**Associated Assessments:** BLO1

**Description:** This Course of Study outlines the sequence of learning activities to help you demonstrate competence in the subject area of Associate Level Business Core. Your competence will be assessed as you complete a series of performance tasks (TABL). Depending on your educational background and work experience, this Course of Study can take up to twelve weeks. Following this document sequentially is an important part of your assessment preparation. This tool is designed to help you become an independent learner by providing multiple learning methods. These steps may be completed more quickly than shown below as determined in consultation with your mentor.

**Introduction**

*Welcome to the Associate Level Business Core Course of Study! Certainly in today’s business environment we see a real need for better understanding of core concepts in marketing, accounting and business law, and their application to a variety of business situations - which is just what we are going to explore. My name is Judy Austin and I will serve as your Academic Mentor as you work with this Course of Study in preparation for the TABL Performance Assessment. I am here to support your learning through this Course of Study, and look forward to working with you.*

*I am here to answer questions, provide guidance, and help solve problems, so don’t hesitate to contact me during office hours.*

**Course of Study Mentor** ..... Judy Austin  
**Email**.......................... jaustin@wgu.edu  
**Telephone** ...................... 1-866-895-9660, x1804  
**Office Hours** ................. Monday – Friday, 9:00am – 4:00pm MT

This Course of Study is designed to prepare you to complete the TABL, a performance assessment consisting of four separate sections, focusing on marketing, accounting and business law. As you work through and complete this Course of Study you will be ready to prepare and submit sections of the TABL assessment, reports, essays and accounting work, into Taskstream for grading.

By completing this Course of Study you will have the demonstrated a level of competence that you can immediately use in your work and career experience.

**PLEASE NOTE:** This Course of Study is a dynamic document that is updated on a regular basis. As you work through the Course of Study, make certain you check to make sure you are using the most current version of the document found by clicking on the “Start Here” button on the AAP Learning Resources

**Competencies**

There are several academic competencies associated with this Course of Study:


<table>
<thead>
<tr>
<th>Competency</th>
<th>Description</th>
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<tbody>
<tr>
<td>Marketing</td>
<td>Describe and create a marketing plan including applications of the four P’s (product, price, promotion, and placement) and marketing ethics</td>
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<td>Describe factors that influence pricing strategies</td>
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<td>Accounting</td>
<td>Develop and maintain a simple accounting system</td>
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</tr>
<tr>
<td>Accounting</td>
<td>Develop a simple budget and explain the impact of revenue and cost behavior assumptions.</td>
</tr>
<tr>
<td>Business Law</td>
<td>Identify various business structures, including sole proprietorships, limited liability companies, corporations, and franchises.</td>
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**Required Learning Resources**


- Skillsoft/Skillport Library

- Business Core Learning Community

**MyAccountingLab** MyAccountingLab is a web-based tutorial and assessment program for accounting that provides students with a personalized interactive learning environment where they can learn at their own pace and measure their progress. MyAccountingLab offers interactive tutorials, demonstrations, practice problems and other resources to help students successfully complete the TABL assessment. Enroll in the MyAccountingLab learning resource through your AAP. Log on to your AAP, and under "Available LRs" click on "View." You will view a link to enroll in MyAccountingLab by Pearson (Accounting and Finance Core Concepts-TABL/TABT by Pearson). Once you have enrolled in the learning resource and your mentor has approved your enrollment, you will receive an email from Learning Resources at WGU with information about the course, an access code, and specifics about setting up an account. Please retain this email as it will answer many of your questions and also contains contact information for Pearson Technical support. Engaging in the MyAccountingLab modules will make your preparation for the TABL assessment much easier. Even if you have considerable expertise in Accounting, this course/e-text may help you quickly identify what you need to review in order to become competent. Log onto MyAccountingLab.
1. Review the eText available in MyAccountingLab.

2. Review the MyAccountingLab modules.

For Additional information on MyAccountingLab, please read the getting started document at: https://web5.wgu.edu/aap/content/MyAccountingLab%20How%20To.pdf

LET’S GET STARTED ........

WEEK 1

Subject 1: Preparing for Success

Subject Description: In order to successfully complete TABL, you need the appropriate resources to support your learning. The various Learning Resources included in this COS are essential for your success. They will provide the necessary knowledge to complete the required TABL tasks.

