



<b>Date</b>		<b>Credits</b>	3
<b>Course Title</b>	Introduction to Business	<b>Course Number</b>	GEB 1011
<b>Pre-requisite (s)</b>	None	<b>Co-requisite (s)</b>	None
<b>Hours</b>	45		

### Place and Time of Class Meeting

**San Ignacio University**  
**3905 NW 107 Avenue, Suite 301**  
**Miami, FL 33178**

### Name and Contact Information of Instructor

### Book required

*(San Ignacio University recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)*

Business, A Practical Introduction, 14/E  
Williams, Sawyer & Berston  
©2013 | Pearson | Published: 1/28/2012  
ISBN-10: 0-13-233429-1 | ISBN-13: 978-0-13-233429-7

### Classroom expectations for students

#### Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.

## Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

**NOTE:** Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

## Course Description (must correspond exactly to Catalog description)

The purpose of this course is to provide students with the introductory knowledge in Business and the role it plays in today’s economy. Among the topics studied are: finance, personnel, management and marketing. Students are expected to keep themselves informed and up today with local and global economic news.

## Learning Objectives

At the end of this course students will be able to:

- Explain the different types of business structures and the benefits of each type
- Define at least three theories of motivation and explain their application
- Understand the basic concepts of interviewing, hiring, training, and employee discipline
- Understand the basics of stock markets and investments
- Discuss why unions exist, how they are elected, and relevant Federal laws regulating union activities.
- Read & understand a basic income statement
- Apply the 4 Ps of marketing to any business situation
- Know the relevant US laws concerning hiring, discrimination and disabilities

## Topical Outline and Schedule

DATE	WEEK 1
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Describe the course.</li> <li>• Explain what is business and how are profits made</li> <li>• Establish how business can benefit society</li> <li>• Identify the different aspects to obtain the main sources of wealth</li> <li>• Recognize the forces that affect the way companies and individual</li> </ul>

	<p>business people operate.</p> <ul style="list-style-type: none"> <li>• Determine the Seven Key Business rules to observe in pursuing success with business</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Syllabus</li> <li>• Discuss Library Orientation Course, Instructor to verify completion</li> <li>• Establish the differences between Profit and Non-profit Organization</li> <li>• Discuss how business can help people live better and identify the ways it can benefit our society.</li> <li>• Compare and explain the differences between Self-employed and Salaried people in regards to risk level for each one.</li> <li>• Evaluate how the five factors of production are revolutionized by technology in computers, telecommunications, and databases.</li> <li>• Understand how the global forces affect the business</li> <li>• Discuss how people of different backgrounds affect business practices.</li> <li>• Identify what kinds of change might impact business and work life.</li> <li>• Recognize the skills to be successful to work for a company or to be a Self-employed.</li> <li>• Define why its important to understand ethical behavior and corporate social responsibility in business.</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Discussion of Syllabus</li> <li>• Analysis of examples brought up in class</li> <li>• Visuals aids and/or video</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<ul style="list-style-type: none"> <li>• Review the Syllabus</li> <li>• <b>Complete the Library Orientation Course.</b> Instructor to verify completion.</li> <li>• <b>Homework:</b> Read Chapters 2 &amp; 3 pp.32-90</li> <li>• <b>Critical Thinking Questions 1-5 p. 92-93</b></li> </ul>
<b>DATE</b>	<b>WEEK 2</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• List the order of priorities for a businessperson regarding the Ethical &amp; Social Responsibilities.</li> <li>• Show the four ways that organizations can promote high Ethical Behavior.</li> <li>• Explain the Social Responsibility of Corporations in respect to welfare of Society.</li> <li>• Explain how good or illegal behavior may impact stakeholders.</li> <li>• Define how economics affects business</li> <li>• Recognize and describe the three types of economies</li> <li>• Visualize how Free-Market Capitalism works</li> <li>• Understand what and how businesspeople need to know about the U.S. economic system to be successful in it.</li> <li>• Comprehend what launched the almost Second Great Depression “Great Recession”</li> </ul>

