

Division of Business
Abbreviated Syllabi
Self-Study Year 2021-2022

Abbreviated Course Syllabus

Course Number: ACCT 2123

Course Title: Financial Accounting

Faculty who taught this course during the self-study year:

1. Dana Roark

Textbooks and required supplementary readings used:

1. Spiceland, Financial Accounting 6e McGraw - Hill Edition (with Connect Access required)

Course Description:

An introductory course in gathering, recording, and using financial data of a profit organization.

Course Outline (Content/Chapters)	Hours
A Framework for Financial Accounting	3
The Accounting Cycle: During the Period	4
The Accounting Cycle: End of the Period	4
Cash and Internal Controls	4
Receivables and Sales	4
Inventory and Cost of Goods Sold	4
Long-Term Assets	4
Current Liabilities	4
Long-Term Liabilities	4
Stockholders' Equity	3
Statement of Cash Flows	4
Financial Statement Analysis	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	1
Finance	5
Accounting	45
Management	1
Law	0
Economics	0
Business Communications	2
Ethics	5
GLO	2
IS	0
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	61

Abbreviated Course Syllabus

Course Number: ACCT 2133

Course Title: Managerial Accounting

Faculty who taught this course during the self-study year:

2. Dana Roark

Textbooks and required supplementary readings used:

2. Wild & Shaw, Managerial Accounting 7th McGraw - Hill Edition (with Connect Access required)

Course Description:

Emphasis on the use of accounting data by managers.

Course Outline (Content/Chapters)	Hours
Managerial Accounting Concepts and Principals	3
Job Order Costing and Analysis	4
Process Costing and Analysis	3
Activity-Based Costing and Analysis	3
Cost Behavior and Cost-Volume-Profit Analysis	4
Variable Costing and Analysis	4
Master Budgets and Performance Planning	4
Flexible Budgets and Standard Costs	3
Performance Measurement and Responsibility Accounting	4
Relevant Costing for Managerial Decisions	3
Capital Budgeting and Investment Analysis	4
Reporting Cash Flows	3
Analysis of Financial Statements	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	1
Finance	1
Accounting	45
Management	10
Law	0
Economics	2
Business Communications	2
Ethics	5
GLO	2
IS	0
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	68

Abbreviated Course Syllabus

Course Number: ECON 2113

Course Title: Principles of Macroeconomics

Faculty who taught this course during the self-study year:

1. Wei Zhou
2. Delane McUne

Textbooks and required supplementary readings used:

1. Course Principles of Macroeconomics, Course Number ECON 2113 (customized textbook for NWOSU with Connect access code.) ISBN-13 9781307135701

Course Description:

This course provides an overview of the entire U.S. economy and government's involvement in economic issues.

Course Outline (Content/Chapters)	Hours
Limits, Alternatives, and Choices	5
The Market System and the Circular Flow	3
Demand, Supply, and Market Equilibrium	5
An Introduction to Macroeconomics	3
Measuring Domestic Output and National Income	5
Economic Growth	3
Business Cycles, Unemployment, and Inflation	3
Basic Macroeconomic Relationships	3
Aggregate Demand and Aggregate Supply	4
Fiscal Policy, Deficits, and Debt	3
Money Creation	5
Interest Rates and Monetary Policy	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	1
Finance	3
Accounting	0
Management	0
Law	0
Economics	45
Business Communications	0
Ethics	0
GLO	3
IS	0
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	52

Abbreviated Course Syllabus

Course Number: ECON 2123

Course Title: Principles of Microeconomics

Faculty who taught this course during the self-study year:

1. Wei Zhou
2. Delane McUne

Textbooks and required supplementary readings used:

1. Course Principles of Microeconomics, Course Number ECON 2123 (customized textbook for NWOSU with Connect access code.) ISBN-13 9781307135695.

Course Description:

This course focuses on economic theory and issues as related to the operation of individual organizations.

