Knowledge Test Study Guide

Learning Outcomes for Core Business Courses

(with videos that explain the concepts)

College of Business Administration

**Kent State University**

**ACCT 23020: Principles of Financial Accounting**

Students will be able to:

* Define and identify accounting terminology and concepts.

<https://www.youtube.com/watch?v=2qV84tmrho0>

* Calculate the monetary values associated with financial transactions or events.

<https://www.youtube.com/watch?v=ji2b6kNTbUM>

* Analyze the impact of a transaction or event on the organization's financial statements.

<https://www.youtube.com/watch?v=ji2b6kNTbUM>

* Prepare external financial statements.

<https://www.youtube.com/watch?v=lWFdvdYOI1I>

* Interpret financial statements.

<https://www.youtube.com/watch?v=XnL6Gom7N3w>

**ACCT 23021: Principles of Managerial Accounting**

Our students will:

* Be able to gather and analyze business information to make internal business decisions.

<https://www.youtube.com/watch?v=KCyg8-zM9bA>

* Be able to use the time value of money concepts and the concept of the risk/return tradeoff to make basic financial decisions.

<https://www.youtube.com/watch?v=gkoEAPAW7eg>

* Understand the importance of ethical practices in business decisions.

<https://www.youtube.com/watch?v=fPNKBlAqy6I>

**ECON 22060: Principles of Microeconomics**

Students will be able to:

* Use the supply and demand model to determine market prices and quantities.

<https://www.youtube.com/watch?v=Nkjdm_AKW94> (lock)

<https://www.youtube.com/watch?v=V0tIOqU7m-c> (acdc)

* Determine the profit-maximizing quantity price and quantity for firms in various market structures.

<https://www.youtube.com/watch?v=BQvtnjWZ0ig> (perfect competition)

<https://www.youtube.com/watch?v=ZiuBWSFlfoU> (monopoly)

* Evaluate the effect of government policies on markets and identify the appropriate role for government in response to market failures.

<https://www.youtube.com/watch?v=ha-ssoI6S0Q> (externality)

<https://www.youtube.com/watch?v=nsWuzS_dEM8> (public goods)

**ECON 22061: Principles of Macroeconomics**

Students will:

* Understand concepts such as nominal and real gross domestic product, nominal and real interest rates, the unemployment rate, and the inflation rate.

<https://www.youtube.com/watch?v=BJZ_H4NG1nw> (GDP)

<https://www.youtube.com/watch?v=3GTgniuxA50> (GDP, unemployment, inflation)

* Be able to use the concepts of aggregate demand and aggregate supply to analyze changes in output, unemployment and the price level.

<https://www.youtube.com/watch?v=a2azB2eag5I>

* Be able to determine the effects of monetary and fiscal policies on output, unemployment and the price level.

<https://www.youtube.com/watch?v=bv-uNNkE39I>

**FIN 26074: Legal & Regulatory Environment of Business**

Students will be able to:

* Differentiate between the various court systems and to recognize the advantages and disadvantages of using special courts as opposed to courts of general jurisdiction.

<https://www.youtube.com/watch?v=IGyx5UEwgtA>

* Recognize the various stages of litigation and the alternative dispute resolution processes available.

<https://www.youtube.com/watch?v=oRPvm7z4BYA>

<https://www.youtube.com/watch?v=_Fb8q9UyVRA>

<https://www.youtube.com/watch?v=5IfPqPIPSmI>

* Gain a working knowledge of several governmental agencies, their internal structures and procedures, and their jurisdictional limitations.

<https://www.youtube.com/watch?v=I8EQAnKntLs>

* Identify the various types of remedies available to a wronged party in a transaction.

<https://www.youtube.com/watch?v=FrKfU9nYho4>

* Determine the various parties' rights in contractual arrangements.

<https://www.youtube.com/watch?v=prorUcdD98c&list=PLpbtRdN7xWUfKfRXfbgaPdQZBQSS1n2Vr>

<https://www.youtube.com/watch?v=2Mqn_RxRj84>

* Recognize situations leading to various torts and crimes as well as ethical considerations in the business environment.

