



Gifted LearningLinks Program Course Syllabus

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Course Title: From Lemonade Stands to Groupon (Business-220)

Session Date: Rolling Enrollment, 2011-2012 school year

Course Description:

Students will learn to link business math with the world in which they live, through insights reflecting actual business realities, using case exercises and case studies focusing on easily recognizable companies, such as Apple, Starbucks, Hershey, Subway, Century 21, Bed, Bath & Beyond, McDonalds, General Motors, Home Depot, George Foreman, Citigroup, Mattel and Bank of America. The case studies provide the on-the-spot reinforcement and confidence, using exercise sets to help students visualize, analyze, and discuss the information, providing additional reinforcement for challenging techniques.

This course introduces students to realistic business cases, to help them integrate key concepts with real business math challenges. The business math has a strong focus on current issues, real companies, and realistic business scenarios. It covers the full spectrum of basic business math, placing every concept in context with relevant examples.

Outcomes:

Upon successful completion of this course, students will have an understanding of basic business and financial concepts, and the business math needed to grasp and apply these concepts. Through analysis and discussion of weekly case exercises and case studies, with incorporated data and graphs, the students will have a basic understanding of:

- The global financial crisis and globalization (including discussions of interest rate exchange, the recent global financial crisis, and off shoring),
- Personal and government debt (including coverage of taxes and government debt, including small business examples addressing income tax, property tax, and other tax-related costs),
- Personal savings (including the growing dominance of electronic banking in both business and student's personal finances), and
- Inventory tracking (including radio frequency identification technology (RFID), electronic product code technology (EPC) and inventory-related business concepts).

Resources and Materials:

Text: Business Mathematics, 12/E

Author: Gary Clendenen, Stanley A. Salzman and Charles D. Miller

ISBN-10: 0135109787

ISBN-13: 9780135109786

Publisher: Prentice Hall
Copyright: 2012
Format: Paper, 800pp
Published: 01/14/2011
Materials: Notebook (for homework), Website Access/PIN and Calculator (with basic financial keys)

Schedule:

	Topic/Focus	Activities	Assignments
Week 1	Orientation to Online Learning Numbers, Fractions, Percents Scheduling employees, doing payroll, computing sales taxes, ordering inventory and paying bills.	This Chapter is mostly review. Students should read Chapter 1: <ul style="list-style-type: none"> do assigned homework, review Subway Case Exercise. Ask questions via discussion session.	Log in to course, Introduce yourself and outline your expectations. Submit Project 1 (Toll of Wedding Bells Case Study).
Week 2	Numbers, Fractions, Percents Determining specifications for business decisions and the relevance of numbers (especially fractions).	This Chapter is mostly review. Students should read Chapter 2: <ul style="list-style-type: none"> do assigned homework, review Home Depot Case Exercise. Ask questions via discussion session.	Submit Project 2 <i>(Woodline Molding and Trim -- Case Study)</i>
Week 3	Numbers, Fractions, Percents Forecasting monthly payments, determining commissions, and calculating loan fees and real estate taxes.	Students should read Chapter 3: <ul style="list-style-type: none"> do assigned homework, review Century 21 Case Exercise. Ask questions via discussion session.	Submit Project 3 <i>(Self Employed Retirement Plan -- Case Study)</i> .
Week 4	Equations and Formulas Use of equations and formulas for forecasting demand, to increase profits and minimize loses	Students should read Chapter 4: <ul style="list-style-type: none"> do assigned homework, review General Motors Case Exercise. Ask questions via discussion session.	Submit Project 4 <i>(Alcorn's Boutique -- Case Study)</i>

Week 5	<p>Bank Services Research and selection of the appropriate bank for entrepreneurial support and guidance.</p>	<p>Students should read Chapter 5:</p> <ul style="list-style-type: none"> do assigned homework, review Jackson & Perkins Case Exercise. <p>Ask questions via discussion session.</p>	<p>Submit Project 5 (<i>Banking Activities of a Retailer-- Case Study</i>).</p>
Week 6	<p>Payroll Research and understanding of payroll deductions, the pros and cons of entitlement programs, and employee impact.</p>	<p>Students should read Chapter 6:</p> <ul style="list-style-type: none"> do assigned homework, review Payroll at Starbucks Case Exercise. <p>Ask questions via discussion session.</p>	<p>Submit Project 6 (<i>Payroll: Finding your take home Pay -- Case Study</i>).</p>
Week 7	<p>Mathematics of Buying Understanding consumer trends and controlling costs, to keep expenses low, while anticipating consumer needs.</p>	<p>Students should read Chapter 7:</p> <ul style="list-style-type: none"> do assigned homework, review Bed, Bath & Beyond Case Exercise. <p>Ask questions via discussion session.</p>	<p>Submit Project 7 (<i>George Foreman -- Case Study</i>).</p>
Week 8	<p>Mathematics of Selling Understanding the significance of planning and keeping cost low, with the right products moving at the right time.</p>	<p>Students should read Chapter 8:</p> <ul style="list-style-type: none"> do assigned homework, review REI Case Exercise. <p>Ask questions via discussion session</p>	<p>Submit Project 8 (<i>Markdown: Reducing Prices to Move Merchandise-- Case Study</i>).</p>
Week 9	<p>Mid-Term Examination</p>	<p>Mid-Term Examination Preparation (Review <i>assigned homework</i> and Case Studies)</p>	<p>Mid-Term Examination</p>
Week 10	<p>Mid-Term Examination Review And Personal Business Project Plan</p>	<p>Review Mid-Term Examination, via discussion session. Share Business Plan Goals and product description, highlighting the 'what', 'why' and 'when', via discussion session.</p>	<p>Draft of Business Plans, include a) Goals, b) description of product, c) targeted audience, d) resources needed, e) targeted rollout date.</p>

