

# TABLE OF CONTENTS

## Licensing

### 1: Course Contents

- 1.1: About This Course
- 1.2: Course Contents at a Glance
- 1.3: Learning Outcomes

### 2: Faculty Resources

- 2.1: Request Access
- 2.2: I Need Help

### 3: Faculty Resources

- 3.1: Faculty Resources Overview
- 3.2: Pacing
- 3.3: PDF
- 3.4: PowerPoints
- 3.5: In-Class Activities
- 3.6: Assignments
- 3.7: Question Banks
- 3.8: I Need Help

### 4: Student Resources- Salty Pawz Case-Study Information

- 4.1: Salty Pawz- A Case Study in Business
- 4.2: Salty Pawz Background
- 4.3: Salty Pawz Marketing
- 4.4: Salty Pawz Financial Information

### 5: Module 1- Role of Business

- 5.1: Why It Matters- Role of Business
- 5.2: Introduction to What Is Business?
- 5.3: Getting Down to Business
- 5.4: Introduction to For-Profit vs. Nonprofit
- 5.5: Profits and Purpose
- 5.6: Introduction to Factors of Production
- 5.7: Factors of Production
- 5.8: Introduction to Functional Areas
- 5.9: Functional Areas of Business
- 5.10: Introduction to Stakeholders
- 5.11: What Is a Stakeholder?
- 5.12: Introduction to External Forces
- 5.13: External Forces That Shape Business Activities
- 5.14: Putting It Together- Role of Business
- 5.15: Discussion- The Stakeholders of Salty Pawz
- 5.16: Discussion- External Factors = Internal Pressure
- 5.17: Assignment- What Does a Business Look Like?
- 5.18: Assignment- What Is Killing Our Business?

- 5.19: Assignment- Functional Areas of Business

## 6: Module 1 Readings - Role of Business

- 6.1: Reading- Getting Down to Business
- 6.2: Reading- Making a Profit
- 6.3: Reading- Factors of Production- Inputs and Outputs
- 6.4: Reading- The Flow of Inputs and Outputs
- 6.5: Reading- Functional Areas of Business
- 6.6: Reading- Business Stakeholders
- 6.7: Reading- External Forces

## 7: Module 2- Economic Environment

- 7.1: Why It Matters- Economic Environment
- 7.2: Introduction to What Is Economics?
- 7.3: Understanding Economics and Scarcity
- 7.4: The Concept of Opportunity Cost
- 7.5: Division of Labor and Specialization
- 7.6: Microeconomics and Macroeconomics
- 7.7: Introduction to Economic Systems
- 7.8: Economic Systems
- 7.9: Introduction to Demand
- 7.10: The Law of Demand
- 7.11: Factors Affecting Demand
- 7.12: Introduction to Supply
- 7.13: The Law of Supply
- 7.14: Factors Affecting Supply
- 7.15: Introduction to Equilibrium
- 7.16: Surpluses and Shortages
- 7.17: Equilibrium, Price, and Quantity
- 7.18: Practice- Equilibrium
- 7.19: Introduction to the Health of the Economy
- 7.20: Health of the Economy
- 7.21: Introduction to Economic Stages
- 7.22: Stages of the Economy
- 7.23: Putting It Together- Economic Environment
- 7.24: Discussion- Supply and Demand in Your Life
- 7.25: Discussion- Supply and Demand at Salty Pawz
- 7.26: Assignment- Supply and Demand for Salty Pawz
- 7.27: Assignment- Price Inelasticity of Demand

## 8: Module 2 Readings - Economic Environment

- 8.1: Reading- The Business Cycle- Definition and Phases
- 8.2: Reading- Economics and Scarcity
- 8.3: Reading- The Division of and Specialization of Labor
- 8.4: Reading- Microeconomics and Macroeconomics
- 8.5: Reading- Demand, Supply, and Equilibrium in Markets for Goods and Services
- 8.6: Reading- Shifts in Demand
- 8.7: Reading- Shifts in Supply
- 8.8: Reading- How Economies Can Be Organized
- 8.9: Reading- Control of Economic Decisions
- 8.10: Reading- Measuring the Health of the Economy

