**Course Map**

**MG 100: Introduction to Business**

**Dr. Natasha Lindsey**

This is your Course Map for this class. It 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. 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.

**College of Business Learning Objectives (CoB)**

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.

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| **Course Objectives (CO)** | **Module 1: Start Here and Introductory Assignments (M1)** | | | | | | |
| **Module Objectives (MO)** | **Module Learning Activities** | | **Module Evaluation Methods** | | | |
| 1. Communicate effectively using elementary terms and concepts of business principles *(CoB 1)*. 2. Demonstrate problem-solving skills in a business context *(CoB 2).* 3. Examine values, social responsibility, and ethics in business settings *(CoB 3).* 4. Apply basic business principles to job placement and career advancement opportunities *(CoB 1).* | 1. Navigate the course structure and layout (CO 2). 2. Introduce yourself to peers through an elevator pitch (CO 1). 3. Create a short-term plan for classroom success (CO 4). | 1. Review the “Start Here Module” in Canvas. 2. Read and Review the personal elevator pitch articles in Canvas 3. Read the “Strategic Plan for Student Success” 4. Watch the video “SMART Goals” | | 1. Complete the Canvas Student Orientation Course (MO 1) 2. Create an Elevator Pitch and participate in the Class Discussion: Introduction Elevator Pitch (MO 2 & 3) ***40 points*** 3. Create and submit Planning Activity 1 (MO 3) ***25 points***   **Total Points: 65** | | | |
| **Course Objectives (CO)** | **Module 2: Business Environments and Structure (M2)** | | | | |
| **Module Objectives (MO)** | | **Module Learning Activities** | **Module Evaluation Methods** |
| 1. Communicate effectively using elementary terms and concepts of business principles *(CoB 1)*. 2. Demonstrate problem-solving skills in a business context *(CoB 2).* 3. Examine values, social responsibility, and ethics in business settings *(CoB 3).* 4. Apply basic business principles to job placement and career advancement opportunities *(CoB 1).* | 1. Apply what you already know about business to many parts of the course *(CO 1 & 2).* 2. Identify transferable skill sets from business to life, and from life to business *(CO 1 & 2)*. 3. Recognize economic fundamentals *(CO 1 & 2).* 4. Examine values, social responsibility, and ethics in business settings *(CO 2 & 3)*. 5. Explore entrepreneurship and small business ownership *(Course Objective 1).* 6. Identify basic business terms *(Course Objective 1).* | | 1. Read Chapters 1-3, & 5 in your text. 2. Review all supplemental materials in Canvas. 3. Check Your Understanding with the Dynamic Study Module in Canvas. 4. Watch the Video Patagonia: Ethics and Social Responsibility. 5. Participate in Discussion 2 6. Complete your Study Plan | 1. Complete Dynamic Study Module 2 *(MO 1-6)* ***50 points*** 2. Patagonia: Ethics and Social Responsibility Video Quiz *(MO 1, 4, & 5)* ***10 points*** 3. Discussion 2: Transferable Skill Sets *(MO 2)* ***40 points*** 4. Article Summary *(MO 1 & 2)* ***50 points*** 5. Module 2 Quiz *(MO 1-6)* ***50 points***   **Total Points: 200** |
| **Module 3: Management (M3)** | | | | |
| **Module Objectives (MO)** | | **Module Learning Activities** | **Module Evaluation Methods** | |
| 1. Apply what you already know about business *(CO 1 & 2).* 2. Identify transferable skill sets from business to life and from life to business *(CO 1, 2, & 4).* 3. Identify the basic terms and functions of management *(CO 1).* 4. Recognize human resources functions and responsibilities *(CO 1).* 5. Recall the basics of business technology *(CO 1).* | | 1. Read Chapters 7-10 in your text. 2. Review all supplemental materials in Canvas. 3. Check Your Understanding with the Dynamic Study Module 4. Watch the Video Whole Foods: Teamwork, Motivation and Communication 5. Participate in Discussion 3 6. Complete your Study Plan | 1. Complete Dynamic Study Module 3 *(MO 1-6)* ***50 points*** 2. Whole Foods: Teamwork, Motivation and Communication Video Quiz *(MO1-5)* ***10 points*** 3. Discussion 3: Ethics *(MO 1, 2& 4)* ***40 points*** 4. Article Summary *(MO 1-5)* ***50 points*** 5. Module 3 Quiz *(MO 1-5)* ***50 points*** 6. Planning Activity 2 *(MO 1-3)* ***50 points***   **Total Points 250** | |
| **Course Objectives (CO)** | **Module 4: Marketing (M4)** | | | | | |
| **Module Objectives (MO)** | | **Module Learning Activities** | **Module Evaluation Methods** | | |
| 1. Communicate effectively using elementary terms and concepts of business principles *(CoB 1)*. 2. Demonstrate problem-solving skills in a business context *(CoB 2).* 3. Examine values, social responsibility, and ethics in business settings *(CoB 3).* 4. Apply basic business principles to job placement and career advancement opportunities *(CoB 1).* | 1. Identify the fundamentals of marketing (CO 1 & 4). 2. Discuss the concept of marketing yourself through Crazy Interview Questions (CO 1, 2, & 4). 3. Recall techniques for developing and branding products (CO 1). 4. Differentiate between the promotional techniques (CO 1). 5. Apply marketing techniques to job placement and career advancement opportunities (CO 1, 2, & 4). | | 1. Read Chapters 12-14 & Mini Chapter 4 in your text. 2. Review all supplemental materials in Canvas. 3. Check Your Understanding with the Dynamic Study Module. 4. Watch the Video DC Shoes: Product. 5. Participate in the M4 Discussion 6. Complete your Study Plan | 1. Complete Dynamic Study Module 4 *(MO 1-6)* ***50 points*** 2. DC Shoes: Product Video Quiz *(MO 3)* ***10 points*** 3. Discussion 4: Crazy Interview Questions *(MO 2 & 5)* ***40 points*** 4. Article Summary *(MO 1-5)* ***50 points*** 5. Module 4 Quiz *(MO 1-5)* **50 points** 6. Lion Jobs Activity *(MO 5)* ***50 points***   **Total Points 250** | | |
| **Module 5: Finance (M5)** | | | | | |
| **Module Objectives (MO)** | | **Module Learning Activities** | **Module Evaluation Methods** | | |
| 1. Apply what you already know about business to the course *(CO 1, 2 & 4).* 2. Identify transferable skill sets from business to life, and from life to business *(CO 1, 2, & 4).* 3. Identify basic business terms *(CO 1 & 4).* 4. Identify the importance of managing financial resources *(CO 1, 2 & 4).* 5. Interpret financial statements *(CO 1 & 2).* 6. Discuss managing personal finances *(CO 1, 2, & 4).* | | 1. Read Chapters 15 & Mini Chapter 5 in your text. 2. Review all supplemental materials in Canvas. 3. Check Your Understanding with the Dynamic Study Module. 4. Watch the Video Witness.Org 5. Participate in the M5 Discussion 6. Complete your Study Plan | 1. Complete Dynamic Study Module 5 *(MO 1-6) 50 points* 2. Witness.Org Video Quiz *(MO 1-6). 10 points* 3. Discussion 5: Retirement Planning *(MO 4 & 6)* ***40 points*** 4. Article Summary *(MO 1-6)* ***50 points*** 5. Module 5 Quiz *(MO 1-6)* ***50 points*** 6. Planning Activity 3 (MO 1-3)   **35 Points**  **Total Points 235** | | |