3. Read the Strategic Plan for Student Success            | 3. Create and Submit Planning Activity 1 (25 points)  |
|  | 4. Watch the video SMART Goals                            |   |
|  |   | <b>Total Points: 65</b>   |

**Module 2: Business Environments & Structure****Chapters 1-3 & 5**

| Module Learning Objectives   | Learning Activities  | Assignments   |
|--|--|---|
| <ol style="list-style-type: none"> <li>1. Apply what you already know about business to many parts of the course (<i>Course Objectives 1 &amp; 2</i>)</li> <li>2. Identify transferable skill sets from business to life, and from life to business (<i>Course Objectives 1 &amp; 2</i>).</li> <li>3. Recognize economic fundamentals (<i>Course Objectives 1 &amp; 2</i>)</li> <li>4. Examine values, social responsibility, and ethics in business settings (<i>Course Objectives 2 &amp; 3</i>).</li> <li>5. Explore entrepreneurship and small business ownership (<i>Course Objective 1</i>).</li> <li>6. Identify basic business terms (<i>Course Objective 1</i>).</li> </ol> | <ol style="list-style-type: none"> <li>1. Read Chapters 1-3, &amp; 5</li> <li>2. Review all supplemental materials</li> <li>3. Check Your Understanding</li> <li>4. Watch the Video Patagonia: Ethics and Social Responsibility</li> <li>5. Discussion 2</li> <li>6. Study Plan</li> </ol> | <ol style="list-style-type: none"> <li>1. Complete Dynamic Study Module 2 (<i>M2 Objectives 1-6</i>) 50 points</li> <li>2. Patagonia: Ethics and Social Responsibility Video Quiz (<i>M2 Objectives 1, 4, &amp; 5</i>) 10 points</li> <li>3. Discussion 2: Transferable Skill Sets (<i>M2 Objective 2</i>) 40 points</li> <li>4. Article Summary (<i>M2 Objectives 1 &amp; 2</i>) 50 points</li> <li>5. Module 2 Quiz (<i>M2 Objectives 1-6</i>) 50 points</li> </ol> <p><b>Total Points: 200</b></p> |

**Module 3: Management****Chapters 7-10**

| Module Learning Objectives  | Learning Activities  | Assignments   |
|---|--|---|
| <ol style="list-style-type: none"> <li>1. Apply what you already know about business (<i>Course Objectives 1 &amp; 2</i>).</li> <li>2. Identify transferable skill sets from business to life, and from life to business (<i>Course Objectives 1, 2, &amp; 4</i>).</li> <li>3. Identify the basic terms and functions of management (<i>Course Objective 1</i>).</li> <li>4. Recognize human resources functions and responsibilities (<i>Course Objective 1</i>).</li> <li>5. Recall the basics of business technology (<i>Course Objective 1</i>).</li> </ol> | <ol style="list-style-type: none"> <li>1. Read Chapters 7-10</li> <li>2. Review all supplemental materials</li> <li>3. Check Your Understanding</li> <li>4. Watch the Video Whole Foods: Teamwork, Motivation and Communication</li> <li>5. Discussion 3</li> <li>6. Study Plan</li> </ol> | <ol style="list-style-type: none"> <li>1. Complete Dynamic Study Module 3 (<i>M3 Objectives 1-6</i>) 50 points</li> <li>2. Whole Foods: Teamwork, Motivation and Communication Video Quiz (<i>M3 Objectives 1-5</i>) 10 points</li> <li>3. Discussion 3: Ethics (<i>M3 Objectives 1, 2&amp; 4</i>) 40 points</li> <li>4. Article Summary (<i>M3 Objectives 1-5</i>) 50 points</li> <li>5. Module 3 Quiz (<i>M3 Objectives 1-5</i>) 50 points</li> <li>6. Planning Activity 2 (<i>M3 Objectives 1-3</i>) 50 points</li> </ol> <p><b>Total Points 250</b></p> |

**Module 4: Marketing****Chapters 12-14; Mini Chapter 4**

| Module Learning Objectives   | Learning Activities                     | Assignments   |
|--|---|---|
| 1. Identify the fundamentals of marketing (Course Objectives 1 & 4).   | 1. Read Chapters 12-14 & Mini Chapter 4 | 1. Complete Dynamic Study Module 4 ( <i>M4 Objectives 1-6</i> ) 50 points               |
| 2. Discuss the concept of marketing yourself through Crazy Interview Questions (Course Objectives 1, 2, & 4).      | 2. Review all supplemental materials    | 2. DC Shoes: Product Video Quiz ( <i>M4 Objective 3</i> ) 10 points                     |
| 3. Recall techniques for developing and branding products (Course Objective 1).                                    | 3. Check Your Understanding             | 3. Discussion 4: Crazy Interview Questions ( <i>M4 Objectives 2 &amp; 5</i> ) 40 points |
| 4. Differentiate between the promotional techniques (Course Objective 1).  | 4. Watch the Video DC Shoes: Product    | 4. Article Summary ( <i>M4 Objectives 1-5</i> ) 50 points                               |
| 5. Apply marketing techniques to job placement and career advancement opportunities (Course Objectives 1, 2, & 4). | 5. Discussion 4                         | 5. Module 4 Quiz ( <i>M4 Objectives 1-5</i> ) 50 points                                 |
|  | 6. Study Plan                           | 6. Lion Jobs Activity ( <i>M4 Objective 5</i> ) 50 points                               |
|  |   | <b>Total Points 250</b>   |

**Module 5****Chapters 15 & Mini Chapter 5**

| Module Learning Objectives   | Learning Activities                  | Assignments   |
|--|--------------------------------------|---|
| 1. Apply what you already know about business to the course ( <i>Course Objectives 1, 2 &amp; 4</i> ).                           | 1. Read Chapters 15 & Mini Chapter 5 | 1. Complete Dynamic Study Module 5 ( <i>M5 Objectives 1-6</i> ) 50 points         |
| 2. Identify transferable skill sets from business to life, and from life to business ( <i>Course Objectives 1, 2, &amp; 4</i> ). | 2. Review all supplemental materials | 2. Witness.Org Video Quiz ( <i>M5 Objectives 1-6</i> ) 10 points                  |
| 3. Identify basic business terms ( <i>Course Objectives 1 &amp; 4</i> ).   | 3. Check Your Understanding          | 3. Discussion 5: Retirement Planning ( <i>M5 Objectives 4 &amp; 6</i> ) 40 points |
| 4. Identify the importance of managing financial resources ( <i>Course Objectives 1, 2 &amp; 4</i> ).                            | 4. Watch the Video Witness.Org       | 4. Article Summary ( <i>M5 Objectives 1-6</i> ) 50 points                         |
| 5. Interpret financial statements ( <i>Course Objectives 1 &amp; 2</i> ).  | 5. Discussion 5                      | 5. Module 5 Quiz ( <i>M5 Objectives 1-6</i> ) 50 points                           |
|  | 6. Study Plan                        | 6. Planning Activity 3 ( <i>M5 Objectives 1-3</i> ) 35 Points                     |

|   |  |                         |
|---|--|-------------------------|
| 6. Discuss managing personal finances ( <i>Course Objectives 1, 2, &amp; 4</i> ). |  | <b>Total Points 235</b> |
|---|--|-------------------------|