## 9: Module 3- Global Environment

- 9.1: Why It Matters- Global Environment
- 9.2: Introduction to Globalization
- 9.3: Globalization and Business
- 9.4: Absolute and Comparative Advantage
- 9.5: Global Markets
- 9.6: Introduction to Measuring Global Trade
- 9.7: Balance of Trade and Balance of Payments
- 9.8: Countertrade
- 9.9: Introduction to Global Business Strategies
- 9.10: Global Business Strategies
- 9.11: Introduction to Global Trade Forces
- 9.12: Sociocultural Differences
- 9.13: Political and Economic Differences
- 9.14: Legal Differences
- 9.15: Physical and Environmental Differences
- 9.16: Tariff and Nontariff Trade Restrictions
- 9.17: Introduction to Global Trade Agreements and Organizations
- 9.18: The World Trade Organization (WTO)
- 9.19: The World Bank
- 9.20: The International Monetary Fund (IMF)
- 9.21: Trade Agreements
- 9.22: Introduction to Ethical Challenges in the Global Environment
- 9.23: Corruption
- 9.24: Labor Abuses
- 9.25: Putting It Together- Global Environment
- 9.26: Discussion- Sending Salty Pawz Global
- 9.27: Discussion- Made in America
- 9.28: Assignment- Taking Salty Pawz to the Global Market
- 9.29: Assignment- We Do It Better Here

## 10: Module 3 Readings - Business Ethics

- 10.1: Reading- Moral, Ethical, and Legal Perspectives
- 10.2: Reading- Ethical and Unethical Business Decisions
- 10.3: Reading- Identifying Ethical Issues
- 10.4: Reading- The Organizational Approach to Ethics
- 10.5: Reading- Corporate Social Responsibility
- 10.6: Reading- Demands for Corporate Social Responsibility
- 10.7: Reading- Stakeholder Theory and Corporate Social Responsibility

## 11: Module 4- Financial Markets and System

- 11.1: Why It Matters- Financial Markets and System
- 11.2: Introduction to Money
- 11.3: What Is Money?
- 11.4: Alternatives to Traditional Currency
- 11.5: Introduction to Role of Banks
- 11.6: Measuring and Tracking the Money Supply
- 11.7: Banks As Financial Intermediaries
- 11.8: The Federal Reserve System
- 11.9: How a Central Bank Executes Monetary Policy
- 11.10: Chair the Fed

- 11.11: Introduction to Financial Markets and Business
- 11.12: Financial Markets
- 11.13: How Businesses Raise Financial Capital
- 11.14: Putting It Together- Financial Markets and System
- 11.15: Discussion- Why Wanda Cares About the Federal Reserve—or Does She?
- 11.16: Discussion- Do You Have Change for a \$20?
- 11.17: Assignment- Show Wanda the Money
- 11.18: Assignment- The Most Powerful Person in the World

## 12: Module 4 Readings - Entrepreneurship

- 12.1: Reading- The Importance of Small Business to the U.S. Economy
- 12.2: Reading- What Is an Entrepreneur?
- 12.3: Reading- Why Start Your Own Business?
- 12.4: Reading- Advantages and Disadvantages of Business Ownership
- 12.5: Reading- Is Entrepreneurship for You?
- 12.6: Reading- Twenty Questions Before Starting a Business
- 12.7: Reading- Ten Steps to Starting a Business
- 12.8: Reading- Create Your Business Plan
- 12.9: Reading- Why Do So Many Small Business Startups Fail?