<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Discuss Final Class Project &amp; Presentation,</li> <li>• Interpret Archie Carroll's pyramid.</li> <li>• Distinguish between right or wrong behavior, values, ethics, laws and corporate social responsibility.</li> <li>• Explain the four ways of high ethical standards and the implications of each one inside of Organizations.</li> <li>• Interpret the 6 items which ones help me evaluate a company's social performance.</li> <li>• Discuss the CSR arguments for and against.</li> <li>• Design the ways how doing things can affect the company, including facts like climate change and be an activist doer.</li> <li>• Identify the two majors economics fields and determine if the specialized knowledge make any difference.</li> <li>• Recognize the difference between communism and socialism.</li> <li>• Understand the free-market economy fundament under Adam Smith theory.</li> <li>• Classify the four rights under free-market economies</li> <li>• Explain the different between the four types of free markets and determine under which principles free market operate.</li> <li>• Describe the four phases of business cycle.</li> <li>• Interpret the principal indicators of the U.S. Economy.</li> <li>• Understand how the fiscal and monetary policies affect the economy.</li> <li>• Evaluate what is productivity and why it is important.</li> <li>• Analyze how the technology and mortgage industry affect the crisis and what did the federal government take.</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Participate in a forum.          Analysis of examples brought up in class          Group activity led by instructor</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p><b>Homework:</b> Read chapters 4 &amp; 5 pp. 98-154          Critical Thinking Questions 1-5 p. 156</p>
<b>DATE</b> <span style="float: right;"><b>WEEK 3</b></span>	
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Visualized how the Globalization affects to me through their principles three developments.</li> <li>• Evaluate Why &amp; How Companies Conduct International Trade</li> <li>• Identify the different aspects that affecting International Trade</li> <li>• Discuss the Barriers &amp; Facilitators who works on International Trade</li> <li>• Explain the four basic forms of business ownership existing.</li> <li>• Estimate if owner a Franchises are good or bad</li> <li>• Choose which way its better to expand my company</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Discussion of student topic selection, library research, tentative bibliography.</li> <li>• Define how the Internet and World Wide Web might impact the world</li> </ul>

	<p>economy.</p> <ul style="list-style-type: none"> <li>• Describe what facts impact of global trade.</li> <li>• Explain the three reasons that countries do trade and what are absolute and comparative advantages.</li> <li>• Summarize the five ways that companies can reach global markets, from lowest risk to highest risk.</li> <li>• List and explain the cultural differences, political and legal conditions that affect a country for work</li> <li>• Write which organizations promote world trade.</li> <li>• Name the principals common world trade markets.</li> <li>• Describe what is protectionism and explain its three different ways</li> <li>• Identify which type of company is better for me and how each one works.</li> <li>• Determine what type of franchise might most interest me</li> <li>• Explain the different situations that can affect Mergers &amp; Acquisitions.</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Analysis of examples of brought up in class Group discussion Think-pair-share</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<ul style="list-style-type: none"> <li>• Investigate concepts and kinds of objectives.</li> <li>• Library Research. Develop Tentative Bibliography</li> <li>• <b>Due: Project Topic</b></li> <li>• <b>Due: Tentative Bibliography</b></li> <li>• <b>Homework:</b> Read Chapter 6 pp. 160-184</li> <li>• Case p.187-188 Questions 1-5</li> </ul>
<b>DATE</b>	<b>WEEK 4</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Define the difference between Small Business &amp; Entrepreneurship</li> <li>• Identify the importance of small business</li> <li>• Recognize the manners how to star a company</li> <li>• Define what kind of Financing can get.</li> <li>• Keeping and getting Success in a Small Business</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• <b>Due: Project Topic</b></li> <li>• <b>Due: Tentative Bibliography</b></li> <li>• <b>Deduce how many entrepreneurial types exist and which one I would like to be.</b></li> <li>• Understand the difference between opportunity entrepreneurs and necessity entrepreneurs.</li> <li>• Describe some considerations to running a home-based and web-based business, and determine what concepts one must have in consideration to buy a small business.</li> <li>• Develop the idea, through the logical steps, to start my own company.</li> </ul>

