# Course Description

An overview of the theoretical framework and structure of today's business environment is studied. Content areas include management, marketing, human resource management, finance, international business, and current issues. Students will be expected to complete a research paper. Prerequisites: BAS100.

# University Learning Outcomes (ULO)

* **ULO1:**Knowledge of Human Cultures and the Physical and Natural World
* **ULO2:**Intellectual and Practical Skills
* **ULO3:**Personal and Social Responsibility
* **ULO4:**Integrative and Applied Learning­
* **ULO5:**Immersed in the Critical Concerns of the Sisters of Mercy of the Americas

# Program Learning Outcomes (PLO)

* **PLO1:** The student will be able to prepare effective and clearly written business communications. (ULO 2, 4)
* **PLO2:** The student will display appropriate quantitative problem-solving abilities in the context of a business problem. (ULO 1, 2)
* **PLO3:** The student will be able to apply ethical and moral decision-making principles to business situations. (ULO 2, 3, 4)
* **PLO4:** The student will demonstrate proficiency in the business areas of accounting, management, marketing, and economics. (ULO 1, 2, 3, 4)

# Course Learning Outcomes (CLO)

* **CLO1**: Produce well-written, business-related narratives. (PLO1)
* **CLO2**: Use technological skills required for business research and communication. (PLO1)
* **CLO3**: Define basic business and economic concepts in an ethical and socially responsible business environment. (PLO3, PLO4)
* **CLO4**: Identify and explain factors, barriers, agreements, alliances, organizations, and strategies within the global business environment. (PLO4)
* **CLO5**: Define and explain the differences, advantages, and disadvantages of the different types of business organizations. (PLO4)
* **CLO6**: Define management; management functions, levels, and skills; and explain their role in achieving organizational objectives. (PLO4)
* **CLO7**: Define human relations, human resource management activities, theories of motivation, and explain why human relation studies are important. (PLO4)
* **CLO8**: Define marketing and its functions that are used to develop marketing strategies that take into account both internal and external environmental factors. (PLO4)

# Student Expectations

Students are expected to:

* Ask probing and insightful questions related to course content.
* Make meaningful and relevant connections and application to their own learning process.
* Be productive and contributing members of class discussions.

# Required Course Materials

Pride, W. M., Hughes, R. J., & Kapoor, J. R. (2017). *Foundations of business* (5th ed.). Boston, MA: Cengage Learning, Inc.

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# Suggested Point Values

|  |  |  |
| --- | --- | --- |
| **Assessment** | **Point Value** | **Due** |
| **Week 1** |  |  |
| Discussion: Introductions | 10 |  |
| Week 1 Discussion 1: Article Review | 40 |  |
| Week 1 Discussion 2: Code of Ethics | 40 |  |
| Matching Terms Activity | 10 |  |
| Week 1 Assignment | 50 |  |
| **Week 2** |  |  |
| Week 2 Discussion 1: Article Review | 40 |  |
| Week 2 NAFTA Paper | 60 |  |
| Week 2: Case Study Project Preparation | 60 |  |
| Week 2 Quiz | 50 |  |
| **Week 3** |  |  |
| Week 3 Discussion 1: Article Review | 40 |  |
| Week 3 Discussion 2: Business and Social Problems | 40 |  |
| Week 3: Case Study Project Preparation | 60 |  |
| Week 3 Quiz | 50 |  |
| **Week 4** |  |  |
| Week 4 Discussion 1: Article Review | 40 |  |
| Week 4: Careers in Production | 50 |  |
| Week 4: Case Study Project Preparation | 60 |  |
| Week 4 Quiz | 50 |  |
| **Week 5** |  |  |
| Week 5 Discussion 1: Article Review | 40 |  |
| Case Study Project | 200 |  |
| **Total Points** | **1000** |  |

**Grading Scale**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | 93–100 |
| A- | 90–92 |
| B+ | 87–89 |
| B | 83–86 |
| B- | 82–80 |
| C+ | 77–79 |
| C | 73–76 |
| C- | 70–72 |
| D+ | 67–69 |
| D | 63–66 |
| D- | 60–62 |
| F | 59 |

# Course Schedule

|  |  |  |
| --- | --- | --- |
| **Week** | **Start** | **End** |
| One | <insert start date> | <insert end date> |
| Two |  |  |
| Three |  |  |
| Four |  |  |
| Five |  |  |