## 13: Module 5- Legal Environment

- 13.1: Why It Matters- Legal Environment
- 13.2: Introduction to the Meaning and Purpose of Law
- 13.3: Understanding Law
- 13.4: Purposes of Law
- 13.5: Rule of Law
- 13.6: Introduction to Statutory and Common Law
- 13.7: Statutory vs. Common Law
- 13.8: Introduction to Tort Law
- 13.9: Tort Law
- 13.10: Product Liability
- 13.11: Compensatory and Punitive Damages
- 13.12: Introduction to Intellectual Property
- 13.13: Intellectual Property
- 13.14: Introduction to Warranties
- 13.15: Warranties
- 13.16: Introduction to Contracts
- 13.17: What Is a Contract?
- 13.18: Breaches of Contracts
- 13.19: Introduction to Consumer Protection and Antitrust Laws
- 13.20: Consumer Protection
- 13.21: Antitrust Legislation
- 13.22: Putting It Together- Legal Environment
- 13.23: Discussion- They Don't Sue Dog-Treat Companies, Do They?
- 13.24: Discussion- The Product-Liability Debate
- 13.25: Assignment- Your Dog Treats Made Fluffy Sick!
- 13.26: Assignment- Who Is Suing Whom?

## 14: Module 5 Readings - Global Environment

- 14.1: Reading- What Is International Business?
- 14.2: Reading- The Balance of Trade

- 14.3: Reading- Absolute and Comparative Advantage
- 14.4: Reading- The Global Business Environment
- 14.5: Reading- The Global Economic and Regulatory Environment
- 14.6: Reading- Global Business Ethics
- 14.7: Reading- Ethics and Corruption
- 14.8: Reading- Currency Valuations and Exchange Rates
- 14.9: Reading- The IMF and the World Bank- How Do They Differ?
- 14.10: Reading- International Economic Cooperation among Nations

## 15: Module 6- Business Ethics and Corporate Social Responsibility

- 15.1: Introduction to Ethical and Legal Behavior
- 15.2: Ethical and Legal Behavior
- 15.3: Introduction to Business Ethics
- 15.4: Building Business Ethics
- 15.5: Introduction to Ethical Challenges
- 15.6: Bribery and Kickbacks
- 15.7: Conflict of Interest
- 15.8: Whistleblowing
- 15.9: Examples of Unethical Business Behavior
- 15.10: Case Study- Microsoft's Gift to Bloggers
- 15.11: Introduction to Corporate Social Responsibility
- 15.12: Corporate Social Responsibility
- 15.13: Examples of Corporate Social Responsibility
- 15.14: Case Study- Social Entrepreneurship at Tom's Shoes
- 15.15: Controversies Surrounding CSR
- 15.16: Putting It Together- Business Ethics and Corporate Social Responsibility
- 15.17: Discussion- It's Not Stealing if You Pay For It, Is It?
- 15.18: Discussion- Are They Simply Guidelines?
- 15.19: Why It Matters- Business Ethics and Corporate Social Responsibility
- 15.20: Assignment- What They Don't Know Won't Hurt Me
- 15.21: Assignment- Corporate Social Responsibility
- 15.22: Assignment- Business Ethics and Corporate Social Responsibility

## 16: Module 6 Readings - Management

- 16.1: Reading- Managerial Skills
- 16.2: Reading- What Do Managers Do?
- 16.3: Reading- Planning
- 16.4: Reading- Organizing
- 16.5: Reading- The Organization Chart and Reporting Structure
- 16.6: Reading- Leadership Styles
- 16.7: Reading- Controlling- A Five-Step Process

## 17: Module 7- Business Ownership

- 17.1: Why It Matters- Business Ownership
- 17.2: Introduction to Choosing an Organizational Type
- 17.3: Selecting a Form of Business Ownership
- 17.4: Introduction to Sole Proprietorships
- 17.5: Sole Proprietorships
- 17.6: Introduction to Partnerships
- 17.7: Partnerships
- 17.8: Introduction to Corporations