<https://www.youtube.com/watch?v=jQ6smN3lcnY>

<https://www.youtube.com/watch?v=f6TUiejBILE>

<https://www.youtube.com/watch?v=f6TUiejBILE>

<https://www.youtube.com/watch?v=tcHUhOPaXEU>

* Differentiate among the various forms of business entities and to recognize the advantages and disadvantages of each form.

<https://www.youtube.com/watch?v=1H6qE7eyLWk>

**FIN 36053: Business Finance**

Our students will:

* Understand the goal of a corporation.

<https://www.youtube.com/watch?v=oOooGEclExo>

* Be able to apply the principles of the time value of money to various streams of cash flows.

<https://www.youtube.com/watch?v=gkoEAPAW7eg>

* Be able to conduct security (bond and stock) valuation and explore what determines security value.

<https://www.youtube.com/watch?v=kT-66c8kFoY>

* Be able to measure firm risk and its impact on the cost of capital.

<https://www.khanacademy.org/economics-finance-domain/core-finance/investment-vehicles-tutorial/investment-consumption/v/risk-and-reward-introduction>

* Be able to use various methods for evaluating firm projects and identify their relative strengths in capital budgeting.

<https://www.youtube.com/watch?v=HFFkFMfotT0>

<https://www.youtube.com/watch?v=OSDDrZZaV8E>

<https://www.youtube.com/watch?v=6RztxNwerOA>

**MIS 24053: Computer Applications**

Our students will:

* Develop an appreciation for the contribution that computers and software make to business and personal lives.

Cloud Computing <https://www.youtube.com/watch?v=FFWu-cDBGBM>

Personal Computing <https://www.youtube.com/watch?v=zcvjlyMC0cs>

Systems Analysis and Design <https://www.youtube.com/watch?v=WrdSkqRypsg>

* Understand what data is, where to get it, and how to process it for decision making purposes. Data and Information

<https://youtu.be/KdWLZDHMW0w>

<https://www.youtube.com/watch?v=SNMkEZJbin8>

Data Information Knowledge Wisdom Pyramid

<https://youtu.be/6VmxaaVwmdI>

* Develop competency in data manipulation using operating systems, word processing, spreadsheet, and database applications, SQL, and web browsers.

Word and Data Presentation

<https://www.youtube.com/watch?v=siQ_OGLL38w>

Excel Filter

<https://youtu.be/EF9a5XuOu2w>

Excel Pivot Table and Dashboards

<https://www.youtube.com/watch?v=9NUjHBNWe9M>

SQL and Database

<https://youtu.be/FR4QIeZaPeM>

**MIS 24056: Fundamentals of Business Statistics**

Our students will be able to:

* Examine distributions.

Applet: <http://bcs.whfreeman.com/ips7e/#616906__657112__>

Mean, Median, Mode: <https://youtu.be/uhxtUt_-GyM?list=PL1328115D3D8A2566>

Sample variance: <https://youtu.be/Qf3RMGXR-h8?list=PL1328115D3D8A2566>

Sample standard deviation: <https://youtu.be/HvDqbzu0i0E?list=PL1328115D3D8A2566>

* Use distributions of random variable to compute probabilities.

Introduction to random variables: <https://youtu.be/IYdiKeQ9xEI?list=PL1328115D3D8A2566>

Density functions: <https://youtu.be/Fvi9A_tEmXQ?list=PL1328115D3D8A2566>

Binomial distribution:

Video: <https://youtu.be/O12yTz_8EOw?list=PL1328115D3D8A2566>

Applet: http://bcs.whfreeman.com/ips7e/#616906\_\_657116\_\_

Normal distribution:

Video: <https://youtu.be/Dy7zhbrmrio>

Applet: <http://bcs.whfreeman.com/ips7e/#616906__657110__>

Examples: <https://youtu.be/79duxPXpyKQ?list=PL1328115D3D8A2566>

Expected values: <https://youtu.be/j__Kredt7vY?list=PL1328115D3D8A2566>

* Examine methods of drawing samples from populations.

