

Before and After ClearAlignment Syllabus Alignment Analysis

Survey of Business Principles (Four-year college)

Course Component	Original Content from Syllabus	ClearAlignment Treatment
Course Description	Overall business principles are used in both for-profit and non-profit institutions. This course provides an overview of these key principles. As you progress through your business education classes, you will discover that there are whole semester courses devoted to some of the topics that we will cover in just one week.	If you have ever wondered if you are interested in a career in business or are just curious about why things happen in the economy or in your place of work, this survey course covers a wide range of topics that will aid you in understanding business functions and the world around you.
Course Goals	Not available	By the end of this course you will have practice applying business principles and concepts to address situations, issues, and problems you may confront.
Learning Objectives	<ol style="list-style-type: none"> 1. Explain the different types of business structures and the benefits of each type 2. Define at least three theories of motivation and explain their application 3. Understand the basic concepts of interviewing, hiring, training, and employee discipline 4. Understand the basics of stock markets and investments 5. Discuss why unions exist, how they are elected, and relevant Federal laws regulating union activities. 6. Read & understand a basic income statement 7. Apply the 4 Ps of marketing to any business situation 8. Know the relevant US laws concerning hiring, discrimination and disabilities. 9. Write a personal resume in chronological format. 	<ol style="list-style-type: none"> 1. Correctly differentiate between different types of business structures and the benefits of each type. 2. Based on scenarios, determine the most appropriate application of a motivation theory. 3. Create a checklist of processes for interviewing, hiring, training and disciplining. 4. Correctly apply your understanding of unions, union elections and the relevant Federal laws to explain a contract dispute in a company with union representation. 5. Given a selection of contexts, propose an action plan for applying the four Ps of marketing. 6. Correctly describe the purposes of essential components of an income statement described in the textbook. 7. Correctly describe the strengths, weaknesses, threats and opportunities involved when investing in stocks and other financial products. 8. Correctly label the relevant dilemmas in hiring, discrimination, and accessibility and recommend courses of action to address the issues.
Instructional Strategies	Classroom and online delivery using <ul style="list-style-type: none"> ● Lectures ● Reading assignments 	Learning Objective 1: Correctly differentiate between different types of business structures and the benefits of each type.

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	<ul style="list-style-type: none"> ● Class discussions 	<p>Lecture Content:</p> <ul style="list-style-type: none"> ● Course Overview ● Economics, Globalization ● Forms of Business Organization, Small Businesses <p>Reading Assignment:</p> <ul style="list-style-type: none"> ● Chapters 1, 2, 3, 5, 6 <p>Assignment:</p> <ul style="list-style-type: none"> ● Create a two-column graphic organizer that compares the advantages / disadvantages of small business, sole proprietorship, general partnership, limited partnership and S Corp. <p>Assessments:</p> <ul style="list-style-type: none"> ● Quiz #1 on chapters 1, 2, 3, 5, 6
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> ● Lectures ● Reading assignments ● Class discussions 	<p>Learning Objective2: Based on scenarios, determine the most appropriate application of a motivation theory.</p> <p>Lecture Content:</p> <ul style="list-style-type: none"> ● Organizational Structure ● Motivation <p>Reading Assignment:</p> <ul style="list-style-type: none"> ● Chapters 8 & 10 <p>Assignment:</p> <ul style="list-style-type: none"> ● Create a brochure comparing six theories of motivation using a selected scenario. <p>Assessments:</p> <ul style="list-style-type: none"> ● Quiz #2 on chapters 1, 2, 3, 5, 6, 8, 10
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> ● Lectures ● Reading assignments ● Class discussions ● Resume 	<p>Learning Objective 3: Create a checklist of processes for interviewing, hiring, training and disciplining.</p> <p>Lecture Content:</p> <ul style="list-style-type: none"> ● Employment Law ● Interviewing & Hiring ● Unions <p>Reading Assignment:</p> <ul style="list-style-type: none"> ● Chapter 11 <p>Assignments:</p> <ul style="list-style-type: none"> ● Make a job aid about responsibilities for human resources personnel to use when interviewing, hiring, training, and disciplining. ● Compose your resume. <p>Assessment:</p> <ul style="list-style-type: none"> ● One Minute Paper based on lecture.
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> ● Lectures 	<p>Learning Objective 4: Apply your understanding of unions, union elections and the relevant Federal laws to</p>

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	<ul style="list-style-type: none"> ● Reading assignments ● Class discussions 	<p>explain a contract dispute in a company with union representation.</p> <p>Lecture Content:</p> <ul style="list-style-type: none"> ● Unions <p>Reading Assignment:</p> <ul style="list-style-type: none"> ● Chapter 12 <p>Assignment:</p> <ul style="list-style-type: none"> ● Based on a scenario, create a causal map for a union contract dispute. <p>Assessment:</p> <ul style="list-style-type: none"> ● Mid Term Exam on chapters 1,2, 3, 5, 6, 8, 10, 11, 12
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> ● Lectures ● Reading assignments ● Class discussions 	<p>Learning Objective 5: Given selection of contexts, propose an action plan for applying the four Ps of marketing.</p> <p>Lecture Content:</p> <ul style="list-style-type: none"> ● Marketing ● Products & Pricing ● Promotion & Advertising <p>Reading Assignment:</p> <ul style="list-style-type: none"> ● Chapters 13, 14 & 16 <p>Assignment:</p> <ul style="list-style-type: none"> ● Propose an action plan for applying the four Ps of marketing using a selected context. <p>Assessment:</p> <ul style="list-style-type: none"> ● Quiz #3 on chapters 13, 14, 16
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> ● Lectures ● Reading assignments ● Class discussions 	<p>Learning Objective 6: Correctly describe the purposes of essential components of an income statement described in the textbook.</p> <p>Lecture Content:</p> <ul style="list-style-type: none"> ● Financial Information <p>Reading Assignment: Chapters 17 & 18</p> <p>Assignment:</p> <ul style="list-style-type: none"> ● Prepare an income statement that has all the essential components. <p>Assessment:</p> <ul style="list-style-type: none"> ● One Minute Paper based on lecture.
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> ● Lectures ● Reading assignments ● Class discussions 	<p>Learning Objective 7: Correctly describe the strengths, weaknesses, threats and opportunities involved when investing in stocks and other financial products.</p> <p>Lecture Content:</p> <ul style="list-style-type: none"> ● Stock Markets

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		<p>Reading Assignment:</p> <ul style="list-style-type: none"> ● Chapter 19 <p>Assignments:</p> <ul style="list-style-type: none"> ● Use the supplied S.W.O.T template to describe financial products covered in the textbook. <p>Assessments:</p> <ul style="list-style-type: none"> ● Quiz #4 on chapters 13, 14, 16, 17, 18, 19
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> ● Lectures ● Reading assignments ● Class discussions 	<p>Learning Objective 8: Correctly label the relevant dilemmas in hiring, discrimination, and accessibility and recommend courses of action to address the issues.</p> <p>Lecture Content:</p> <ul style="list-style-type: none"> ● Ethics & Social Responsibility <p>Reading Assignment:</p> <ul style="list-style-type: none"> ● Chapter 4 <p>Assignment:</p> <ul style="list-style-type: none"> ● Create a comparison table showing relevant U.S. laws concerning hiring, discrimination and disabilities. <p>Assessment:</p> <ul style="list-style-type: none"> ● Final Exam on all chapters
	<p>Reading assignments: Chapters 1-19</p>	
Assessments	<ul style="list-style-type: none"> ● Four quizzes ● Two exams 	