Week 11	<p>Simple Interest Understanding simple interest, discount notes, principal/rate/time concepts, and basic accounting concepts.</p>	<p>Students should read Chapter 9:</p> <ul style="list-style-type: none"> do assigned homework, review Apple, Inc., Case Exercise. <p>Ask questions via discussion session</p>	<p>Submit Project 9 (<i>Banking in a Global World -- Case Study</i>)</p>
Week 12	<p>Compound Interest & Inflation Understanding compound interest, Inflation, and the banking industry and large companies.</p>	<p>Students should read Chapter 10:</p> <ul style="list-style-type: none"> do assigned homework, review Bank of America Case Exercise. <p>Ask questions via discussion session.</p>	<p>Submit Project 10 (<i>McDonald's Restaurants -- Case Study</i>).</p>
Week 13	<p>Annuities, Stocks and Bonds Understanding annuities, stocks and bonds and tax implications, focusing on retirement plans and related taxes.</p>	<p>Students should read Chapter 11:</p> <ul style="list-style-type: none"> do assigned homework, review American River College Case Exercise. <p>Ask questions via discussion session</p>	<p>Submit Project 11 (<i>Long Term Financial Planning -- Case Study</i>).</p>
Week 14	<p>Business and Consumer Loans Understanding banking with an emphasis on electronic banking and its customers.</p>	<p>Students should read Chapter 12:</p> <ul style="list-style-type: none"> do assigned homework, review Citigroup, Inc., Case Exercise. <p>Ask questions via discussion session</p>	<p>Submit Project 12 (<i>Consolidating Loans. -- Case Study</i>).</p>
Week 15	<p>Taxes and Insurance Understanding pros and cons of taxes and insurance.</p>	<p>Students should read Chapter 13:</p> <ul style="list-style-type: none"> do assigned homework, review Mattel, Inc., Case Exercise. <p>Ask questions via discussion session</p>	<p>Submit Project 13 (<i>Financial Planning for Property Taxes and Insurance-- Case Study</i>).</p>
Week 16	<p>Depreciation Understanding, tracking and reporting depreciation.</p>	<p>Students should read Chapter 14:</p> <ul style="list-style-type: none"> do assigned homework, review Ford Motor Company Case Exercise. <p>Ask questions via discussion session</p>	<p>Submit Project 14 (<i>Comparing Depreciation Methods -- Case Study</i>).</p>

Week 17	Financial Statements and Ratios Understanding Financial statements and Ratios	Students should read Chapter 15: <ul style="list-style-type: none"> do assigned homework, review The Hershey Company Case Exercise. Ask questions via discussion session	Submit Project 15 (Bicycle Shop -- Case Study).
Week 18	Final Examination		Submit Business Project.

NOTES:

- Assignments are due on the last day of the week (determined at first session).
- Mid-Term Exam scheduled for last day of the week.
- Final Exam scheduled for last day of the week.
- Although homework is not required to be submitted for grading, the exams are based on the assigned homework.

Student Evaluation and Grading Policies for Credit Courses Only:

- a. CTD Grading scale:

A+ 97-100	B+ 87-89	C+ 77-79	D+ 67-69	F Below 60
A 93-96	B 83-86	C 73-76	D 63-66	
A- 90-92	B- 80-82	C- 70-72	D- 60-62	

- b. Breakdown of final grade:

- *Final Exam 20%*
- *Mid-Term Exam 20%*
- *Business Project 20%*
- *Projects/Case Studies 40%*

Instructor Biography:

Wyvette Hoffman holds a Bachelor's degree in Mathematics and a MBA in Finance and Industrial Relations, and has taught courses in Northwestern University's, Center for Talent Development, Summer Program. She has taught technology, mathematics and business courses in the United States and Europe in corporate and academic organizations. In her extensive career, she has also served as a faculty member, training manager, business director and academic dean. Ms. Hoffman is very passionate about ensuring that everyone understands and appreciates the relationship between mathematics and successful businesses, while enjoying the fun of it all.

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