

Before and After ClearAlignment Syllabus Alignment Analysis

Survey of Business Principles (Community 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 given	By the end of this course, you will be able to effectively apply or use business principles and concepts to judge situations, issues, and problems you might confront at work.
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 human resources responsibilities for interviewing, hiring, training and disciplining. 4. Effectively apply your understanding of unions, union elections and the relevant Federal laws to articulately explain a contract dispute in a company with union representation. 5. Given a scenario, write up an action plan for applying the four Ps of marketing. 6. Based on a case study, prepare an income statement that has all the essential components presented in the textbook. 7. Correctly define concepts and processes involved when investing in stocks and other financial products. 8. Correctly cite laws that address relevant dilemmas in hiring, discrimination, and accessibility.
Instructional Strategies	Classroom and online delivery using <ul style="list-style-type: none"> • Lectures • Reading assignments • Class discussions 	Learning Objective 1: Correctly differentiate between different types of business structures and the benefits of each type.
		Lecture Content: <ul style="list-style-type: none"> • Course Overview • Economics, Globalization • Forms of Business Organization, Small Businesses
		Reading Assignment: <ul style="list-style-type: none"> • Chapters 1, 2, 5, 6

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		<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, 5, 6
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> • Lectures • Reading assignments • Class discussions 	<p>Learning Objective 2: 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>Assignments:</p> <ul style="list-style-type: none"> • Create a brochure comparing three theories of motivation and conditions for their application. <p>Assessments:</p> <ul style="list-style-type: none"> • Quiz #2 on Chapters 1, 2, 5, 6, 8, 10
	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> • Lectures • Reading assignments • Class discussions 	<p>Learning Objective 3: Create a checklist of human resources responsibilities 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 when interviewing, hiring, training, and disciplining. • Compose your resume. <p>Assessments:</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 4: Effectively apply your understanding of unions, union elections and the relevant Federal laws to articulately 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

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		<p>Assignments:</p> <ul style="list-style-type: none"> Based on a scenario, create a causal map for the contract dispute.
		<p>Assessments:</p> <ul style="list-style-type: none"> Mid Term Exam on chapters 1, 2, 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 a scenario, write up 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>Assignments:</p> <ul style="list-style-type: none"> Given a scenario, write up an action plan for applying the four Ps of marketing.
		<p>Assessments:</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: Based on a case study, prepare an income statement that has all the essential components presented in the textbook.</p>
		<p>Lecture Content:</p> <ul style="list-style-type: none"> Financial Information
		<p>Reading Assignment:</p> <ul style="list-style-type: none"> Chapters 17 & 18
		<p>Assignments:</p> <ul style="list-style-type: none"> Based on a case study, prepare an income statement that has all the essential components presented in the textbook.
		<p>Assessments:</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 define concepts and processes involved when investing in stocks and other financial products.</p>
		<p>Lecture Content:</p> <ul style="list-style-type: none"> Stock Markets
		<p>Reading Assignment:</p> <ul style="list-style-type: none"> Chapter 19
		<p>Assignments:</p> <ul style="list-style-type: none"> Create a comparison table of S.W.O.T analyses to describe three of the 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

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	<p>Classroom and online delivery using</p> <ul style="list-style-type: none"> • Lectures • Reading assignments • Class discussions 	<p>Learning Objective: Correctly cite laws that address relevant dilemmas in hiring, discrimination, and accessibility.</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>Assignments:</p> <ul style="list-style-type: none"> • Create a comparison table showing relevant U.S. laws concerning hiring, discrimination and accessibility issues. <p>Assessments:</p> <ul style="list-style-type: none"> • Final Exam on all chapters
Reading assignments	Chapters 1-19	
Assessments	<ul style="list-style-type: none"> • Four quizzes • Two exams 	