	<ul style="list-style-type: none"> <li>Define the business plan that is necessary to succeed and reach the goals.</li> <li>Analyze the environment of a business and identify what can affect it and how to do for survive on the market.</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Discussion Open discussion Small group activity led by instructor</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<ul style="list-style-type: none"> <li>Continue research and work on final project</li> <li><b>Homework:</b> Read Chapter 7 pp. 190-216</li> <li>Critical Thinking Questions 1-5 p.219</li> </ul>
<b>DATE</b>	<b>WEEK 5</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>Define Management and determine the four Essential functions</li> <li>Understand why planning is essential and how the manager can benefit from doing it.</li> <li>Determine what organization charts show, and what three skills do managers need.</li> <li>Understand the importance of knowing how to motivate people to work to achieve main goals.</li> <li>Show how control management can help assess performance with the goals established and take Corrective Action.</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>Identify the four functions to perform as a manager</li> <li>Recognize and Compare the three levels of management</li> <li>Analyze the steps to reach a decision</li> <li>Planning helps you cope with uncertainty, Define the three levels of planning and who does it.</li> <li>Apply the SWOT analysis to a strategic plan</li> <li>Illustrate the organization charts and determine exactly what represents the responsibilities of a company.</li> <li>Explain the difference between leaders and managers and how the three styles of leadership works</li> <li>Discuss how the control function allows us to take advantage of possible opportunities on the market.</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Discussion of chapter topics</li> <li>Case Review</li> <li>Group discussion</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project</p> <p><b>Homework:</b> Read Chapter 8 pp. 224-247 Critical Thinking Questions 1-5 p. 249-250</p>
<b>DATE</b>	<b>WEEK 6</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>EXAM I</li> <li>Recognize the areas of Organizations that need adjustments</li> </ul>

	<p>frequently for the Marketplace.</p> <ul style="list-style-type: none"> <li>• Describe how the organization express its culture and why is important</li> <li>• Identify the six characteristics of an organization's structure</li> <li>• Inside of Organization Structure exist four principal types Illustrate each one.</li> <li>• Analyze the two ways that organizations Respond to changes on the Marketplace.</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• According to Jim Collins Define the five stages when an organization goes through to go into decline.</li> <li>• Illustrate the four areas which must to change for adapting organization to tomorrow's marketplace and determine the three steps for apply positive change.</li> <li>• Determine how organization gives a cultural sense and list the four ways could affect me and other employees.</li> <li>• Interpret the six characteristics of an organization's structure</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Engage in instructor led group activity</li> <li>• Read article</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<ul style="list-style-type: none"> <li>• Homework: Read Chapter 9 pp. 254-277</li> <li>• Critical Thinking p.280 Questions 1-5</li> </ul>
<b>DATE</b>	<b>WEEK 7</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Explain how Goods &amp; Services are produced</li> <li>• Identify the types production processes that helped improve the production techniques</li> <li>• For the operations manager, planning its important processes can help determine the best and most effective production operations</li> <li>• Show how the companies improve the quality to producing better products &amp; services.</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• List the terms are used to describe the operations process</li> <li>• Explain the difference between manufacturing businesses and service businesses</li> <li>• Describe how the technology changes improved the production processes</li> <li>• List the four kinds of technologies developed in recent time</li> <li>• Examine what four factors influence a business on their decision to locate a facility in a specific location</li> <li>• Discuss the three options for layouts for producing goods or services</li> <li>• Identify the two technologies used for managing resources</li> <li>• List the four components of total quality management</li> <li>• Describe the three principal quality-control techniques</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Discussion Pair-share activity</p>

	Analysis of examples brought up in class
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	Continue research and work on final project <b>Homework:</b> Read Chapter 10 pp.284-308 Critical Thinking Questions 1-5 p. 310
<b>DATE</b>	<b>WEEK 8</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Comprehend the psychological process that encourage people to be motivated to perform specific goals</li> <li>• Examine the primary manners in which firms motivate their employees</li> <li>• Define the motivation theory and the reason why people want to be successful</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Compare and contrast extrinsic and intrinsic rewards</li> <li>• Identify scientific management and how its methods motivate people to improve the levels of productivity</li> <li>• Define the five needs in Maslow's hierarchy</li> <li>• Define Frederick Herzberg's two-factor theory</li> <li>• Compare and contrast Theory X and Theory Y</li> <li>• Describe the reinforcement theory as established by Thorndike and Skinner</li> <li>• Identify the three factors an individual might consider before deciding to work diligently at a task or duty</li> <li>• Discuss the three qualities that students want most in the workplace</li> <li>• Define the three elements involved in the goal-setting theory</li> </ul>
<b>LEARNING ACTIVITIES</b>	Read article Panel discussion Analysis of examples brought up in class
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	Continue research and work on final project <b>Homework:</b> Read Chapter 11 pp.314-345 Critical Thinking Questions 1-5 p.348
<b>DATE</b>	<b>WEEK 9</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Determine why human resource management is essential and review how the needs are established</li> <li>• Identify what laws affect human resource management and which ones should we be most familiar with in order to avoid legal liabilities</li> <li>• Examine how firms obtain the best employees and coach them to perform their best work</li> <li>• Identify the ways in which employee performance appraisals should be handled</li> <li>• Define the methods that can be used to reward or take disciplinary action with employees</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Identify the laws that can affect the employees well-being</li> <li>• Discuss which legislation affects compensation of employees as well as retirement and health benefits</li> </ul>

