

3.6: Assignments



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If you import this course into your learning management system (Blackboard, Canvas, etc.), the assignments will automatically be loaded into the assignment tool.

Salty Pawz Assignments and Discussions

Half of the written assignments and discussions (32 in total) are based on a case study, whose focus is a fictional dog-treats business called "Salty Pawz." Many of these assignments take the form of asking students to give Wanda, the company's inexperienced owner, advice about how she can run her business more effectively. Lighthearted in tone, the Salty Pawz case study and associated assignments create a common framework for applying knowledge and skills developed through the course, encouraging students to demonstrate mastery of the content through real-world tasks and work products.

Alternate Assignments and Discussions

The other half of the written assignments and discussions (32 in total) use a variety of approaches, depending on the subject and learning outcome being assessed; many ask students to go beyond course content to form connections between research topics and what they've learned in class.

Using Assignments

We recommend assigning *one discussion OR one assignment per chapter*, rather than all of them. Some instructors prefer to stick with the Salty Pawz theme throughout the course; others like to use some of the alternates along the way. You can view any assignments or discussions below or throughout the course.

Assignments and Discussions with Module Alignment

Module Alignment	Salty Pawz Assignments	Salty Pawz Discussions	Alternate Assignments	Alternate Discussions
Module 1: Role of Business	Assignment: What Does a Business Look Like?	Discussion: The Stakeholders of Salty Pawz	Assignment: What Is Killing Our Business?	Discussion: External Factors = Internal Pressure
Module 2: Economic Environment	Assignment: Supply and Demand for Salty Pawz	Discussion: Supply and Demand at Salty Pawz	Assignment: Price Inelasticity of Demand	Discussion: Supply and Demand in Your Life
Module 3: Global Environment	Assignment: Taking Salty Pawz to the Global Market	Discussion: Sending Salty Pawz Global	Assignment: We Do It Better Here	Discussion: Made in America
Module 4: Financial Markets and System	Assignment: Show Wanda the Money	Discussion: Why Wanda Cares About the Federal Reserve—or Does She?	Assignment: The Most Powerful Person in the World	Discussion: Do You Have Change for a \$20?

Module Alignment	Salty Pawz Assignments	Salty Pawz Discussions	Alternate Assignments	Alternate Discussions
Module 5: Legal Environment	Assignment: Your Dog Treats Made Fluffy Sick!	Discussion: They Don't Sue Dog-Treat Companies, Do They?	Assignment: Who Is Suing Whom?	Discussion: The Product-Liability Debate
Module 6: Business Ethics and Corporate Social Responsibility	Assignment: What They Don't Know Won't Hurt Me	Discussion: It's Not Stealing if You Pay For It, Is It?	Assignment: Corporate Social Responsibility	Discussion: Are They Simply Guidelines?
Module 7: Business Ownership	Assignment: Wanda's Business-Ownership Options	Discussion: Business Structure Does Matter	Assignment: Franchising —an Alternative to Start-up	Discussion: Entrepreneurs and Business Ownership
Module 8: Entrepreneurship	Assignment: Dear Wanda's Mom	Discussion: Wanda's Entrepreneurial Spirit	Assignment: Today's Hottest Entrepreneurs	Discussion: Am I an Entrepreneur?
Module 9: Management	Assignment: One Owner, Many Hats	Discussion: How Does Wanda Manage?	Assignment: Are Leaders Born or Made?	Discussion: How Great Leaders Inspire Action
Module 10: Motivating Employees	Assignment: Motivating with Dog Treats?	Discussion: Why Isn't Jamie More Motivated?	Assignment: What's Empowerment Got to Do with It?	Discussion: Motivate Me!
Module 11: Teamwork and Communication	Assignment: Teamwork at Salty Pawz	Discussion: What You Heard Was Not What I Meant	Assignment: Multicultural Virtual Work Teams	Discussion: The Ultimate Cost of Poor Communication
Module 12: Managing Processes	Assignment: From Kitchen Baker to Operations Manager	Discussion: More Than Just Baking Treats	Assignment: The Malcolm Baldrige Award	Discussion: How Things Are Made
Module 13: Marketing Function	Assignment: Customers and Marketing at Salty Pawz	Discussion: Customer Value Perception	Assignment: Hit Your Target	Discussion: Black Friday and Cyber Monday
Module 14: Marketing Mix	Assignment: The Four Ps of Gourmet Dog Treats	Discussion: The Four Ps of the Competition	Assignment: I Can See the Four Ps of Marketing	Discussion: Marketing Mix
Module 15: Human Resource Management	Assignment: Wanda's Hiring Approach, or How to Be Sued in One Easy Lesson	Discussion: People Won't Work for Dog Treats!	Assignment: Career Choices	Discussion: Are Interviews a Waste of Time?
Module 16: Accounting and Finance	Assignment: Bison Are Biting into Wanda's Break-Even Point	Discussion: Cooking More Than Dog Treats	Assignment: Claire's Cutlery	Discussion: CPAs and Financial Crisis
Module 17: Using Technology to Manage Business Information	Assignment: Policy at Salty Pawz	Discussion: Wanda on the Web		

Open Pedagogy Assignments and Alignment

Assignment	Module
Functional Areas of Business	Module 1: Role of Business
Business Ethics and Corporate Social Responsibility	Module 6: Business Ethics and Corporate Responsibility

Assignment	Module
Formal and Informal Communication	Module 11: Teamwork and Communication
The Marketing Mix	Module 13: Marketing Function

Rubrics for Written Assignments and Discussion Posts

For faculty using the assignments or discussions included here, there are also sample rubrics to assist you in grading. Instructors may download and modify these guidelines or use their own.

[Grading Rubric for Discussion Posts](#)

[Written Assignment Rubric](#)

Guidelines for Written Assignments

For faculty using the assignments included here, there is also a set of guidelines regarding length, formatting, and other mechanical submission requirements. Instructors may download and modify these guidelines or use their own.

- [Guidelines for Written Assignments](#)

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