Central Limit Theorem

Video: <https://youtu.be/JNm3M9cqWyc?list=PL1328115D3D8A2566>

Applet: <http://bcs.whfreeman.com/ips7e/#616906__657131__>

Sampling distribution of the sample mean: <https://youtu.be/boRHHFYdAtI>

Sampling distribution of counts and proportions: <https://youtu.be/5yqFjcsjBRY>

Standard error of the mean: <https://youtu.be/J1twbrHel3o?list=PL1328115D3D8A2566>

* Determine point and interval estimates for the population mean and proportion.

Confidence Intervals: <https://youtu.be/bekNKJoxYbQ?list=PL1328115D3D8A2566>

Confidence Intervals Example: <https://youtu.be/SeQeYVJZ2gE?list=PL1328115D3D8A2566>

* Conduct tests for the population mean and proportion and understand relationship between hypothesis testing and estimation.

Z and T statistics: <https://youtu.be/5ABpqVSx33I?list=PL1328115D3D8A2566>

Hypothesis Testing and p-values:

Video: <https://youtu.be/-FtlH4svqx4?list=PL1328115D3D8A2566>

Applet: <http://bcs.whfreeman.com/ips7e/#616906__657118__>

Applet: <http://bcs.whfreeman.com/ips7e/#616906__657122__>

Applet: <http://bcs.whfreeman.com/ips7e/#616906__657124__>

One-tailed and two-tailed tests: <https://youtu.be/mvye6X_0upA?list=PL1328115D3D8A2566>

Type I errors: <https://youtu.be/EowIec7Y8HM?list=PL1328115D3D8A2566>

* Construct the simple linear regression model, and develop confidence intervals and significance tests for the parameter estimates. Introduce the analysis of variance for regression and introduce the statistical model for linear regression, and estimate the regression parameters.

Video: <https://youtu.be/lng4ZgConCM?list=PL1328115D3D8A2566>

Applet:  <http://bcs.whfreeman.com/ips7e/#616906__657133__>

Calculating R2: <https://youtu.be/Fc5t_5r_7IU?list=PL1328115D3D8A2566>

**MIS 24163: Principles of Management**

Our students will:

* Trace and explain the development of management thinking though the various schools and examine current management thinking.

<https://www.youtube.com/watch?v=EobeHwOw3S4>

<https://www.youtube.com/watch?v=Y6AE4hqM0Ww>

* List and discuss the various leadership styles used in business, and the assumptions underlying these various styles.

<https://www.youtube.com/watch?v=t_clro5RXqM>

<https://www.youtube.com/watch?v=XKUPDUDOBVo>

* Define the basic motives of humankind and be able to discuss applications of this knowledge in providing a motivated environment in the workplace.

<https://www.youtube.com/watch?v=tzQ9vrvTAtk>

<https://www.youtube.com/watch?v=hmWD2HdoZ7k>

* Explain the functions of management.

<https://www.youtube.com/watch?v=X6RObZecBHI>

* Explain the managerial decision making process, and discuss that process critically from globally and culturally diverse perspectives.

<https://www.youtube.com/watch?v=JYAFjxS9-pw>

* Discuss the interactions among communications, conflict, changes, general systems theory, and management practice.

<https://www.youtube.com/watch?v=-7FhcvoVK8s> (communication johari window)

<https://www.youtube.com/watch?v=hv9FEuk4Mhk> (conflict styles)

<https://www.youtube.com/watch?v=-JL0Xg6YTlk> (change)

<https://www.youtube.com/watch?v=lhbLNBqhQkc> (general systems theory)

* Define and discuss analytical and quantitative techniques for planning and control, including TQM concepts.

<https://www.youtube.com/watch?v=h2RyRzyY7gE>

* Discuss critically the major multicultural diversity and global issues in management.