- 17.9: C and S Corporations
- 17.10: Benefit Corporations
- 17.11: Introduction to Hybrid Forms of Ownership
- 17.12: Limited Liability Company (LLC)
- 17.13: Limited Liability Partnership (LLP)
- 17.14: Introduction to Franchises
- 17.15: Franchises
- 17.16: Introduction to Mergers and Acquisitions
- 17.17: Mergers and Acquisitions
- 17.18: Putting It Together- Business Ownership
- 17.19: Discussion- Business Structure Does Matter
- 17.20: Discussion- Entrepreneurs and Business Ownership
- 17.21: Assignment- Wanda's Business-Ownership Options
- 17.22: Assignment- Franchising—an Alternative to Start-up

## 18: Module 7 Readings - Legal Ownership

- 18.1: Reading- Selecting a Form of Business Ownership
- 18.2: Reading- Sole Proprietorship and Partnerships
- 18.3: Reading- Corporations
- 18.4: Reading- Hybrid Forms of Organization
- 18.5: Reading- Franchising
- 18.6: Reading- Mergers and Acquisitions

## 19: Module 8- Entrepreneurship

- 19.1: Why It Matters- Entrepreneurship
- 19.2: Introduction to Small Business
- 19.3: Understanding Small Businesses
- 19.4: Contributions of Small Businesses on the U.S. Economy
- 19.5: Introduction to Entrepreneurs
- 19.6: What Is an Entrepreneur?
- 19.7: Types of Entrepreneurs
- 19.8: Reasons to Be an Entrepreneur
- 19.9: Introduction to Advantages, Disadvantages, and Considerations
- 19.10: Advantages and Disadvantages of Small-Business Ownership
- 19.11: Why Some Ventures Fail
- 19.12: Considerations When Starting a Business
- 19.13: Introduction to Steps to Starting a Business
- 19.14: Ten Steps to Starting a Business
- 19.15: Introduction to Business Plans
- 19.16: Create Your Business Plan
- 19.17: Putting It Together- Entrepreneurship
- 19.18: Discussion- Wanda's Entrepreneurial Spirit
- 19.19: Discussion- Am I an Entrepreneur?
- 19.20: Assignment- Dear Wanda's Mom
- 19.21: Assignment- Today's Hottest Entrepreneurs

## 20: Module 8 Readings - Managing Processes

- 20.1: Reading- Operations Management in Manufacturing and Production
- 20.2: Reading- Facility Layouts
- 20.3: Reading- The Technology of Goods Production
- 20.4: Reading- Operations Management for Service Providers

- 20.5: Reading- Graphical Tools- Gantt and PERT Charts
- 20.6: Reading- Supply Chain Management
- 20.7: Reading- Producing for Quality
- 20.8: Reading- Outsourcing

## 21: Module 9- Management

- 21.1: Why It Matters- Management
- 21.2: Introduction to Managers
- 21.3: Managerial Levels
- 21.4: Managerial Skills
- 21.5: Introduction to Management Theory
- 21.6: Scientific Management Theory
- 21.7: Field of Management Theory
- 21.8: Introduction to Planning
- 21.9: Planning
- 21.10: Introduction to Organizing
- 21.11: Organizing
- 21.12: Introduction to Leading
- 21.13: Different Management Styles
- 21.14: Different Leadership Styles
- 21.15: Introduction to Controlling
- 21.16: Controlling
- 21.17: Putting It Together- Management
- 21.18: Discussion- How Great Leaders Inspire Action
- 21.19: Assignment- One Owner, Many Hats
- 21.20: Assignment- Are Leaders Born or Made?