Course Outline (Content/Chapters)	Hours
Limits, Alternatives, and Choices	5
The Market System and the Circular Flow	3
Demand, Supply, and Market Equilibrium	5
Elasticity	5
Utility Maximization	5
Businesses and the Cost of Production	5
Pure Competition in the Short Run	3
Pure Competition in the Long Run	2
Pure Monopoly	3
Monopolistic Competition	2
Oligopoly and the Strategic Behavior	2
International Trade	3
The Balance of Payments, Exchange Rates, and Trade Deficits	2
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	3
Finance	3
Accounting	3
Management	0
Law	0
Economics	45
Business Communications	0
Ethics	0
GLO	6
IS	0
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	60

Abbreviated Course Syllabus

Course Number: GBUS 2013

Course Title: Business Math

Faculty who taught this course during the self-study year:

1. Jerry Gustafson

Textbooks and required supplementary readings used:

1. Slater, Jeffrey and Wittry, Sharon M. (2019) Math for Business & Finance: An Algebraic Approach 2nd edition. ISBN: 9781259957581.

Course Description:

This course emphasized practical applications of arithmetic and mathematical concepts appropriate to business.

Course Outline	Hours
Chapter 1 Problem Solving with Math	3
Chapter 2 Fractions	3
Chapter 3 Percents and Their Applications	6
Chapter 4 Solving for the Unknown	3
Chapter 5 Business Statistics	3
Chapter 10 Installment Buying	3
Chapter 11 Discounts: Trade and Cash	3
Chapter 12 Markups and Markdowns: Perishables & Breakeven Analysis	6
Chapter 14 Depreciation	3
Chapter 16 Simple Interest	3
Chapter 17 Promissory Notes, Simple Discount Notes & Discount Process	3
Chapter 19 Compound Interest and Present Value	6
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	0
Finance	10
Accounting	2
Management	0
Law	0
Economics	0
Business Communications	5
Ethics	5
GLO	0
IS	0
Quantitative/ Statistics	45
POL/COMP	0
Total Hours	67

Abbreviated Course Syllabus

Course Number: GBUS 2903

Course Title: Legal Environment of Business

Faculty who taught this course during the self-study year:

1. Tim Tuck
2. Norman Grey

Textbooks and required supplementary readings used:

1. Miller, Roger Leroy. (2016, 2014). Essentials of the legal environment today, 5th edition. South-Western Cengage Learning. ISBN-13: 9781305262676.

Course Description:

Survey of the areas of our legal system and laws that impact today's business environment.

Course Outline (Content/Chapters)	Hours
Chapter 1 Business and Its Legal Environment	3
Chapter 2 The Courts and Alternative Dispute Resolution	3
Chapter 3 Business Ethics	3
Chapter 4 Business and the Constitution	3
Chapter 5 Powers and Functions of Administrative Agencies	3
Chapter 6 Tort Law	3
Chapter 7 Criminal Law and Cyber Crime	3
Chapter 8 Intellectual Property Rights	3
Chapter 9 Internet Law, Social Media and Privacy	3
Chapter 11 Business Organizations	3
Chapter 12 The Formation of Traditional and E-Contracts	3
Chapter 13 Contract Performance, Breach and Remedies	3
Chapter 16 Employment, Immigration and Labor Law	3
Chapter 17 Employment Discrimination	3
Exams	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	0
Finance	0
Accounting	0
Management	9
Law	45
Economics	0
Business Communications	0
Ethics	3
GLO	3
IS	6
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	66

Abbreviated Course Syllabus

Course Number: GBUS 1021

Course Title: Business Environment

Faculty who taught this course during the self-study year:

1. Garret Lahr

Textbooks and required supplementary readings used:

1. Davidson, W. (2001). Business writing: What works, what won't. St. Martin's Griffin: New York (Book is not required)

Course Description:

Survey of basic principles, forms and practices involved in administration of a business.

