

Week 1

Day 1

*Hour 1-2: Introduction of my self – 30 mins. Introduction of Course and study methods.

Student's make introduction: 5-10 mins each on the floor, write name on white board.

Country, city, language. Education, work history, how long in USA, where else in USA.

Why business class, expectation. Something you really like, food, hobby, Family.

Questions from other students. THANKS AND CLAP ** BREAK**

Hour 3: Provide login codes and get students to login. Log into IBC. Download SYLLABUS Ask students to forward me their emails. Class rules. Etiquette, crosstalk, respect others. Explain Tardy and communication.

Burlington requests

Day 2:

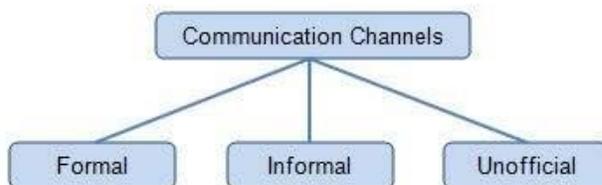
*hour 1: Discussions - Business, politics, home countries, cultures. Latest News.

Hour 2: Wheel of life. My history. Time management. Show 24 hour day. Organizational skills.

Give handouts of life goals-career goals. Fill out in class

Hour 3: Lecture on Business communications. Formal-Informal, Verbal-written-electronic

White board different methods: two way, masses or individual one way, masses



Day 3:

*hour 1: Discussion

Hour 2: review business comms. Talk about Problem Solving. Examples from students work life Look at solutions. **Student participation.** Using communication skills.

Last 30 mins watch video on business in America.

INDUSTRIES: Whiteboard the many types. Handout with assignment on research Students to research 3 industries of choice. Wikipedia on full details. CEO, HQ, EST, SALES, EMP, EXTRA

PRESENTATION DUE Tuesday

Week 2,

Day 1

Hour 1: discussions and review

Hour 2: Industries – whiteboard all different industries. From students assignment

Hour 3: Supply and Demand – Lecture with examples. Housing. Q&A

Day 2

Hour 1: discuss and review

Hour 2: 8 skills lecture and reading activity.

Hour 3: introduction to business idioms, metaphors, acronyms etc

Day 3

Hour 1: discuss and review

Hour 2: Business plan lecture – marketing and financials, for who, blueprints. Review on the importance of Research. Introduce – Market – Customer/Consumer – Product. Read Links

Hour 3: Economy video 30 mins

Week 3,

Day 1

Hour 1: discuss and review

Hour 2: Business structures – sole prop, llc, corp, dba, lecture - licensing handout. Abbreviations

Hour 3: activity** from HR link. Attention to detail, reading comprehension.

Day 2:

Hour1: discuss and review

Hour 2: Employee structure, different systems. Whiteboard from the top down. Ceo, cmo etc

Hour 3: **ACTIVITY** self-correcting worksheet. 6 Qs on last 2 weeks. PDF Download.**

Day 3:

Hour 1: discuss and review

Hour 2: financial planning. P&Ls, ROI, Projections, percentages, (loss leaders)

Hour 3: ****ACTIVITY** Profit and loss MATH PRACTICE PDF**

Week 4

Day 1:

Hour 1: Discuss and Review

Hour 2: Marketing. Lecture – the 4 ps of marketing, sales, relationship management, mass communications, creating demand.

The Marketing Mix			
Product	Price	Place	Promotion
<ul style="list-style-type: none">• Quality• Design• Brand Name• Features• Packaging• Services	<ul style="list-style-type: none">• List Price• Discounts• Credit Terms• Entrance into the market	<ul style="list-style-type: none">• Channels• Coverage• Transportation• Location• Logistics	<ul style="list-style-type: none">• Advertising• Personal Selling• Direct Marketing• Sales Promotion• Public Relations

Hour 3: the marketing mix – combining digital and traditional. Whiteboard the different methods.

Day 2

Hour 1: Discuss and review

Hour 2: Brand development – naming brands from logos, slogans and jingles.

Hour 3: play logo game download from windows store.

Day 3

Hour 1: Discuss and review

Hour 2: Info graphics. Students read. Customer service lecture. Talk about good and bad examples from students.

Hour 3: ACTIVITY** 2pictures. Walk around and ask what they see. 5 seconds response. Then on Elmo to discuss.

Assignment is to write 30 minutes each in and at home for the weekend.

Next week they will type on word docs and printout.

Week 5

Day 1

Hour 1: Discuss and review

Hour 2: typing exercise on the 2 pics hand written assignment. 30 mins on each.

Hour 3: start lecture on contracts – agreements – liabilities

Day 2

Hour 1: discuss and review

Hour 2: note taking exercise on 3rd pic on Elmo. Show and tell.

Hour 3: employee law discussion.

Day 3

Hour 1: Discuss and Review

Hour 2: Self-evaluation – Techniques. Read along PDF

Hour 3 Exit Strategies. Discuss the many options other than closing

****ACTIVITY**** 10 Question so far nearly there. **Tommy Hilfiger video**

Week 6

Motivations – Leadership – Ethics- US Culture. Ready to Launch.

Read alongs, Web page build. Powerpoint. Typing. Research.

Discussions. **Mind hacking video.**

Week 7

Testing.

Test results and movie.

Last day food potluck.