	<ul style="list-style-type: none"> <li>• Define the laws that regulate the workplace conditions</li> <li>• Identify the three notions that are covered by the Equal Employment Opportunity laws</li> <li>• Compare and contrast internal and external recruiting</li> <li>• Discuss the various forms of employee replacement or dismissal</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Analysis of the examples raised in class. Panel discussion Discussion of chapter topics</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project <b>Homework:</b> Read Chapter 12 pp. 352-377 Critical Thinking Questions 1-5 pp. 380</p>
<b>DATE</b>	<b>WEEK 10</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Define what marketing is and how it has evolved over time</li> <li>• Determine how consumers are persuaded to make a purchase</li> <li>• Identify how markets are classified and what a marketing strategy relies on</li> <li>• Recognize the purpose of developing new products and what are the strategy considerations</li> <li>• Describe how marketing research functions and how it assists a company</li> <li>• Discuss the steps needed to be taken in the marketing research process</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Identify the four period of marketing and how they differ from one another</li> <li>• Define the five factors that influence the way in which we purchase things</li> <li>• Examine how the development process works for a marketing strategy</li> <li>• Define the five types of market categories for individuals or household consumers</li> <li>• Recognize the 4-P marketing mix that follows after the marketing process</li> <li>• Discuss the factors that might affect a marketing strategy at a global level</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Discussion Engage in a group activity led by instructor Read article and do a small group analysis</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project <b>Homework:</b> Read Chapter 13 pp. 384-409 Critical Thinking Questions 1-5 p.411-412</p>
<b>DATE</b>	<b>WEEK 11</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Define the factors that need to be determined before beginning the development of a product</li> <li>• Describe the three types of innovation and how it is performed</li> </ul>

	<ul style="list-style-type: none"> <li>• Explain how branding and packaging are utilized to make a product stand out</li> <li>• Evaluate the significance of pricing and the various pricing strategies</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Identify how markets for individual/household consumers is unlike the market for a business</li> <li>• Define the four stages of a product life cycle</li> <li>• Examine the six stages a firm takes to develop a product</li> <li>• Recognize how the differentiate the four different types of brands from one another</li> <li>• Discuss the four reasons that brands are valuable</li> <li>• Identify the five functions of packaging</li> <li>• Describe the five objective when assigning the price to a product</li> <li>• Explain how the break-even analysis is used by marketers to determine several factors including cost and expenses</li> <li>• Define the six alternative pricing strategies</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Discussion Small group activity Visual aids and/or video</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p><b>Due: First Draft of Final Project</b> <b>Homework:</b> Read Chapter 14 pp.416-451</p>
<b>DATE</b>	<b>WEEK 12</b>
<b>SPECIFIC OBJECTIVES</b>	<p><b>MIDTERM EXAM II</b></p> <ul style="list-style-type: none"> <li>• Identify the steps that must be followed in order the distribute product between producers and consumers</li> <li>• Differentiate the principal intermediaries from one another</li> <li>• Define the supply chain management and how it correlates to logistics</li> <li>• Recognize the concepts of the promotion mix and integrated marketing communication</li> <li>• Define the importance of the role of advertising and public relations in marketing</li> <li>• Evaluate the best manner to use a personal selling and sales promotion to benefit a product</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Identify the four most essential factors to consider before moving a product from producer to consumer</li> <li>• Summarize the six types of distribution channels</li> <li>• Determine whether intermediaries are truly necessary and if they add value to the products they handle</li> <li>• Define the different types of wholesalers</li> <li>• Compare and contrast agents and brokers</li> <li>• List the two principal types of store retailers and the principal types of non-store retailers</li> <li>• Identify the six kinds of advertising approaches utilized to persuade</li> </ul>

