

[Course Name & #]

Name



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# Welcome

This is the course book for [insert]. This book is divided into thematic units of study to help you engage with the materials. The course resources and learning activities are designed not only to help prepare you for the course assessments, but also to give you opportunities to practice various skills.

Below you will find information about how to navigate this book. Please read the full course syllabus located on the Course Home page in Moodle. It includes key information about the course schedule, assignments, and policies.

## Course Notes

You should be reading this information in the context of a Trinity Western University course offered via Moodle. If this is not the case, then this may be an unauthorized reproduction of the course. Please contact [elearning@twu.ca](mailto:elearning@twu.ca) if you have concerns.

These notes will be your guide through the learning activities and assessment strategies necessary for you to succeed in the course, so it is important for you to engage to the best of your ability and take advantage of the resources available to you through Trinity Western University.

Assessment tasks are managed in other sections of the Moodle course, so be sure to familiarize yourself with those requirements and resources.

## How To Navigate This Book

To move quickly to different portions of the book, click on the appropriate chapter or section in the table of contents on the left. The buttons at the top of the page allow you to show/hide the table of contents, search the book, change

font settings, download a pdf or ebook copy of this book, or get hints on various sections of the book.



The faint left and right arrows at the sides of each page (or bottom of the page if it's narrow enough) allow you to step to the next/previous section. Here's what they look like:



You can also download an offline copy of this book in various formats, such as pdf or an ebook. If you are having any accessibility or navigation issues with this book, please reach out to your instructor or our online team at [elearning@twu.ca](mailto:elearning@twu.ca).

## Course Units

This course is organized into thematic units. Each unit of the course will provide you with the following information:

- A general overview of the key concepts that will be addressed during the unit.
- Specific learning outcomes and topics for the unit.
- Learning activities to help you engage with the concepts. These often include key readings, videos, and reflective prompts.
- The Assessment section provides details on assignments you will need to complete throughout the course to demonstrate your understanding of the course learning outcomes.

Note that assessments, including assignments and discussion posts will be submitted in Moodle. See the Assessment section(s) in Moodle for full assignment details.

## Course Activities

Below is some key information on features you will see throughout the course.

### ***Learning Activity***

This box will prompt you to engage in course concepts, often by viewing resources and reflecting on your experience and/or learning. Most learning activities are ungraded and are designed to help prepare you for the assessment in this course.

### ***Assessment***

This box will signify an assignment or discussion post you will submit in Moodle. Note that these demonstrate your understanding of the course learning outcomes. Be sure to review the grading rubrics for each assignment.

### ***Checking Your Learning***

This box is for checking your understanding, to make sure you are ready for what follows. Ways to check your learning might include self-check quizzes or questions for discussion. These activities are not graded but are critical for you to be able to begin to develop evaluative judgement in this domain of knowledge.

### ***Note***

This box signifies key notes. It may also warn you of possible problems or pitfalls you may encounter!

If you have any questions, do not hesitate to ask. We are here to help and be your guide on this journey.





# Chapter 1

## Title



## Chapter 2

### Title



## Chapter 3

### Title



## Chapter 4

### Title





## Chapter 5

### Title



## Chapter 6

### Title



## Chapter 7

# Sample Unit Format

### Overview

In this first unit, we begin the course by...

### Topics

1. Topic
2. Topic
3. Topic
4. Topic

### Learning Outcomes

When you have completed this unit, you should be able to:

- Describe...
- Contrast...
- Analyze...
- Determine...
- Create...

## Activity Checklist

Here is a checklist of learning activities you will benefit from in completing this unit. You may find it useful for planning your work.

### Learning Activities

- Chapter 1: sections 1.1, 1.2, 1.3 of the course text *Principles of Management*.
- Read or listen to the blog post from Bill Davis, *5 Principles of Great Management*, and reflect on the chart provided.

### Assessment

- Unit 2 Team Memo

## Resources

Here are the resources you will need to complete this unit.

- Bright, D. S. & Cortes, A. H. (2019). *Principles of Management*.
- Other online resources will be provided in the unit.

## 7.1 Topic 1 Title

[Add content]



### Activity: Introductory Readings & Video

- Read ...
- Watch this short informative video that helps you understand the competitive environment by using the case of Amazon books Vs. Independent bookstores.

Watch: *The Competitive Environment Explained*

Questions to Consider

After watching the above video, consider the following questions:

- ...
- ...

**Note:** *Learning activities in this course are ungraded, unless specified. They are designed to help you succeed in your assessments in this course, so you are strongly encouraged to complete them.*

## 7.2 Topic 2 Title

[add content]

## 7.3 Topic 3 Title

[add content]

## Unit Summary

[add content]

## Assessment

Assessment 1 Title

- Do a thing
- Do another thing

Assessment 2 Title

- Do a thing
- Do another thing

**Note:** *This is an example of a note pertaining to an assessment*

## Checking your Learning

Now that you have completed the learning activities and assignments for this unit, check the unit learning outcomes below to see if you are able to do the following:

- Describe...
- Contrast...



- Analyze...
- Determine...
- Create...

Feel free to review topics more in depth or continue on to the next unit.

**Sample courses:**

- LDRS 375
- LDRS 440



# Course Credits

## Course Contributors

### Curriculum Developer

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### Course Instructors

## Copyright & Credits

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### 7.3.1 Course Development Team

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1Y1



# References

The following are key references used in this course. *Check with your course syllabus for required readings.*