# Weekly Learning Modules

|  |  |  |  |
| --- | --- | --- | --- |
| **Week One: Introduction to Business, Ethics, and Social Responsibility** | | | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Define basic concepts in the business, product, and profit. | | CLO1, 2, 3 | |
| * 1. Explain the importance and activities involved in business. | | CLO1, 2, 3, 6, 8 | |
| * 1. Explain economics, the four types of economic systems, and how economies are measured. | | CLO1, 2, 3 | |
| * 1. Examine business ethics, social responsibility, and how organizations promote ethical behavior. | | CLO3 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Tutorials**  During this course, you will be asked to use and participate in various technologies to complete activities and assignments.  **Review** the tutorials available on Blackboard as needed.  **Click** the **Student Resources** button from the menu on the left. | | N/A | N/A |
| **Weekly Participation and Discussion**  The purpose of the weekly discussions is to provide you with a way to synthesize the concepts presented in this course. Each week, you will respond to the discussion questions with a substantive post of 200–250 words that addresses all the prompts for the question by 11:59 p.m. EST of the listed due date. By the conclusion of each week, Sunday at 11:59 p.m. EST, you will make at least one substantive comment of 100–150 words to three of your classmates’ posts for each assigned discussion question. Your comments must further the discussion by following the RISE Model for meaningful feedback. It is recommended that you check in periodically throughout the week to ensure that you are meeting the participation requirement.  **Review** the [RISE Model for Peer Feedback](http://elwray.squarespace.com/feedback). | |  |  |
| **Readings**  **Read** Ch. 1 & 2 of *Foundations of Business.*  **Review** the Ch. 1 & 2 Microsoft**®** PowerPoint**®** presentations.  **Post** any questions or comments to the General Questions and Discussion forum. | | 1.1, 1.2, 1.3, 1.3 | Lecture activity = **1 hour** |
| **Video**  **View** the following videos:   * [Intro to Economics: Crash Course Econ #1](https://www.youtube.com/watch?v=3ez10ADR_gM&list=PL8dPuuaLjXtPNZwz5_o_5uirJ8gQXnhEO) [12:08] * [The Madoff Affair](http://www.pbs.org/wgbh/frontline/film/madoff/) [55:01] * [The Man Who Knew](https://www.youtube.com/watch?v=s68FR1MXT8Q) [13:50]   **Post** any questions or comments to the General Questions and Discussion forum. | | 1.3, 1.4 | Lecture activity = **2 hour** |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Adobe Connect Live Discussion**  **Review** the [Adobe Connect Resources](https://sites.gmercyu.edu/student-resources/adobe-connect-resources/).  **Participate** in the scheduled live session with the course instructor. This session will provide an overview of the class and will discuss the major assignments in the course.  **Prepare** to ask questions concerning the content of the week and the course as a whole.  **Note:** A recorded lecture will be made available to those who are unable to attend the live session. | | COURSE | Live Discussion: lecture and discussion = **1 hour** |
| **APA Sources**  Within this course and your college program, you are expected to be able to write academic papers that are formatted per APA guidelines.  **View** the following resources for assistance in APA formatting:   * Gwynedd Mercy University: [APA Format for Papers](https://my.gmercyu.edu/c/document_library/get_file?uuid=3ca97385-3666-4e99-8258-48d507528944&groupId=1307556) * [Purdue Online Writing Lab](https://owl.english.purdue.edu/owl/resource/560/1/) (OWL) | | N/A |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Introductions**  **Post** a brief introduction of yourself for the class in 150–200 words. Consider including the following points:   * Background * Family * Hobbies * Pets * Favorite foods * Any items of interest   **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Review** posts from at least threestudents. To get to know your peers, respond to posts discussing similarities or areas of interest. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | N/A | Discussion: one post and replies to three other posts = **.5 hour** |
| **Week 1 Discussion 1: Article Review**  This course includes an Article Review Discussion in each week. For each week’s discussion, **select** an article pertaining to the week’s topics and objectives from the approved list of publications.  **Approved List of Sources:**   * [CNN Money](http://money.cnn.com/news/) * [The Wall Street Journal: Business](https://www.wsj.com/news/business)   You may purchase a [Wall Street Journal student subscription](https://buy.wsj.com/uswsjstudent17/?trackingCode=aaqp25m3&cid=WSJ_SCH_GOO_ACQ_NA&ef_id=V4kziAAAALoiskcR:20170808164702:s)   * [Business NPR](http://www.npr.org/sections/business/) * [Keiss Library: Business library](http://gmercyu.libguides.com/business)   **Post** a summary of the article in 150–200 words explaining the following:   * How the topic pertains to the week’s topic * The significance of the subject to today’s business environment   **Provide** a link to your article in your initial post.  **Note.** Initial answers are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | VARIES | Discussion: one post and replies to three other posts = **2 hour** |
| **Week 1 Discussion 2: Code of Ethics**  Ethics has been at the heart of many discussions over the years and continues to trouble employees and shareholders. Stories about dishonesty and wrongful behavior in the workplace appear on a regular basis in newspapers and on the national news.  **Pos**t a clear and logical response in 150–200 words to the following, providing specific examples to support your answers.   * Why can it be so difficult for people to do what is right? * What is your personal code of ethics? Prepare a code outlining what you believe is morally right. The document should include guidelines for your personal behavior. You may relate your ethical code to the Gwynedd Mercy University’s [Mission and Core Values](https://www.gmercyu.edu/about-gmercyu/mission). * How will your code of ethics affect your decisions regarding the following:   + Types of questions you should ask in a job interview   + When selecting a company in which to work   **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least three students in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 1.2, 1.4 | Discussion: one post and replies to three other posts = **1 hour** |
| **Matching Terms Activity**  **Complete** the Matching Terms activity.  **Submit** a screenshot of the completed page. | | 1.1, 1.2, 1.3, 1.4 | Guided Activity = **1 hour** |
| **Week 1 Assignment**  **Go** to the [Gwynedd Mercy University Library](http://gmercyu.libguides.com/business) site for business students.  **Select** the **Google Scholar** link under the *Find a Journal Article* section.  **Research** how large firms, especially corporations, are rewarding employees who have entrepreneurial skills.  **Find** answers to the following questions:   * Why is an entrepreneurial attitude important in large corporations today? * What makes an entrepreneurial employee different from other employees? * How are these entrepreneurial employees being rewarded, and are the rewards worth the effort?   **Write** a report that summarizes your findings in no more than two pages, excluding your references.  **Format** your paper according to APA guidelines.  **Submit** your paper. | | 1.1, 1.2 | Report = **1 hour** |
| **Total** |  |  | **9.5 hours** |