Topic 1 Title: Acquire Learning Resources

Instructions: Arrange to obtain or enroll in the Learning Resources listed below so there will be no delays in your studies. These items are essential for you as the COS will guide you week-by-week in the use of these resources.

Activity 1 Title: Order the textbooks

Description:


Note: This text may be used in place of, or in addition to, the Horngren text.


These commonly used college-level textbooks include chapter questions, glossaries, and case studies to use to check your understanding as you progress through the material. The WGU Bookstore has this book available for immediate purchase and delivery. You may shop at other online bookstores, but be sure to order early and use the correct ISBN to get the correct edition.
Activity 2 Title: Access the Skillsoft/Skillport Library  
**Description:** The SkillSoft/Skillport Library contains Modules, Skill Briefs, Job Aids, and Books 24/7 that will assist you in preparing for the assessment—these are listed below, and are also included in the weekly sections of this COS where you will work with each. New students are automatically enrolled in SkillSoft during EWB. All students will use their WGU student portal login and password to access SkillSoft at: [http://wgu.skillport.com/](http://wgu.skillport.com/). Talk to your mentor if you need additional information regarding your SkillSoft account. For additional information on using your SkillSoft account, read the “Using Your SkillSoft Account” document at: [https://web5.wgu.edu/aap/content/Using%20the%20Skillsoft%20Library%20(2).doc](https://web5.wgu.edu/aap/content/Using%20the%20Skillsoft%20Library%20(2).doc)

How to use Skillsoft/Skillport modules:
1. Log into SkillSoft: [http://wgu.skillport.com](http://wgu.skillport.com)
2. Enter the module code/number for the module you want to work with.
3. Click on the course
4. Read the SkillSoft Lesson overview.
5. Take the SkillSoft course pre-test for each section where available.
6. Complete the modules where your pre-test scores are low.
7. Take the post tests after completing all of the modules.
8. For additional information, review the SkillBriefs, Job Aids and Books 24/7 associated with each module.

**Activity 3 Title:** Join the Business Core Learning Community  
**Description:** Learning Communities are an integral part of the WGU learning experience. The Business Core Learning Community provides opportunities to learn through communication with the facilitator and other students. Any time you have a question about the content in this Course of Study, contact the community facilitator for assistance. Community facilitators and other students will not provide answers, but will engage you in discussion to help you clarify and extend your understanding of important concepts. In addition, you will find specific assignments in this Course of Study that direct you to the Business Core Learning Community. Check with your mentor to ensure that you have been enrolled in the Community.

**Enroll in the Community:** Request your mentor to enroll you in the Business Core Learning Community and visit the Community. Review announcements, blogs, discussion threads, and chat schedules. You may contact the community facilitator at any time while preparing for the TABL assessment. The facilitator is available to answer questions via email, phone, chat and WGU instant messenger.

**Activity 4 Title:** Discuss with Your Mentor Taskstream Enrollment  
**Description:** At the mid-point and at the end of this Course of Study you will need to complete performance assessments in TaskStream to demonstrate your competence. In order to obtain the instructions for each task and to submit your work, you will need to be enrolled in Taskstream. Students who finish EWB in any month and successfully
matriculate will have their Taskstream accounts created by the 15th of the following month. Taskstream will automatically send an email to you with your account information. This email will also include log in information. Additional information on Taskstream can be found in the Student Portal on the “Resources” tab at the bottom of the page. Look for the “Taskstream Help” link. Contact your mentor to go over these Taskstream processes and requirements.

Link to the “Taskstream Help” document:  
http://www.wgu.edu/wgu/student/taskstream_documents.asp

**Activity 5 Title:** Far Horizons Case  
**Description:** Access the Far Horizons case in Taskstream and read through it carefully. This case is the focus of the four sections and Tasks you will complete in TABL.

**Activity 6:** Review APA Requirements  
**Description:** Review the APA Formatting and Style Guide at: http://owl.english.purdue.edu/owl/resource/560/01/. All the TABL tasks should be written in correct APA format. If you quote or very closely paraphrase information, you should use in-text citations and add a reference list that includes each citation. 70% of your document needs to be in your own words. Students are only allowed to quote 30% of their paper.