## 22: Module 9 Readings - Teamwork and Communication

- 22.1: Reading- The Team and the Organization
- 22.2: Reading- Stages of Team Development
- 22.3: Reading- Why Teamwork Works
- 22.4: Reading- Effective Communication in Business
- 22.5: Reading- Appropriate Business Communications
- 22.6: Reading- Communication Channels
- 22.7: Reading- Communication Barriers

## 23: Module 10- Motivating Employees

- 23.1: Why It Matters- Motivating Employees
- 23.2: Introduction to the Hawthorne Effect
- 23.3: The Hawthorne Studies
- 23.4: Introduction to Need-Based Theories
- 23.5: Maslow's Hierarchy of Needs
- 23.6: Alderfer's ERG Theory
- 23.7: Intrinsic and Extrinsic Motivators
- 23.8: McClelland's Acquired Needs Theory
- 23.9: Introduction to Process-Based Theories
- 23.10: Equity Theory
- 23.11: Expectancy Theory
- 23.12: Reinforcement Theory
- 23.13: Introduction to Theory X, Theory Y, and Theory Z
- 23.14: McGregor's Theory X and Theory Y

- 23.15: Ouchi's Theory Z
- 23.16: Introduction to Strategies for Motivating Employees
- 23.17: Job Design and Job Characteristics Theory
- 23.18: Goal-Setting Theory
- 23.19: Motivation in Today's Workplace
- 23.20: Putting It Together- Motivating Employees
- 23.21: Discussion- Why Isn't Jamie More Motivated?
- 23.22: Discussion- Motivate Me!
- 23.23: Assignment- Motivating with Dog Treats?
- 23.24: Assignment- What's Empowerment Got to Do with It?

## 24: Module 10 Readings - Motivating Employees

- 24.1: Reading- Introduction to Motivational Theory
- 24.2: Reading- Fredrick Taylor's Scientific Management
- 24.3: Reading- The Hawthorne Studies
- 24.4: Reading- Need-Based Motivation Theories
- 24.5: Reading- Process-Based Theories
- 24.6: Reading- Douglas McGregor's Theory X and Theory Y
- 24.7: Reading- Job Models and Goals

## 25: Module 11- Teamwork and Communication

- 25.1: Why It Matters- Teamwork and Communication
- 25.2: Introduction to Teams
- 25.3: Differences Between Groups and Teams
- 25.4: Types of Teams
- 25.5: Introduction to Team Development and Success
- 25.6: Stages of Team Development
- 25.7: Team Success
- 25.8: Introduction to Effective Communication and Barriers
- 25.9: Effective Communication and Barriers
- 25.10: Introduction to Communication Channels, Flows, and Networks
- 25.11: Communication Channels
- 25.12: Communication Flows
- 25.13: Communication Networks
- 25.14: Introduction to Electronic Communication
- 25.15: Electronic Communication
- 25.16: Putting It Together- Teamwork and Communication
- 25.17: Discussion- What You Heard Was Not What I Meant
- 25.18: Discussion- The Ultimate Cost of Poor Communication
- 25.19: Assignment- Teamwork at Salty Pawz
- 25.20: Assignment- Multicultural Virtual Work Teams
- 25.21: Assignment- Formal and Informal Communication

## 26: Module 11 Readings - Human Resource Management

- 26.1: Reading- Human Resource Management
- 26.2: Reading- Working with Labor Unions
- 26.3: Reading- Collective Bargaining
- 26.4: Reading- Employee Rights- Job Protection and Privacy
- 26.5: Reading- Multiculturalism and the Law
- 26.6: Reading- The Recruitment Process
- 26.7: Reading- Performance Appraisal



- 26.8: Reading- Today's HRM Challenges

## 27: Module 12- Managing Processes

- 27.1: Why It Matters- Managing Processes
- 27.2: Introduction to Operations Management
- 27.3: Operations Management
- 27.4: Operations Management in the Service Industry
- 27.5: Introduction to Production Processes
- 27.6: Project- or Job-Based Production
- 27.7: Batch Production
- 27.8: Mass Production
- 27.9: Introduction to Production Planning
- 27.10: Facility Location and Layout
- 27.11: Materials Planning and Inventory Control
- 27.12: Scheduling Tools
- 27.13: Introduction to New Technologies
- 27.14: New Technologies
- 27.15: Introduction to Supply Chain Management and Logistics
- 27.16: Supply Chain Management and Logistics
- 27.17: Introduction to Quality Assurance
- 27.18: Quality Assurance
- 27.19: Putting It Together- Managing Processes
- 27.20: Discussion- More Than Just Baking Treats
- 27.21: Discussion- How Things Are Made
- 27.22: Assignment- From Kitchen Baker to Operations Manager
- 27.23: Assignment- The Malcolm Baldrige Award