# Faculty Notes

**Adobe Connect:** Consider posting an announcement asking students to submit any questions or topics they'd like addressed ahead of time. The instructor can then utilize those questions that come up in the first part of the week to tailor the live Adobe Connect class session that would be scheduled toward the later part of the week. That 1-hour synchronous session will allow students the opportunity to go over any questions they had with the homework and clarify any misconceptions they have about the course content. All Adobe Connect sessions should be recorded and a link to the recording be posted to the course page so any student who misses the session can review it later in the week.

*Note:* It is the instructor’s choice as to what day they will schedule the Adobe Connect Live Session, but it is recommended that they schedule this session for Wednesday of the week so students have plenty of time to review their homework prior to the deadline on Sunday.

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| Week Two: Global Business and How to Organize a Business | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain factors and strategies within the international trade environment that influence business. | | CLO4 | |
| * 1. Investigate economic, legal, political, social, cultural, and technological barriers to international business. | | CLO2, 3, 4 | |
| * 1. Specify agreements, alliances, and organizations that may encourage trade across international boundaries. | | CLO4 | |
| * 1. Differentiate the advantages and disadvantages of a sole proprietorship, partnership, and corporation. | | CLO5, 6 | |
| * 1. Identify the advantages and disadvantages of mergers, acquisitions, and leveraged buyouts. | | CLO5 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** Ch. 3 & 4 of *Foundations of Business.*  **Review** the Ch. 3 & 4 Microsoft**®** PowerPoint**®** presentations.  **Post** any questions or comments to the General Questions and Discussion forum. | | 2.1, 2.2, 2.3, 2.4, 2.5 | Lecture activity = **1 hour** |
| **Video**  **View** the video [Money, Power, and Wall Street: Part One](http://www.pbs.org/wgbh/frontline/film/money-power-wall-street/) [59:14].  **Post** any questions or comments to the General Questions and Discussion forum. | | 2.1, 2.2, 2.4, 2.5 | Lecture activity = **2 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Week 2 Discussion 1: Article Review**  **Complete** this week’s Article Review Discussion according to the guidelines listed in Week 1.  **Post** a summary of the article in 150–200 words explaining the following:   * How the topic pertains to the week’s topic * The significance of the subject to today’s business environment   **Provide** a link to your article in your initial post.  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | VARIES | Discussion: one post and replies to three other posts = **2 hour** |
| **Week 2 NAFTA Paper**  The North American Free Trade Agreement (NAFTA) between the United States, Mexico, and Canada went into effect on January 1, 1994. It has made a difference in trade among the countries and has affected the lives of many people.  **Use** the resources from the [Gwynedd Mercy Keiss Library](http://gmercyu.libguides.com/business) to research and investigate NAFTA.  **Write** a paper of no more than three pages, excluding the cover page, that answers the following questions:   * What are NAFTA’s objectives? * What are its benefits? * What impact has NAFTA had on trade, jobs, and travel? * Some Americans were opposed to the implementation of NAFTA. What were their objections? Have any of these objections been justified? * Has NAFTA influenced your life? How?   **Format** your paper according to APA guidelines.  **Submit** your assignment. | | 2.1, 2.2, 2.3 | Report = **1 hour** |
| **Week 2: Case Study Project Preparation**  **Review** the Case Study Project document.  **Choose** a company of interest for your case study project.  **Research** the company you selected, identifying items related to the company’s information within the Case Study Project document.  **Submit** a summary (outline or paper form) of the information you researched. | | VARIES | Guided Project = **2 hour** |
| **Week 2 Quiz**  **Complete** the Week 2 Quiz on Blackboard. | | 2.1, 2.2, 2.3, 2.4, 2.5 | Quiz = **1 hour** |
| **Total** |  |  | **9 hours** |