Course Outline (Content/Chapters)	Hours
Division of Business Ethics Acknowledgement and Application to Program	1
Graduation Requirements	1
Peregrine Inbound Exam	2
Library Resources	1
Professional Document Formatting	1
Professional Emails and Memos	1
Critical Thinking Exercise/Professional Document Formatting	1
Professional Resume	1
Professional Cover Letter	1
Microsoft Excel/Professional Spreadsheets	1
Microsoft Excel/Professional Spreadsheets	1
Professional Presentation	3
Total Hours	15

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	0
Finance	0.5
Accounting	0
Management	0
Law	0
Economics	0
Business Communications	15
Ethics	1
GLO	0
IS	4
Quantitative/Statistics	0
POL/COMP	0
Total Hours	20.5

Abbreviated Course Syllabus

Course Number: ECON 2163

Course Title: Introduction to Statistics

Faculty who taught this course during the self-study year:

1. Jerry Gustafson

Textbooks and required supplementary readings used:

1. Jaggia, Sanjiv and Kelly, Alison. (2020). Essentials of business statistics, 2nd edition. ISBN: 9781260239515.

Course Description:

This course emphasized practical applications of statistical concepts appropriate to business.

Course Outline (Content/Chapters)	Hours
Descriptive v. Inferential statistics	6
Intro to Correlation	3
Cognitive Biases (and how they can distort statistical conclusions & decisions)	3
Distorted or Misleading Graphs	3
Quantitative Univariate Data Sets	6
Quantitative Bivariate Data Sets	6
Probability	6
Using Excel to compute the following: range, median, mean, mode, standard deviation (sample), standard deviation (population), Z-scores of each data value, box plot with whiskers, correlation coefficient, scatter diagram	6
Confidence Intervals	3
Hypothesis Testing	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	0
Finance	0
Accounting	0
Management	0
Law	0
Economics	0
Business Communications	5
Ethics	5
GLO	0
IS	0
Quantitative/ Statistics	45
POL/COMP	0
Total Hours	55

Abbreviated Course Syllabus

Course Number: FIN 3163

Course Title: Business Finance

Faculty who taught this course during the self-study year:

1. David Hemley
2. Kenneth Creech

Textbooks and required supplementary readings used:

1. Finance by Cornett, Adair, and Nofsinger, 4th Edition, ISBN: 978-1-259-91963-3.
2. Essentials of Corporate Finance Ross by Westerfield and Jordan (10th Edition), ISBM: 978-1260013955

Course Description:

This course will enable the student to gain a basic understanding of the financial management function of a business enterprise. The course will also consider the relationship among business disciplines: tax accounting, finance and economics.

Course Outline (Content/Chapters)	Hours
Chapter 1 Introduction to Financial Management	3
Chapter 2 Reviewing Financial Statements	3
Chapter 3 Analyzing Financial Statements	3
Chapter 5 Time Value of Money: Analyzing Annuity Cash Flows	3
Chapter 6 Understanding Financial Markets and Institutions	3
Chapter 7 Valuing Bonds	3
Chapter 8 Valuing Stocks	3
Chapter 9 Characterizing Risk and Return	3
Chapter 10 Estimating Risk and Return	3
Chapter 11 Calculating the Cost of Capital	3
Chapter 12 Estimating Cash Flows on Capital Budgets	3
Chapter 13 Weighing Net Present Value and Capital Budget Criteria	3
Chapter 14 Working Capital Management and Policies	3
Exam	6
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	0
Finance	45
Accounting	15
Management	6
Law	0
Economics	0
Business Communications	0
Ethics	0
GLO	0
IS	0
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	66

Abbreviated Course Syllabus

Course Number: GBUS 3753

Course Title: Business Research

Faculty who taught this course during the self-study year:

1. Karen Sneary
2. John Stockmyer

Textbooks and required supplementary readings used:

1. Dr. Greener, Sue. Business Research Methods. Ventus Publishing ApS. ISBN: 9788776814212
2. Dr. Shukla, Paurav. Essentials of Marketing Research. Ventus Publishing ApS. ISBN: 9788776814113.
3. Business Research Methods, 14th edition. Pamela S. Schindler. McGraw-Hill Irwin. ISBN 9781265139827. The course will also require Connect access.

Course Description:

Applied business statistics and research techniques relevant to business decision making.