**Subject 2: Marketing Mix**

**Subject Description:** These activities for Week 1 will introduce you to the concepts associated with marketing.  
**Background Information:** The marketing mix is a combination of marketing tools that is used to satisfy customer wants and needs while meeting the company’s objectives. The marketing mix is often referred to as the **offering**. A company’s **offering** is controlled by the following variables often referred to as the four Ps in marketing: **Product**, **Price**, **Place** (Distribution), **Promotion**. By using variations of these four components a company has the ability to reach multiple consumers within their target market.

**Competency Title:** Marketing  
**Numerical Code:** n/a

**Competency Description:**
- Describe and create a marketing plan including applications of the four P’s (product, price, promotion, and placement) and marketing ethics
- Describe factors that influence pricing strategies

**Topic 1 Title:** Marketing Economic Factors

**Objectives:** When you have completed this portion of Week 1, you will be able to:
- Describe the factors affecting the marketing of products and services.
Differentiate between the internal and external factors which have an impact on a company’s ability to deliver products and services to the marketplace.

**Instruction:** Many factors affect the marketing of products and services. Both internal factors (those which can be controlled by the organization such as productivity) and external factors (those that are not directly controlled by the organization such as government regulations) have an impact on a company’s ability to deliver their products and services to the marketplace.

Your study of the marketing mix includes resources from your textbook, Skillsoft/Skillport, government websites, and the Associate Level Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the TABL performance assessment.

**Activity 1 Title:** The Marketing Environment  
**Activity Type:** Read Chapter 3 in the textbook  
**Description:** Read Chapter 3, “The Marketing Environment, Ethics, and Social Responsibility”.

After reading the chapter, you should be able to answer the following:

- Describe the factors affecting the marketing of products and services.
- Differentiate between the internal and external factors which have an impact on a company’s ability to deliver products and services to the marketplace.

**Concepts Review:** When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the application of the 4 P’s to marketing strategy, etc. Think about the key concepts you find in Chapter 3. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

**Activity 2 Title:** Economic Factors  
**Activity Type:** URL  
**Description:** Review the following web site on Economic Factors:  
http://www.marketingteacher.com/Lessons/lesson_PEST.htm

**Activity 3 Title:** Elements of Marketing Strategy  
**Activity Type:** Skillsoft Modules, Job Aids, and Skill Briefs  
**Description:** Complete the following:  
Skillsoft Module:  
MKGT0201 – Elements of Marketing Strategy

**Activity 4 Title:** Review Skillsoft/Skillport Books 24/7  
**Activity Type:** Search and read excerpts from Books 24/7
Description: For additional information on forms of business ownership use the key word search and search for Books in SkillPort Books 24/7. Suggested keywords:
- Marketing environment
- Marketing strategies
- Product
- Place
- Product
- Price
- Economic factors

Activity 5 Title: Associate Level Business Core Learning Community
Activity Type: Interacting with other members of the Business Law & Ethics Learning Community
URL: Visit the Business Core Learning Community at the link below. Look for the discussion thread labeled: Should the 4 P’s become 5 P’s? Post your initial thoughts, and read and respond to the ideas presented by other students. Interacting with other students is an excellent way to help you clarify your own understanding of these concepts. View the Blog entitled: Economic Factors for the Far Horizon. This will provide additional information for completing this section.

http://community.wgu.edu/clearspacex/community/business_core_learning_community

WEEK 2

Subject: Marketing Product

Subject Description: The activities for Week 2 will introduce you to the concepts of the product in marketing

Background Information: The “product” refers to the actual, physical product or service (and any conveniences or services that are related to the product) being offered to the consumer.

Activity 1 Title: Marketing Process
Activity Type: Read Chapter 2 in the textbook
Description: Read Chapter 2, “Strategic Planning and the Marketing Process”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Describe the factors of strategic planning in the marketing process.
- Explain the marketing process.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 2. Prepare
a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

**Activity 2 Title:** Product and Services Strategies  
**Activity Type:** Read Chapter 11 in the textbook  
**Description:** Read Chapter 11, “Product and Service Strategies”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Identify the factors that influence product strategies
- Identify the factors that influence services strategies
- Describe various strategies for products and services.

**Concepts Review:** When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the factors influencing product strategies, etc. Think about the key concepts you find in Chapter 11. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

**Activity 3 Title:** Managing Brands and Products  
**Activity Type:** Read Chapter 12 in the textbook  
**Description:** Read Chapter 12, “Developing and Managing Brand and Product Categories”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Describe the concepts of brand and product categories.
- Explain how a brand or product category is developed.