	<p>audiences</p> <ul style="list-style-type: none"> <li>• Compare and contrast the push strategy from the pull strategy</li> <li>• Define guerilla marketing and word-of-mouth marketing</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Analysis of examples brought up in class Panel discussion Discussion of chapter topics</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p><b>Homework:</b> Read Chapter 15 pp.460-481 Critical Thinking Questions 1-5 p.484</p>
<b>DATE</b>	<b>WEEK 13</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Define the responsibilities of a career accountant</li> <li>• Explain the six parts of the accounting process</li> <li>• Identify the three most essential financial statements</li> <li>• Define ratio analysis and discuss the four types of financial ratios</li> <li>• Describe whether a person starting off as accountant might want to be a private or public accountant and why</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Compare and contrast managerial and financial accounting</li> <li>• Define the responsibilities of a forensic accountant</li> <li>• Identify the impact of technology/computers have had on accounting</li> <li>• Describe the six phases of the accounting process</li> <li>• Recognize the four parts of an income statement</li> <li>• Examine what the statement of cash flows informs you about a company's operations</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Think-pair-share activity Group discussion Analysis of examples brought up in class</p>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Editing &amp; Revision of Final Project <b>Homework:</b> Read Chapter 16 pp. 488-519 Critical Thinking Questions 1-5 p. 522</p>
<b>DATE</b>	<b>WEEK 14</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Comprehend what financial management is and identify the parts of a financial plan</li> <li>• Examine why firms need to borrow money for their operations</li> <li>• Define the sources of short-term financing and long-term financing</li> <li>• Understand money and the money supply</li> <li>• Identify the ways in which money gets into the banking system</li> <li>• Compare and contrast banks and other financial institutions</li> <li>• Evaluate how the banking system has evolved over time and why there were problems with it recently</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Define the three parts that are found in a financial plan and how to distinguish one from another</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluate the ultimate objective of a firm’s decision to borrow money</li> <li>• Identify the characteristics and functions of money</li> <li>• Describe the three ways the Fed controls the supply of money</li> <li>• Discuss some of the new technologies for handling money</li> <li>• Identify the main differences found between a savings and loan bank and a mutual savings bank</li> <li>• List the main factors that make credit unions distinctive</li> </ul>
<b>LEARNING ACTIVITIES</b>	Group discussion Engage in a group activity led by instructor Visual aids and/or video
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	Editing & Revision of Final Project <b>Homework:</b> Read Chapter 17 pp. 528-551
<b>DATE</b>	<b>WEEK 15</b>
<b>SPECIFIC OBJECTIVES</b>	Final Project Final Presentation Final Exam <ul style="list-style-type: none"> <li>• Compare and contrast the two kinds of securities markets</li> <li>• Examine the differences between the three types of securities and when to invest in them</li> <li>• Determine how to begin purchasing and selling securities</li> <li>• Analyze the different reasons one might be interested in investing in mutual funds, exchange-traded funds or commodities</li> <li>• Evaluate how to make the best investment-strategy suitable for one’s needs</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Identify how new stocks and bonds are sold</li> <li>• Compare and contrast between common and preferred stock and how to determine the worth of a stock</li> <li>• Define the four major stock market indicators that are needed to follow</li> <li>• Identify the five best-known investment approaches</li> <li>• Define what future contracts and commodity exchanges are</li> <li>• Evaluate the differences between an exchange-traded fund from a mutual fund</li> </ul>
<b>LEARNING ACTIVITIES</b>	Analysis of examples brought up in class Panel discussion Discussion of chapter topics
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	Review all previous chapters

The methods of instruction will be influenced by institutional constraints, class size, class meeting length, course length, and individual instructor style. Usually, student interest and learning is enhanced by the use of multiple instructional methods. Aside from the traditional assignment of textbook readings and presentation of lectures based on these readings, methods of instruction might include the following:

1. A review of the questions at the end of each chapter.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

### Instructional Materials and References

- 21<sup>st</sup> Century business: Entrepreneurship by Cynthia L. Greene (2<sup>nd</sup> 10)
- 25 Business Stories by Bennett (09)
- Basic Business Mathematics by Joel J. Schaum (2<sup>nd</sup> 09)

### Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

**Do not count on a curve!**

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course. An “I” grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an “I” grade instead of an “F”, pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It



is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the "I" grade becomes an "F".

### Distribution of Grade Elements

Homework:	15%
Exams I, II, III:	30% (10% each)
Final Presentation:	25%
Final Research Project:	30%
Total:	100 %

Date Syllabus Was Last Reviewed: Date: 07-01-2012