Course Outline (Content/Chapters)	Hours
An Introduction to Class/ What is Business Research / Significance Levels (.05)	2
Data / Trends / Variables / Descriptive Statistics	3
Data Distributions / Types and uses of Hypotheses	4
Populations, Samples and Related concepts	2
Primary vs. Secondary Data and Related Concepts	2
Data Cleaning and Outlier Detection and Removal	2
Correlation (Conceptual) vs. Causation	2
Correlation Testing (Hand-on) Excel-Based	6
Means Testing (Conceptual)	2
Means Testing (Hands-on) Excel-Based	6
Construct Validity / Bias in Statistics and Reporting of Information	3
Survey Design	3
Human Subjects and related considerations	2
Quantitative and Qualitative Techniques – Focus Groups – Depth Interviews	3
Data Mining / Evaluating Profitable Market Segments	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	8
Finance	0
Accounting	0
Management	15
Law	3
Economics	3
Business Communications	6
Ethics	3
GLO	0
IS	0
Quantitative/ Statistics	12
POL/COMP	12
Total Hours	62

Abbreviated Course Syllabus

Course Number: GBUS 3013

Course Title: Business Communications

Faculty who taught this course during the self-study year:

1. David Hawkins

Textbooks and required supplementary readings used:

1. Guffey, M. E., & Loewy, D. (2018). *Business communication: Process & product* (9 ed.) Customized. Boston, MA: Cengage Learning. ISBN: 9781337591973

Course Description:

An examination of subject matters, channels, and other factors, internal and external, affecting professional communications with colleagues, customers, business professionals, and members of society.

Course Outline (Content/Chapters)	Hours
Foundation, Introduction	3
Non-verbal	3
Planning	3
Content	3
Editing	3
Message – Positive	3
Messages – Negative	3
Messages – Modality	3
Reports – Format	3
Reports – Content	3
Reports – Data	3
Reports – Presentations	3
Review	3
Presentations – Scheduled	3
Presentations – Scheduled	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	0
Finance	0
Accounting	0
Management	0
Law	0
Economics	0
Business Communications	45
Ethics	0
GLO	0
IS	0
Quantitative/ Statistics	3
POL/COMP	0
Total Hours	48

Abbreviated Course Syllabus

Course Number: GBUS 3953

Course Title: Business, Society, and Government

Faculty who taught this course during the self-study year:

1. Dr. Steven Palmer

Textbooks and required supplementary readings used:

1. Barlett, Bruce. (2017). *The truth matters: A citizens’s guide to separating facts from lies and stopping fake news in its tracks*. Ten Speed Press. ISBN: 9780399581168.
2. Deepwater Simulation.
3. CapsimInbox: Ethical Decision Making
4. Readings/Videos: located on blackboard.

Course Description:

A study of the interactions of business, government and society with a focus on government regulation, business ethics and the social responsibilities of business firms.

Course Outline (Content/Chapters)	Hours
Topic 1: Class Introductions	3
Topic 2: The Truth Matters	3
KSA’s (Pat 2). Topic 3: Critical Thinking, Logic.	3
Focus: Federal Government. Topic 4: Congress should have investigatory oversight over the Executive Branch regarding potential misconduct, criminal conduct, unethical conduct, impeachment, possible legislation, etc., including subpoena power.	3
Focus: CSR/ Regulation. Topic 5: States should prohibit private businesses from requiring customers to provide proof of Covid-19 vaccination.	3
Focus: Race in America. Topic 6: The teaching of “critical race theory” should be banned from schools.	3
Focus: Business Ethics (Pt. 1). Topic 7: <i>An employer’s need to monitor workers trumps employee privacy concerns.</i>	3
Focus: Government Agencies. Topic 8: <i>Federal law enforcement, health and scientific agencies need to be independent agencies (i.e. Justice Department, CDC, FDA, NIH, Offices of Inspector Generals)</i>	3
Focus: Conduct. Topic 9: <i>People’s legal past actions, which by today’s standards/culture would not be acceptable or proper, should be judged on the standards and culture at the time the actions were performed, not by present day standards and culture.</i>	3