**Concepts Review:** When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the development of a brand category, etc. Think about the key concepts you find in Chapter 12. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

**Activity 4 Title:** Elements of Marketing Strategy  
**Activity Type:** Skillsoft Modules, Job Aids, and Skill Briefs  
**Description:** Complete the following:  
- Skillsoft Module: MKT0203 – Competitive Factors in Strategic Marketing  
- MKT0241 – Introduction to Product Management  
- MKT0242 – Developing a New-product Strategy

**Activity 5 Title:** Sigmund’s Gourmet Pasta-Business Plan  
**Activity Type:** URL  
**Description:** Review the following web site on Economic Factors:  
http://www.marketingteacher.com/Lessons/lesson_PEST.htm
WEEK 3

Subject: Marketing Price

Subject Description: The activities for Week 3 will introduce you to the concepts of the price in marketing

Background Information: Pricing decisions must take into account profit margins, competitor pricing, discounts, financing and other factors that may impact a company’s pricing strategy.

Activity 1 Title: Price Concepts
Activity Type: Read Chapter 18 in the textbook
Description: Read Chapter 18, “Price Concepts”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Describe the concept of price as a factor in marketing decisions.
- Explain various pricing concepts relating to product and service marketing.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 18. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 2 Title: Pricing Strategies
Activity Type: Read Chapter 19 in the textbook
Description: Read Chapter 19, “Pricing Strategies”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Identify the factors that influence pricing strategies
- Describe various strategies for pricing products and services.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the factors influencing product strategies, etc. Think about the key concepts you find in Chapter 19. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 3 Title: Pricing for Profitability
Activity Type: Skillsoft Modules, Job Aids, and Skill Briefs
Description: Complete the following:

Skillsoft Module:
- STGY0215 – Pricing for Profitability
- MKT0243 – Pricing and Profitability for Project Managers
WEEK 4

Subject: Marketing Distribution - Place

Subject Description: The activities for Week 4 will introduce you to the concepts of place and distribution in marketing.

Background Information: Distribution (or placement) decisions are those decisions associated with distribution channels that are the means of getting the product or service from the manufacturer into the hands of the consumer.

Activity 1 Title: Marketing Channels and Supply Chain Management
Activity Type: Read Chapter 13 in the textbook
Description: Read Chapter 13, “Marketing Channels and Supply Chain Management”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Describe the concept of marketing channels as a factor in marketing decisions.
- Describe the concept of supply chain management
- Explain how market channels and supply chain management influence marketing decision.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 13. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 2 Title: Retailers, Wholesalers and Direct Marketers
Activity Type: Read Chapter 14 in the textbook
Description: Read Chapter 14, “Retailers, Wholesalers and Direct Marketers”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Identify the differences between retailers, wholesalers and direct marketers
- Describe the specific characteristics of retailers as a distribution channel
- Describe the specific characteristics of wholesalers as a distribution channel
- Describe the specific characteristics of direct marketers as a distribution channel.
Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the factors influencing product strategies, etc. Think about the key concepts you find in Chapter 14. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 3 Title: Pricing for Profitability  
Activity Type: Skillsoft Modules, Job Aids, and Skill Briefs  
Description: Complete the following:  
   Skillsoft Module: OPER0323 – Supply Chain Management

Activity 4: Activity 5 Title: Website Review  
Activity Type: URL  
Description: Review the following web sites:  
   http://www.toolkit.cch.com/text/PO3_1080.asp  

WEEK 5

Subject 1: Marketing - Promotion

Subject Description: The activities for Week 5 will introduce you to the concepts of promotion in marketing

Background Information: Promotion decisions are those decisions related to communicating and selling products and services to the consumer.

Activity 1 Title: Marketing Communications  
Activity Type: Read Chapter 15 in the textbook  
Description: Read Chapter 15, “Integrated Marketing Communications”, in Contemporary Marketing.

   After reading the chapter, you should be able to answer the following:

   - Describe the concept of communication in marketing.
   - Identify the strategies for integrating communications in a marketing plan.
   - Explain the relationship of communication and promotion.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 15. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.
Activity 2 Title: Advertising and Public Relations  
**Activity Type:** Read Chapter 16 in the textbook  
**Description:** Read Chapter 16, “Advertising and Public Relations”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Describe the key characteristics of advertising
- Describe the key characteristics of public relations.
- Identify strategies for effective advertising.
- Identify strategies for effective public relations
- Explain strategies for integrating advertising and public relations.