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| Week Three: Small Business Concepts and the Management Process | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Clarify the role and trends of small business in the US economy, and explain why certain industries attract small businesses. | | CLO3, 5 | |
| * 1. Explain the advantages and disadvantages of small businesses and why many small businesses fail. | | CLO5 | |
| * 1. Describe how to start a small business and what resources are needed. | | CLO5 | |
| * 1. Define management and its functions. | | CLO6, 7 | |
| * 1. Specify the skills of effective management as they relate to organizational levels. | | CLO6, 7 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** Ch. 5 & 6 of *Foundations of Business*.  **Review** the Ch. 5 & 6 Microsoft**®** PowerPoint**®** presentations.  **Post** any questions or comments to the General Questions and Discussion forum. | | 3.1, 3.2, 3.3, 3.4, 3.5 | Lecture activity = **1 hour** |
| **Video**  **View** the video [Money, Power, and Wall Street: Part Two](http://www.pbs.org/wgbh/frontline/film/money-power-wall-street/#video-2) [54:32].  **Post** any questions or comments to the General Questions and Discussion forum. | | 3.1, 3.2, 3.3, 3.4, 3.5 | Lecture activity = **2 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Week 3 Discussion 1: Article Review**  **Complete** this week’s Article Review Discussion according to the guidelines listed in Week 1.  **Post** a summary of the article in 150–200 words explaining the following:   * How the topic pertains to the week’s topic * The significance of the subject to today’s business environment   **Provide** a link to your article in your initial post.  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | VARIES | Discussion: one post and replies to three other posts = **2 hour** |
| **Week 3 Discussion 2: Business and Social Problems**  **View** the video “[Michael Porter: Why business can be good at solving social problems](https://www.youtube.com/watch?v=0iIh5YYDR2o)” [16:28].  **Pos**t a clear and logical response in 150–200 words to the following prompts, providing specific examples to support your answers.   * In the video, Michael Porter discusses a way to shift business thinking to support social issues. Do you agree with Michael Porter’s rationale? How would you apply these changes to an organization you are currently associated with?   Be specific in the changes you address for the various stakeholders of the organization. For more information about [Michael Porter](http://www.hbs.edu/faculty/Pages/profile.aspx?facId=6532), review his Harvard faculty site.  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | |  | Discussion: one post and replies to three other posts = **1 hour** |
| **Week 3: Case Study Project Preparation**  **Review** the Case Study Project document found in Week 2.  **Research** further intoyour selected company, identifying items related to the product and service category within the Case Study Project document.  **Submit** a summary (outline or paper form) of the information you researched. | | VARIES | Guided Project = **1 hour** |
| **Week 3 Quiz**  **Complete** the Week 3 Quiz on Blackboard. | | 3.1, 3.2, 3.3, 3.4, 3.5 | Quiz = **1 hour** |
| **Total** |  |  | **8 hours** |

