

# Course Calendar

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## **Week 1: Business in Society (Role of Business, Functions, External Forces)**

1. Review syllabus and course calendar
2. Do Introduce Yourself, Study Plan, and Quiz

## **Week 2: Economic Fundamentals (Scarcity, Opportunity Cost, Economic Systems, Supply and Demand)**

1. Do Study Plan and Quiz
2. Discussion: Supply and Demand in Your Life

## **Week 3: The Global Business Environment (Globalization, Trade Strategies, Cultural Forces, International Cooperation)**

1. Do Study Plan and Quiz
2. Assignment: We Do It Better Here

## **Week 4: The Financial System (Money Functions, Banking System, Financing Operations)**

1. Do Study Plan and Quiz
2. Discussion: Wanda and the Fed

## **Week 5: The Legal Environment (Purpose of Law, Tort Law, Intellectual Property, Contracts, Consumer Protection)**

1. Do Study Plan and Quiz
2. Discussion: Can Wanda Be Sued?

## **Week 6: Business Ethics and Corporate Social Responsibility (Ethical Challenges, CSR Impact, Global Ethics)**

1. Do Study Plan and Quiz
2. Assignment: Corporate Social Responsibility

## **Week 7: Business Ownership (Organizational Types, Sole Proprietorships, Partnerships, Corporations, Franchises) and Entrepreneurship (Small Business Impact, Entrepreneur Traits, Business Planning, Startup Considerations)**

1. Do Study Plan and Quiz for both modules
2. Assignment: Social Media Check

**Week 8: Management (Management Theory, Planning, Organizing, Leadership Styles, Control Process)**

1. Do Study Plan and Quiz
2. Assignment: AI-Assisted New Product Development

**Week 9: Teamwork and Communication (Team Types, Development Stages, Communication Channels, Electronic Communication)**

1. Do Study Plan and Quiz
2. Midterm

**Week 10: Human Resource Management (HR Functions, Employment Laws, Recruiting, Training, Retention) and Motivating Employees (Hawthorne Effect, Need-Based Theories, Process-Based Theories, Goal Setting)**

1. Do Study Plan and Quiz for both modules
2. Assignment: Wanda's AI-Assisted Résumé

**Week 11: Managing Processes (Operations Management, Production Processes, Planning, Quality Assurance)**

1. Do Study Plan and Quiz
2. Assignment: Service with a Smile

**Week 12: The Marketing Function (Customer Role, Segmentation, Marketing Mix)**

1. Do Study Plan and Quiz
2. Discussion: Black Friday and Cyber Monday

**Week 13: Using the Marketing Mix (Product Strategies, Pricing Methods, Distribution Channels, Promotion Techniques)**

1. Do Study Plan and Quiz
2. Discussion: The Four Ps of the Competition

**Week 14: Accounting and Finance (Financial Statements, Accounting Ethics, Ethical Practices)**

1. Do Study Plan and Quiz
2. Discussion: Cooking More Than Dog Treats

**Week 15: Using Technology to Manage Business Information (IT Role, Data Management, Information Security, Privacy Issues)**

1. Do Study Plan and Quiz
2. Final exam