

A SURVEY OF BUSINESS

SYLLABUS

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PEREGRINE

— GLOBAL SERVICES —

ACADEMICS • LEADERSHIP • PUBLICATIONS

A SURVEY OF BUSINESS

Overview

Business is defined as an organization or economic system where goods and/or services are exchanged for other goods and/or services or for money. Businesses can be privately owned, publicly owned, nonprofit, or state-owned. A business can be single person, a partnership, or a corporation. Essentially all organizations conduct business in some form or fashion. Business operations include a variety of disciplines including accounting/finance, economics, marketing, human resource management, operations, research, leadership, and global awareness.

The purpose of this module is to review the breadth of business, that is, review the myriad of activities associated with business today. Specifically, this module develops the professional knowledge necessary to understand business operations and today's business environment.

Learners

In higher education, this module can be used within an undergraduate capstone course as a detailed review of the business curriculum or within a graduate leveling course to facilitate the transition to graduate-level education. For industry, this module can be used for new employee orientation to help the employee understand the depth and breadth of the business environment and fill any knowledge gaps

The module may qualify for Continuing Education Units (CEU) for professional certifications depending on the professional association.

Learning Outcomes

At the conclusion of this module, learners will be able to understand and apply the foundational business concepts associated with major disciplines in today's business environment including:

1. Business Communications
2. Business Ethics
3. Accounting.
4. Business Finance
5. Organizational Behavior

6. Global Dimensions for Business
7. Human Resource Management
8. Legal Environment of Business
9. Macroeconomics
10. Microeconomics
11. Marketing
12. Operations/Production Management
13. Information Management Systems
14. Quantitative Analysis & Statistics
15. Business Integration and Strategic Management
16. Business Leadership

Curriculum

The module is organized into 16 instructional sections and one assessment section. Each instructional section includes 4-6 topics. A topic includes 2-4 subjects.

<u>Section Number</u>	<u>Section Name</u>	<u>Topics</u>
1	Business Communications	<ul style="list-style-type: none"> • Principles of Business Communication • Written and Oral Communication • Interpersonal Dynamics in Organizations • Professional Communication • Preparation for Professional Presentations
2	Business Ethics	<ul style="list-style-type: none"> • The Importance of Business Ethics • Ethical Decision-making and Ethical Leadership • Business Ethics in the Global Economy • Stakeholder Relationships, Social Responsibility, and Corporate Governance • Developing an Effective Ethics Program
3	Accounting.	<ul style="list-style-type: none"> • Financial Statement Analysis • Capital Investment Analysis • Basic Accounting Concepts

		<ul style="list-style-type: none"> • Sarbanes-Oxley, Internal Control, and Cash • Budgeting and Standard Cost Systems
4	Business Finance	<ul style="list-style-type: none"> • Financial Statement and Cash Flow Analysis • Strategic and Operational Financial Planning • Financial Assets • The Cost of Money • Capital Budgeting
5	Organizational Behavior	<ul style="list-style-type: none"> • Foundational Concepts • Understanding Behavior • Communications and Leadership • Organizational Structure and Development
6	Global Dimensions for Business	<ul style="list-style-type: none"> • Strategizing Around the Globe • Managing Global Competitive Dynamics • Strategizing, Structuring, and Learning Around the World • Entering Foreign Markets • Diversifying, Acquiring, and Restructuring
7	Human Resource Management	<ul style="list-style-type: none"> • Introduction to Human Resource Management • Recruiting and Talent Management • Performance Management • Compensation • Employee Relations • Legal Compliance
8	Legal Environment of Business	<ul style="list-style-type: none"> • Foundational Principles • Law of Contracts • Business and Ethics • Forms of Business Organizations • Global Legal Environment
9	Macroeconomics	<ul style="list-style-type: none"> • Introduction to Macroeconomics • Prices and Unemployment

		<ul style="list-style-type: none"> • GDP and Real GDP • Aggregate Demand and Aggregate Supply
10	Microeconomics	<ul style="list-style-type: none"> • Scarcity, Choice, and Opportunity Cost • Supply and Demand • Elasticity • Production and Costs
11	Marketing	<ul style="list-style-type: none"> • Marketing Defined • Marketing Segmentation • Channels of Distribution and Business Marketing Networks and Logistics • Marketing Research Tools • Marketing Strategy
12	Operations/Production Management	<ul style="list-style-type: none"> • Operations and Supply Chain Strategy • Quality Management • Quality Improvement Methods • Project Management
13	Information Management Systems	<ul style="list-style-type: none"> • Organizations, Technology, and the Globalization of Business • Business Information Technology Infrastructure • Key Technologies for the Knowledge Worker • Securing Information Management Systems • Building and Managing Information Management Systems
14	Quantitative Analysis & Statistics	<ul style="list-style-type: none"> • Understanding Statistics and Quantitative Analysis • Data Collection and Sampling • Probability • Sample Distributions • Introduction to Hypothesis Testing • Inference About a Population • Analysis of Variance • Decision Analysis

15	Business Integration and Strategic Management	<ul style="list-style-type: none"> • Strategy Concepts • Strategic Leadership • Customer Focus • Performance Management • Continuous Improvement • Business Integration
16	Business Leadership	<ul style="list-style-type: none"> • Leadership: Traits, Motives, and Characteristics • Leadership Development and Succession • Charismatic and Transformational Leadership • Leadership Styles • Contingency Leadership
17	Assessment	<ul style="list-style-type: none"> • Final Exam

Assessment

Throughout the module, there are in-progress quizzes and short exercises to ensure understanding of the instructional content.

The final exam includes 48 multiple choice questions randomly selected from a test bank of questions with 3 questions per topic. At the end of the exam, the learner is shown their exam results by topic. Learners can review the instructional materials and then re-take the exam if the learner wishes to improve the score. A completion certificate is issued when the learner obtains at least 80% on the final exam.

Hours and Articulation

Typically, learners will average around 3-5 hours per instructional section depending on a variety of factors including subject familiarity with the topic, prior work experience, formal education, and English language proficiency.

<u>Section</u>	<u>Hours</u>
Business Communications	3-5
Business Ethics	3-5
Accounting.	3-5
Business Finance	3-5
Organizational Behavior	3-5
Global Dimensions for Business	3-5
Human Resource Management	3-5
Legal Environment of Business	3-5
Macroeconomics	3-5
Microeconomics	3-5
Marketing	3-5
Operations/Production Management	3-5
Information Management Systems	3-5
Quantitative Analysis & Statistics	3-5
Business Integration and Strategic Management	3-5
Business Leadership	3-5
Assessment	2
Total Hours	50-82