Focus: Healthcare. Topic 10/11: <i>What healthcare system should be adopted in the United States?</i>	3
Focus: Business Ethics (Pt. 2) / Focus: Business and Government. Topic 12: <i>Business owners should be able to refuse clients/customers based on religious or other ideological beliefs.</i>	3
Focus: Society. Topic 13: <i>Voter fraud is a serious problem in the United States.</i>	3
Focus: Government of Founding Fathers. Topic 14-1: <i>The electoral college should be abolished.</i> / Topic 14-2: <i>Citizens' access to the polls and right to vote should be expanded to assure that legally eligible voters can vote.</i>	3
Focus: Political Contributions . Topic 15: <i>Corporations, individuals and interest groups should be able to make unlimited, anonymous political contributions</i>	3
Focus: Employment/Workplace. Topic 16: <i>Transgender people should be able to dress, be referred by the pronoun, use restrooms/ facilities, etc. aligned with their gender identity, not their biological sex. [Topic does not include athletic participation]</i>	1.5
Topic 17-1: <i>A social media company should be able to ban a politician (or other public figure) from its site.</i>	1.5
Topic 17-2: TBA	
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	0
Finance	0
Accounting	0
Management	21
Law	21
Economics	0
Business Communications	9
Ethics	30
GLO	0
IS	0
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	81

Abbreviated Course Syllabus

Course Number: MGMT 3063

Course Title: Principles of Management

Faculty who taught this course during the self-study year:

1. Joseph Paul
2. Roger Brown

Textbooks and required supplementary readings used:

1. Daft, Richard and Marcic, Dorothy. *Understanding Management, 11th edition*. ISBN-13: 9780357099544. (with Mind Tap access card.)
2. Management A Practical Introduction by Kinicki, 10th edition. ISBN: 1264263708

Course Description:

A study of management functions of planning, organizing, leading and controlling. Emphasis is placed on management theory and behavior to include culture and ethics. Some of our topics will include ethics, decision making, organizational strategy, team management, human resource management, motivation, and leadership.

Course Outline (Content/Chapters)	Hours
Chapter 1 – Innovative Management	2.0
Chapter 2 – Environment and Corporate Culture	2.0
Chapter 3 – Global Environment	2.0
Chapter 4 – Ethics and Social Responsibility	2.0
Chapter 5 – Planning and Goal Setting	2.0
Chapter 6 – Decision Making	2.0
Chapter 7 – Organizational Structure	2.0
Chapter 8 – Change and Innovation	2.0
Chapter 9 – Managing Human Resources and Diversity	2.5
GP Details – Discussing content/topics for the group project	1.25
Chapter 10 – Individual Behavior	1.5
Chapter 11 - Leadership	2.0
Exams – Three exams	4.0
Chapter 12 - Motivation	2.0
Chapter 13 – Managing Communication	2.0
Video – Videos related to Ethics, Diversity and the Global Environment	2.5
Activity – Student activity in various management topics from previous classes	3.75
Chapter 14 – Leading Teams	2.0
Chapter 15 – Managing Quality and Performance	1.5
Presentation – Group project presentations	4.0
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	3.0
Finance	1.5
Accounting	0.5
Management	45
Law	5.0
Economics	2.0
Business Communications	4.5
Ethics	4.5
GLO	6.5
IS	1.5
Quantitative/ Statistics	1.0
POL/COMP	4.5
Total Hours	79.5

Abbreviated Course Syllabus

Course Number: MRKT 3043

Course Title: Principles of Marketing

Faculty who taught this course during the self-study year:

3. John Stockmyer
4. Steve Palmer

Textbooks and required supplementary readings used:

1. MKTG 13th Edition / Print Year: 2020 / Author: Lamb/Hair/McDaniel / ISBN: 978-0357127803 / Publisher: Cengage Learning
2. William Perreault and Joseph Cannon and E. Jerome McCarthy, *Connect Online Access for Essentials of Marketing*, 17th edition, McGraw-Hill (2021). ISBN: 9781260736830

Course Description:

A survey of the nature, scope and economic importance of marketing.

