

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Introduction to Business - A

Course Overview

Start the Course

- Demonstrate how to switch between windows.
- Describe how to move through the course.
- Describe how to use this course with different operating systems.

Set Up Your Computer

- Set up a computer to show the List folder view and file name extensions

Set Up a Browser and Install 7-Zip

- Set up a Web browser

Research and Citation

- Define plagiarism and citation
- Identify trustworthy sources of information

Additional Materials

- Define copyright
- List the Top 5 netiquette rules

Economics

Economic Basics

- Define business and market
- Define economics and scarcity
- Identify differences between goods and services
- Identify differences between producers and consumers
- Identify ways to evaluate an economy's strengths and weaknesses

Capitalism and Competition

- Define capitalism and identify its main features
- Identify competitive strategies
- Identify types of competitors
- Identify types of economic systems

Supply and Demand

- Identify differences between elastic and inelastic demand
- Identify how the law of supply and demand works
- Identify the factors of production

Unit	Topic	Lesson	Lesson Objectives
			<p>Assignment</p> <ul style="list-style-type: none"> Research and reflect on key concepts from this unit Submit your research and reflections to your instructor <p>Study Guide and Quiz</p> <ul style="list-style-type: none"> Review and take the quiz
			<p>Costs and Profit</p> <p>Business Costs</p> <ul style="list-style-type: none"> Define gross and net profit Define unit of sale Identify differences between revenue and profit Identify variable and fixed costs <p>Efficiency and Productivity</p> <ul style="list-style-type: none"> Define efficiency, productivity, and division of labor Identify economies and diseconomies of scale Identify how the law of diminishing returns works Identify ways to increase profit <p>Value and Utility</p> <ul style="list-style-type: none"> Define value and how it is determined Identify types of economic utility and ways to add them <p>Assignment</p> <ul style="list-style-type: none"> Research and reflect on key concepts from this unit Submit your research and reflections to your instructor <p>Study Guide and Quiz</p> <ul style="list-style-type: none"> Review and take the quiz
			<p>Business Types</p> <p>Industries</p> <ul style="list-style-type: none"> Identify the main industries of business Identify types of goods Identify types of services <p>Business Structures</p> <ul style="list-style-type: none"> Define franchises Define liability and taxation Identify considerations in choosing a business structure Identify types of business ownership

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Business Organization

- Define market saturation
- Identify stages of a business
- Identify the main departments and ways to organize a business
- Identify the stages in the product life cycle

Assignment

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Money Management

Money

- Define currency and identify forms of currency
- Define earned income and unearned income
- Define financial goals, prioritizing, and budgeting
- Identify the role of the Federal Reserve System
- Identify the roles money plays in an economy

Banking

- Identify bank security issues and the role of the FDIC
- Identify banking services and types of transactions
- Identify differences between checking and savings accounts

Investing

- Calculate return on investment
- Define interest
- Identify differences between equity and debt investments
- Identify the purpose of investing
- Identify types of investment income

Assignment

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Unit	Topic	Lesson	Lesson Objectives
Taxes and Credit			
		Taxes	<ul style="list-style-type: none"> Identify common federal, state, and local taxes Identify how to file taxes Identify the purpose of payroll withholding
		Establishing Credit	<ul style="list-style-type: none"> Define credit and debt Identify the purpose of credit history and credit scores Identify ways to establish credit
		Borrowing and Lending	<ul style="list-style-type: none"> Define loan and line of credit Identify types of credit a business might offer its customers
		Assignment	<ul style="list-style-type: none"> Research and reflect on key concepts from this unit Submit your research and reflections to your instructor
		Study Guide and Quiz	<ul style="list-style-type: none"> Review and take the quiz
Business Finance			
		Funding a Business	<ul style="list-style-type: none"> Define cash flow and forecasting Identify common business costs Identify types of funding and types of funders
		Accounting	<ul style="list-style-type: none"> Define accounting and bookkeeping Identify common accounting methods and software Identify financial health factors Identify the purpose of GAAP
		Bookkeeping and Reporting	<ul style="list-style-type: none"> Identify and interpret common financial statements Identify how single-entry and double-entry accounting work
		Risk Management	<ul style="list-style-type: none"> Define insurance and risk management Define opportunity cost Identify causes and types of risk