## 28: Module 13- Marketing Function

- 28.1: Why It Matters- Marketing Function
- 28.2: Introduction to Role of Customers
- 28.3: Marketing Defined
- 28.4: How Companies Approach Marketing
- 28.5: Value Proposition
- 28.6: Marketing and Customer Relationships
- 28.7: Influences on Consumer Decisions
- 28.8: Buying-Process Stages
- 28.9: Introduction to Segmentation and Targeting
- 28.10: Defining Your Target Market
- 28.11: The Importance of Marketing Information and Research
- 28.12: The Marketing Research Process
- 28.13: Introduction to Marketing Mix Introduction
- 28.14: Defining the Marketing Mix
- 28.15: Components of the Marketing Mix
- 28.16: Finding the Right Marketing Mix
- 28.17: Creating and Aligning the Marketing Strategy
- 28.18: Putting It Together- Marketing Function
- 28.19: Discussion- Customer Value Perception
- 28.20: Discussion- Black Friday and Cyber Monday
- 28.21: Assignment- Customers and Marketing at Salty Pawz
- 28.22: Assignment- Hit Your Target
- 28.23: Assignment- Marketing Mix Examples

- 28.24: Module 12- Marketing
  - 28.24.1: Reading- Introduction to Product Pricing
  - 28.24.2: Reading- The Promotion Mix- The Fourth P
  - 28.24.3: Reading- Introduction to Social Media Marketing
  - 28.24.4: Reading- Defining Marketing
  - 28.24.5: Reading- The Four Ps of Marketing
  - 28.24.6: Reading- The Marketing Environment
  - 28.24.7: Reading- Generation Effects and Consumer Behavior
  - 28.24.8: Reading- Using Market Research to Understand Consumers
  - 28.24.9: Reading- The Market Research Process
  - 28.24.10: Reading- Developing Organizational Objectives and Formulating Strategies
  - 28.24.11: Reading- Overview of the Marketing Plan
  - 28.24.12: Reading- Branding

## 29: Module 14- Marketing Mix

- 29.1: Why It Matters- Marketing Mix
- 29.2: Introduction to Product
- 29.3: Consumer Product Categories
- 29.4: Elements and Benefits of Branding
- 29.5: Common Branding Strategies
- 29.6: Stages of the Product Life Cycle
- 29.7: Marketing through the Product Cycle
- 29.8: The New-Product Development Process
- 29.9: Introduction to Promotion
- 29.10: Integrated Marketing Communication (IMC) Definition
- 29.11: Common Marketing Communication Methods
- 29.12: Using IMC to Support Marketing Strategies
- 29.13: Introduction to Place
- 29.14: Channels of Distribution
- 29.15: Channel Partners
- 29.16: The Role of Wholesale Intermediaries
- 29.17: Retailers that Distribute Products
- 29.18: Supply Chains and Distribution Channels
- 29.19: Introduction to Price
- 29.20: Customer Value and Price
- 29.21: Pricing Objectives
- 29.22: Cost-Plus Pricing Method
- 29.23: Discounting Strategies
- 29.24: Putting It Together- Marketing Mix
- 29.25: Discussion- Marketing Mix
- 29.26: Discussion- The Four Ps of the Competition
- 29.27: Assignment- The Four Ps of Gourmet Dog Treats
- 29.28: Assignment- I Can See the Four Ps of Marketing