<https://www.youtube.com/watch?v=urQLRRPqJyQ>

* Present and discuss the major ethical issues facing managers of businesses today.

<https://www.youtube.com/watch?v=CUCSK1QFwts>

<https://www.youtube.com/watch?v=KT3yATNn5Xk>

<https://www.youtube.com/watch?v=rDiGYuQicpA> (Al Gore Ted Talk on Global Warming)

**MIS 34060: Operations Management**

Our students will:

* Develop an understanding of the strategic importance of operations and how operations can provide a competitive advantage in the marketplace.

What is Operations Management?

<http://ksutube.kent.edu/playback.php?playthis=62b1o5lbl>

Welcome to Operations Management

<https://www.youtube.com/watch?v=Hn7V0lclJfQ&list=PLwcu5sBq_fM4RkvjDoEOAHPmwCRppS4jX>

Global Supply Chain Management

# <https://ksutube.kent.edu/playback.php?playthis=4t9ft28p>

* Understand the relationship between operations and other business functions, such as Marketing, Finance, Accounting, and Human Resources.

*This section was left blank intentionally.*

* Develop knowledge of the issues related to designing and managing operations and the methodologies to do so.

# Process Basics (Video 2)

# <https://www.youtube.com/watch?v=vkGcJypSBXg&index=2&list=PLwcu5sBq_fM4RkvjDoEOAHPmwCRppS4jX>

# What makes a good process? (Video 3)

# <https://www.youtube.com/watch?v=-oBhZSRgKtg&index=3&list=PLwcu5sBq_fM4RkvjDoEOAHPmwCRppS4jX>

# Process Capacity (Video 17)

# <https://www.youtube.com/watch?v=X8eUSQDJVtU&index=17&list=PLwcu5sBq_fM4RkvjDoEOAHPmwCRppS4jX>

# Effective Capacity (Video 18)

# <https://www.youtube.com/watch?v=5Xmvr_UUqfA&list=PLwcu5sBq_fM4RkvjDoEOAHPmwCRppS4jX&index=18>

# Process Analysis Little's Law (Video 9)

# <https://www.youtube.com/watch?v=KiYSWqb3tI0&list=PLwcu5sBq_fM4RkvjDoEOAHPmwCRppS4jX&index=9>

**MKTG 25010: Principles of Marketing**

Students will have:

* A working knowledge of marketing terminology, concepts, activities, and strategies

<https://www.youtube.com/watch?v=dV1LbZg0if4>

From Alanis Business Academy: The Marketing Mix (Product and Differentiation, Price, Place, and Promotion (20 minutes)

* An understanding of marketing functions within the organization and in the context of external environments

<https://www.linkedin.com/pulse/20140915080650-84228363-the-role-of-marketing-in-organizations-by-timothy-mahea>

Timothy Mahea (Marketing, Training and Business Development), The Role of Marketing in Organizations

<https://www.youtube.com/watch?v=rFUs1wYKtKI>

From Alanis Business Academy: The External Business Environment (21 minutes)

We called these the CREST factors (competition, regulatory and legal, economic, social and technology). This video talks “Political-Legal” instead of Regulatory and Legal (hmmm, C-PEST Factors??)

* Knowledge of the ways in which marketing contributes to attainment of the organization’s objectives and goals

<https://www.business.qld.gov.au/business/running/marketing/develop-marketing-strategy>

“Develop a marketing strategy”…. A good marketing strategy helps you define your vision, mission and business goals, and outlines the steps you need to take to achieve these goals.

* An appreciation for the global and ethical aspects of marketing

Global Marketing

<https://www.youtube.com/watch?v=i9Zu_xt1rZk>

Sequent Learning - The Challenges of Global Marketing

<https://www.youtube.com/watch?v=i29EQtnPG8U>

Global Marketing - Oreos (Kraft)

Ethics and Marketing

<https://www.youtube.com/watch?v=aMuZ4lZnJNY>