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Assignment

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Business and Society

Global Trade

- Define exchange rate risk
- Define global trade and domestic trade
- Define globalization
- Define importing, exporting, free trade, and tariff

Government Agencies

- Define organized labor
- Identify common government agencies that affect business

Business Law

- Define contracts and torts, and identify common business torts
- Identify how the legal system works
- Identify types of intellectual property

Business Ethics

- Define conflict of interest
- Define ethics and ethical behavior
- Identify social responsibilities and legal issues involved in business

Assignment

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Business Planning

Business Opportunities

- Identify business ideas and opportunities
- Identify how changes and trends create opportunities
- Identify opportunities in the global marketplace

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Defining a Business

- Define mission, vision, and values statements for a business
- Identify considerations in setting the scope of a business

Business Planning

- Identify how to perform a SWOT analysis
- Identify the purpose of and parts of a business plan

Assignment

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Marketing

Marketing Messages

- Define market positioning
- Identify differences between brand and corporate image
- Identify differences between features and benefits
- Identify how to form a marketing message
- Identify ways to use emotions and problem solving in marketing messages

Market Information Management

- Define market segmenting, market research, data storage, and data mining
- Identify differences between primary and secondary data
- Identify ethical issues in market information management
- Identify sources of data

Marketing Tools

- Define market penetration strategy
- Identify advantages and disadvantages of increasing market share
- Identify parts of a marketing plan
- Identify the tools in the marketing mix

Assignment

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Promotion

Promotional Methods

- Identify common promotional methods
- Identify factors to evaluate in a promotion

Advertising

- Identify common advertising methods and types
- Identify differences between institutional and product advertising
- Identify ways to evaluate advertisements

Assignment

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Introduction to Business - B

Course Overview

Start the Course

- Identify computer requirements
- Learn how to move through the course
- Switch between windows

Set Up Your Computer

- Find files and folders on a computer
- Make a course folder
- Set up a computer to show the List folder view and file name extensions

Set Up a Browser and Install 7-Zip

- Download and install a zip utility
- Set up a Web browser
- Zip and unzip files and folders

Download and Install Resources

- Define plagiarism and citation
- Download and install software
- Identify trustworthy sources of information

Additional Materials

- Define copyright
- List the Top 5 netiquette rules

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Principles of Selling

- Describe the levels in Maslow's hierarchy of needs
- Identify differences between marketing and sales
- Identify principles of selling
- Identify stages a customer goes through

The Sales Process

- Describe the importance of customer retention
- Identify common sales methods
- Identify common ways of paying salespeople
- Identify steps in completing a sale
- Identify ways of measuring sales quotas

Pricing and Ethics

- Describe common ethical issues associated with selling and pricing
- Identify common pricing strategies
- Identify internal and external factors that affect pricing

Assignment 1R

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Customers, Inventory, and Safety

Serving Customers

- Describe how channel management is used and the ethical issues it can create
- Describe the role and importance of customer service
- Identify factors that contribute to customer expectations

Inventory and Merchandising

- Define inventory and merchandising, and describe how they are used
- Describe processes for shipping, receiving, and tracking inventory
- Identify aspects of visual merchandising used in retail stores
- Identify common buying and selling methods

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Health and Safety

- Identify health and safety regulations
- Identify the purpose of material safety data sheets
- Identify tips for better ergonomics
- Identify tips for protecting against electrical shock and hearing loss

Assignment 2R

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Workplace Skills

Job Performance

- Identify factors that contribute to successful job performance
- Identify skills and attitudes that make up professionalism
- Identify skills related to innovation and confidence
- Identify ways to behave ethically in the workplace

Communication Skills

- Describe the purpose and importance of negotiation
- Identify types of verbal, nonverbal, and written communication
- Identify ways in which cultural differences may affect business

Management and Leadership

- Define management and leadership
- Identify common management roles and management styles
- Identify how emotional intelligence is used in business
- Identify ways to build successful teams
- Identify ways to motivate others and build leadership experience