Course Outline (Content/Chapters)	Hours
An Overview of Marketing	2
Strategic Planning for Competitive Advantage	3
Ethics and Social Responsibility	2
The Marketing Environment	5
Developing a Global Vision	4
Consumer Decision Making	4
Segmentation, Targeting and Positioning	5
Market Research	2
Product Concepts	5
Supply Chain Management / Marketing Channels / Retailing	5
Pricing Concepts – Part 1 (Textbook Assignment)	3
Pricing Concepts – Part 1 (Simulation Assignment)	2
Marketing Communications / Promotion and Advertising	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	45
Finance	1
Accounting	2
Management	9
Law	3
Economics	3
Business Communications	0
Ethics	3
GLO	4
IS	0
Quantitative/ Statistics	3
POL/COMP	3
Total Hours	76

Abbreviated Course Syllabus

Course Number: MIS 3413

Course Title: Management Information Systems

Faculty who taught this course during the self-study year:

1. Brandi Peace

Textbooks and required supplementary readings used:

1. Stair and Reynolds. *Principles of Information Systems, 14th edition*. ISBN: 9780357112410 (Not required)
2. *New Perspectives Microsoft Office 365 & Excel 2016: Comprehensive* ISBN 13: 978-1-305-88040-5 (Not Required)
3. MindTap unlimited key code (Required)

Course Description:

A study of information support systems available to managers. Strong emphasis is placed on the computer as a tool for MIS.

Course Outline (Content/Chapters)	Hours
Excel Module 1: Getting started with Excel	3
Excel Module 2: Formatting Workbook Text and Data	3
Excel Module 3: Performing Calculations with Formulas and Functions	3
Excel Module 5: Working with Excel Tables, PivotTables, and PivotCharts	3
Excel Module 8: Working with Advanced Functions	3
Excel Module 11: Analyzing Data with Business Intelligence	3
Excel Appendix A: Working with Text Functions and Creating Custom Formats	3
Chapter 1: Information Systems: People, Technology, Processes and Structure	3
Chapter 2: Secure Information Systems	3
Chapter 4: Hardware and Software	3
Chapter 5: Database Systems and Management	3
Chapter 6: Business Intelligence: Big Data and Analytics	3
Chapter 7: Networks: An Interconnected World	3
Chapter 8: Cloud Computing and the Internet of Things	3
Module 9: E-Commerce	3
Module 10: Enterprise Systems	3
Total Hours	48

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	2
Finance	2
Accounting	2
Management	10
Law	2
Economics	0
Business Communications	2
Ethics	5
GLO	3
IS	45
Quantitative/ Statistics	0
POL/COMP	0
Total Hours	73

Abbreviated Course Syllabus

Course Number: MGMT 4433

Course Title: Business Policy

Faculty who taught this course during the self-study year:

2. David Hawkins and Garret Lahr

Textbooks and required supplementary readings used:

1. Strategic Management (Custom) ISBN: 9781307835243
2. Strategic Management Cases (Custom) ISBN: 9781307835243
3. Business Strategy Game Online Simulation

1. Business Policy (Custom) ISBN: 9781307714852
2. Business Policy Cases (Custom) ISBN: 9781307714876
3. StratSim*Management* Simulation, Interpretive Simulation.

Course Description:

A capstone course in which the student will have an opportunity to integrate concepts and philosophies developed in other business courses.

Course Outline (Content/Chapters)	Hours
Syllabus/Chapter 1 What is Strategy	3
Chapter 2 Strategic Leadership: Managing the Strategy Process	3
Chapter 3 External Analysis: Industry Structure, Competitive Forces, and Strategic Groups	3
Chapter 4 Internal Analysis: Resources, Capabilities, and Core Competencies	3
Chapter 5 Competitive Advantage, Firm Performance, and Business Models	3
Chapter 6 Business Strategy: Differentiation, Cost Leadership, and Blue Oceans	3
Chapter 7 Business Strategy: Innovation, Entrepreneurship, and Platforms	3
Chapter 8 Corporate Strategy: Vertical Integration and Diversification	3
Chapter 9 Corporate Strategy: Strategic Alliances, Mergers and Acquisitions	3
Chapter 10 Global Strategy: Competing Around the World	3
Chapter 11 Organizational Design: Structure, Culture, and Control	3
Chapter 12 Corporate Governance and Business Ethics	3
Test3/Group Work	3
Group Work	3
Presentations	3
Total Hours	45

UG CPC Coverage Summary (CPC Topic)	Hours
Marketing	3
Finance	6
Accounting	3
Management	24
Law	3
Economics	3
Business Communications	6
Ethics	3
GLO	3
IS	0
Quantitative/Statistics	0
POL/COMP	45
Total Hours	99