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| Week Four: Quality Outputs and Quality Employees | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Compare the structures commonly used in organizations. | | CLO1, 2, 5, 7 | |
| * 1. Describe how specialization and departmentalization help an organization achieve its goals. | | CLO1, 2, 5, 7 | |
| * 1. Differentiate the role of groups and teams within organizations. | | CLO6, 7 | |
| * 1. Clarify the types of communications used within organizations. | | CLO7 | |
| * 1. Determine the importance of human relations and motivation theories as they relate to employee performance. | | CLO6, 7 | |
| * 1. Describe some of the strategies that managers use to motivate employees. | | CLO6, 7 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** Ch. 8 & 9 of *Foundations of Business.*  **Review** the Ch. 8 & 9 Microsoft**®** PowerPoint**®** presentations.  **Post** any questions or comments to the General Questions and Discussion forum. | | 4.1, 4.2, 4.3, 4.4, 4.5 | Lecture activity = **1 hour** |
| **Video**  **View** the video [Money, Power, and Wall Street: Part Three](http://www.pbs.org/wgbh/frontline/film/money-power-wall-street/#video-3) [57:26].  **Post** any questions or comments to the General Questions and Discussion forum. | | 4.1, 4.2, 4.5 | Lecture activity = **2 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Week 4 Discussion 1: Article Review**  **Complete** this week’s Article Review Discussion according to the guidelines listed in Week 1.  **Post** a summary of the article in 150–200 words explaining the following:   * How the topic pertains to the week’s topic * The significance of the subject to today’s business environment   **Provide** a link to your article in your initial post.  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | VARIES | Discussion: one post and replies to three other posts = **2 hour** |
| **Week 4: Careers in Production**  Service businesses are now such a dominant part of the economy that job seekers sometimes overlook the employment opportunities available in production. Two positions often found in manufacturing and production are quality-control inspector and purchasing agent.  **Use** the [Occupational Outlook Handbook](https://www.bls.gov/ooh/) to locate the following information for the jobs of quality-control inspector and purchasing agent:   * Nature of the work, including main activities and responsibilities * Job outlook in the next 4 to 8 years * Earnings * Training, qualifications, and advancement   **Review** other production jobs that may interest you, and compile the same information about them.  **Summarize** the key things learned about jobs in production in a 600- to 700-word report.  **Format** your paper according to APA guidelines. | | 4.1, 4.2, 4.3, 4.5, 4.6 | Problem solving = **2 hours** |
| **Week 4: Case Study Project Preparation**  **Review** the Case Study Project document found in Week 2.  **Research** further intoyour selected company, identifying items related to the marketing strategy category within the Case Study Project document.  **Submit** a summary (outline or paper form) of the information you researched. | | VARIES | Guided Project = **1 hour** |
| **Week 4 Quiz**  **Complete** the Week 4 Quiz on Blackboard. | | 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 | Quiz = **1 hour** |
| **Total** |  |  | **9 hours** |

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| Week Five: Motivating Employees and Effective Marketing | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the role of human resource management within companies, including compensation and turnover. | |  | |
| * 1. Summarize the processes of recruiting, selecting, training, and appraising performance of employees. | |  | |
| * 1. State some of the issues associated with unionized employees, including collective bargaining and dispute resolution. | |  | |
| * 1. Describe the importance of diversity in the workplace. | |  | |
| * 1. Define the marketing concept, its functions, and the exchange process. | |  | |
| * 1. Examine the development of a marketing strategy, including market segmentation, external factors, and marketing mix. | |  | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** Ch. 10 & 11 of *Foundations of Business.*  **Review** the Ch. 10 & 11 Microsoft**®** PowerPoint**®** presentations.  **Post** any questions or comments to the General Questions and Discussion forum. | | 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 | Lecture activity = **1 hour** |
| **Video**  **View** the video [Money, Power, and Wall Street: Part Four](http://www.pbs.org/wgbh/frontline/film/money-power-wall-street/#video-4) [56:22].  **Post** any questions or comments to the General Questions and Discussion forum. | | 5.1, 5.2, 5.3 | Lecture activity = **2 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Week 5 Discussion 1: Article Review**  **Complete** this week’s Article Review Discussion according to the guidelines listed in Week 1.  **Post** a summary of the article in 150–200 words explaining the following:   * How the topic pertains to the week’s topic * The significance of the subject to today’s business environment   **Provide** a link to your article in your initial post.  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | VARIES | Discussion: one post and replies to three other posts = **2 hour** |
| **Case Study Project**  **Review** the Case Study Project document.  **Perform** any final research to complete the Case Study Project.  **Submit** the completed Case Study Project following the guidelines. | | VARIES | Project = **2 hour** |
| **Total** |  |  | **7 hours** |

# Breakdown of Academic Instructional Equivalencies

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|  | **AIE Hours** |
| **Week 1** |  |
| Required | 8 |
| Supplemental | 1 |
| **Week 2** |  |
| Required | 9 |
| Supplemental |  |
| **Week 3** |  |
| Required | 8 |
| Supplemental |  |
| **Week 4** |  |
| Required | 9 |
| Supplemental |  |
| **Week5** |  |
| Required | 7 |
| Supplemental |  |
|  |  |
| **Total Required Hours** | 41 |
| **Total Supplemental Hours** | 1 |
| **Total Hours** | 42 |