Assignment 3R

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Unit	Topic	Lesson	Lesson Objectives
Career Development			
Hiring Employees			
Describe the process of finding and reviewing candidates			
Describe the process of hiring and orienting employees			
Identify ways to prepare for new employees			
Career Goals			
Identify individual strengths and weaknesses			
Identify job opportunities			
Set a personal vision and goals			
Applying for Jobs			
Fill out a practice job application			
Identify common parts of a job portfolio			
Identify steps to take after an interview			
Identify tips for successful interviewing			
Assignment 4R			
Research and reflect on key concepts from this unit			
Submit your research and reflections to your instructor			
Study Guide and Quiz			
Review and take the quiz			
Using the Internet			
Technology in Business			
Describe how business is conducted over the Internet			
Identify benefits of using technology in business			
Identify ways in which technology is used in the workplace			
Create a Google Account			
Create a Google account with a safe and secure username and password			
Use the Firefox Web browser			
Send and Receive E-mail			
Create and send an e-mail using Gmail			
Identify parts of an e-mail address and parts of an e-mail			
Search the Web			
Add bookmarks in Firefox			
Identify trustworthy sources of information			
Search for information on the Web			

Unit	Topic	Lesson	Lesson Objectives
------	-------	--------	-------------------

Digital Citizenship

- Cite sources
- Define digital citizenship and digital footprint
- Identify ways to communicate safely online
- Identify ways to use copyrighted works fairly

Assignment 5S

- Add on to your work from this unit
- Check your added on work
- Check your work from this unit
- Submit your work to your instructor by email

Assignment 5R

- Research and reflect on key concepts from this unit
- Submit your research and reflections to your instructor

Study Guide and Quiz

- Review and take the quiz

Word Processing**Create a Document**

- Begin writing a cover letter
- Identify parts of a cover letter
- Use OpenOffice.org Writer to create a document

Format and Print Documents

- Format the text in a document
- Preview a document

Proofread a Document

- Define proofreading
- Proofread a document for spelling, punctuation, spacing, capitalization, grammar, and clarity

Assignment 6S

- Add on to your work from this unit
- Check your added on work
- Check your work from this unit
- Compress (zip) your files
- Submit your compressed files to your instructor

Unit	Topic	Lesson	Lesson Objectives
		Assignment 6R	Research and reflect on key concepts from this unit Submit your research and reflections to your instructor
		Study Guide and Quiz	Review and take the quiz
Presentations			
		Presentation Basics	Begin creating a presentation with OpenOffice.org Impress Describe how oral presentations are used in business Identify ways to create and present an effective presentation
		Design Slides and Add Text	Add text to a presentation Choose slide layouts Identify formal and informal outlines
		Add an Image	Add an image to a presentation Edit an image Find and cite images
		Assignment 7S	Add on to your work from this unit Check your added on work Check your work from this unit Compress (zip) your files Submit your compressed files to your instructor
		Assignment 7R	Research and reflect on key concepts from this unit Submit your research and reflections to your instructor
		Study Guide and Quiz	Review and take the quiz
Working with Data and Events			
		Spreadsheets	Add and edit data Make calculations Use OpenOffice.org Calc to create a spreadsheet

Unit	Topic	Lesson	Lesson Objectives
			<p>Creating Databases</p> <ul style="list-style-type: none"> Create a database using OpenOffice.org Base Define primary key Identify parts of a database <p>Using Databases</p> <ul style="list-style-type: none"> Create a report Create and use forms Create records in a database Perform a query <p>Events and Collaboration</p> <ul style="list-style-type: none"> Identify steps in planning events Use Google Calendar to create an event <p>Assignment 8S</p> <ul style="list-style-type: none"> Add on to your work from this unit Check your added on work Check your work from this unit Compress (zip) your files Submit your compressed files to your instructor <p>Assignment 8R</p> <ul style="list-style-type: none"> Research and reflect on key concepts from this unit Submit your research and reflections to your instructor <p>Study Guide and Quiz</p> <ul style="list-style-type: none"> Review and take the quiz
Final Assignment			
			<p>Final Assignment A</p> <ul style="list-style-type: none"> Research and reflect on key concepts from this unit Submit your research and reflections to your instructor <p>Final Assignment B</p> <ul style="list-style-type: none"> Develop a marketing plan using key concepts from this course Submit your marketing plan to your instructor