## 30: Module 14 Readings - Financial Markets and System

- 30.1: Reading- The Functions of Money
- 30.2: Reading- The Federal Reserve System
- 30.3: Reading- Financial Institutions
- 30.4: Reading- Electronic Alternatives to Raw Cash- The Advent of Cashless Society
- 30.7: Reading- Investments and Markets- A Brief Overview
- 30.8: Reading- Measuring Return

- 31.5: Reading- Bitcoin and Virtual Currencies
- 31.6: Reading- Mobile Commerce and Mobile Payment Systems
- 31.9: Reading- Measuring Risk

## 32: Module 15- Human Resource Management

- 31.1: Why It Matters- Human Resource Management
- 31.2: Introduction to Human Resource Management
- 31.3: Human Resource Management
- 31.4: Introduction to Human Resources and Laws
- 31.5: Employment Legislation
- 31.6: Introduction to Recruitment and Hiring
- 31.7: Diversity in Human Resources
- 31.8: Recruitment
- 31.9: The Hiring Process
- 31.10: Introduction to Training, Development, and Rewards
- 31.11: Training and Professional Development
- 31.12: Performance Appraisals
- 31.13: Compensation
- 31.14: Introduction to Termination
- 31.15: Termination
- 31.16: Introduction to HR Challenges
- 31.17: Reducing Turnover
- 31.18: HR Challenges
- 31.19: Putting It Together- Human Resource Management
- 31.20: Discussion- People Won't Work for Dog Treats!
- 31.21: Discussion- Are Interviews a Waste of Time?
- 31.22: Assignment- Wanda's Hiring Approach, or How to Be Sued in One Easy Lesson
- 31.23: Assignment- Career Choices

## 32: Module 16- Accounting and Finance

- 32.1: Why It Matters- Accounting and Finance
- 32.2: Introduction to Accounting in Business
- 32.3: What Is Accounting?
- 32.4: Introduction to Key Financial Statements
- 32.5: Financial Statements
- 32.6: Financial Statements- Interconnectivity
- 32.7: Introduction to the Break-Even Point
- 32.8: Finding the Break-Even Point
- 32.9: Simulation- The Rise of the Business Guru
- 32.10: Introduction to Financial Ratios
- 32.11: Financial Ratio Analysis
- 32.12: Introduction to Ethical Practices in Accounting
- 32.13: Ethics in Accounting
- 32.14: Putting It Together- Accounting and Finance
- 32.15: Discussion- Cooking More Than Dog Treats
- 32.16: Discussion- CPAs and Financial Crisis
- 32.17: Assignment- Bison Are Biting into Wanda's Break-Even Point
- 32.18: Assignment- Claire's Cutlery

## 33: Module 17- Using Technology to Manage Business Information

- 33.1: Why It Matters- Using Technology to Manage Business Information
- 33.2: Introduction to Technological Changes in Business
- 33.3: Using Technology
- 33.4: Technology's Influence on Business
- 33.5: Business Intelligence
- 33.6: Introduction to How Businesses Use Information
- 33.7: Data vs. Information
- 33.8: Business Data
- 33.9: Data Mining and Warehousing
- 33.10: Information and Business
- 33.11: Introduction to Information Networks
- 33.12: The Internet and Cloud Computing
- 33.13: Intranets and Extranets
- 33.14: Virtual Private Networks (VPNs)
- 33.15: Introduction to Current Issues in IT
- 33.16: Security Issues in Information Technology
- 33.17: Ethical and Social Issues in Information Technology
- 33.18: Putting It Together- Using Technology to Manage Business Information
- 33.19: Discussion- Wanda on the Web
- 33.20: Assignment- Policy at Salty Pawz
- 33.21: Readings- Information Technology and Business
  - 33.21.1: Reading- Data vs. Information
  - 33.21.2: Reading- Managing Data
  - 33.21.3: Reading- Computer Networks and Cloud Computing
  - 33.21.4: Reading- Ethical and Social Issues
  - 33.21.5: Reading- Security Issues in Electronic Communication

[Index](#)

[Glossary](#)

[Glossary](#)

[Detailed Licensing](#)