

3.2: Pacing



The Introduction to Business textbook contains sixteen modules—one module per week for a sixteen-week semester. If you need to modify the pace and cover the material more quickly, the following modules work well together:

- **Module 3: Global Environment** and **Module 6: Business Ethics and Social Responsibility**
- **Module 4: Financial Markets and Systems** and **Module 16: Accounting and Finance**
- **Module 5: Legal Environment** and **Module 7: Business Ownership**

We recommend NOT doubling up the following modules, because they are long and especially challenging. Students will need more time for mastery and completion of assignments.

- **Module 2: Economic Environment**
- **Module 13: Marketing Function**
- **Module 14: Marketing Mix**

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