**Concepts Review:** When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the factors influencing product strategies, etc. Think about the key concepts you find in Chapter 16. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 3 Title: Personal Selling and Sales Promotion  
**Activity Type:** Read Chapter 17 in the textbook  
**Description:** Read Chapter 17, “Personal Selling and Sales Promotion”, in Contemporary Marketing.

After reading the chapter, you should be able to answer the following:

- Describe the key characteristics of personal selling
- Describe the key characteristics of sales promotion.
- Identify strategies for effective personal selling.
- Identify strategies for effective sales promotion

**Concepts Review:** When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the factors influencing product strategies, etc. Think about the key concepts you find in Chapter 17. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 4: Activity 5 Title: Website Review  
**Activity Type:** URL  
**Description:** Review the following web sites:

http://money.howstuffworks.com/marketing-plan25.htm
MID-WAY

Review of Major Points: At this mid-point in your work on the Course of Study, you should have developed competency in Marketing, including the ability to:

- Describe and create a marketing plan including applications of the four P’s (product, price, promotion and placement)
- Describe factors that influence pricing strategies

Subject Description: Congratulations! You have successfully completed the Marketing section of the TABL Course of Study. You have mastered the concepts related to developing a marketing plan which integrates the 4 P’s. This is especially significant today as the marketing of products and services is more and more crucial in an economic downturn.

Background Information: Now that you have completed your study of marketing, it is time to for you to apply your knowledge by completing the Section I Marketing Task of TABL. Carefully read the Given information for the Task in the Taskstream Instructions - these are the relevant facts you need to consider as you develop your essay. Be sure to include the following:

- At least 4 economic concepts are identified and explained as they apply to Far Horizon.
- At least 3 factors that influence product strategy are identified and explained as they apply to Far Horizon.
- At least 3 factors that influence price strategy are identified and explained as they apply to Far Horizon.
- At least 3 factors that influence place strategy are identified and explained as they apply to Far Horizon. At least 3 factors that influence promotion strategy identified and explained as they apply to Far Horizon.
- No mechanical, grammar or spelling errors.
- Effective sentence structure, solid vocabulary and accurate word choice.
- APA formatting with in-text citations and reference list.
- At least 70% of your document is in your own words.

Submit your Section I Marketing Task into Taskstream as one MSWord Document.

After a few days check to see the status of your task. If the grader did not pass the task your mentor will sent it back to you to review and resubmit with corrections. If there are any areas you do not understand, please check with your mentor or the Business Core Learning Community facilitator.

WEEK 6
Subject 1: Accounting Fundamentals I

Subject Description: The activities for Week 6 will introduce you to the concepts of amortization, journal entries, T-accounts, and trial balance.

Background Information: This section will help prepare you for the Section II Accounting Task in TABL. Section II Accounting is comprised of 4 sub-sections to be completed in the TABL Accounting Template and submitted as the Section II Accounting Task for grading.

The 4 sub-sections are:
- Restaurant Loan Amortization
- Convention Center Amortization
- T-Accounts
- Far Horizon Worksheet

Competency Title: Accounting

Numerical Code: n/a

Competency Description:
- Develop and maintain a simple accounting system
- Prepare a balance sheet, statement of income, statement of changes in owner’s equity, and statement of cash flows
- Calculate the following financial tools in business settings/decisions: future and present value of an annuity and a monetary unit, perpetuities, compound interest rates, loan amortization, and internal rate of return.

Topic 1 Title: Accounting and Basic Business Transactions

Objectives:
- Calculate and prepare an amortization table
- Calculate and prepare journal entries in T-accounts
- Prepare a trial balance and balance it from T-account data

Activity 1 Title: Business Environment
Activity Type: Read Chapter 1 in the textbook
Description: Read Chapter 1, “Accounting and the Business Environment”, in Accounting text by Horngren.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 1. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 2 Title: MyAccountingLab
Activity Type: Work with MyAccountingLab
Description: Complete the chapter 1 module in MyAccountingLab.

Activity 3 Title: Website Review
URL:
Description: Review the website listed below for the Accounting Process: The Accounting Cycle:

http://www.netmba.com/accounting/fin/process/

Activity 4 Title: Accounting Fundamentals
Activity Type: Skillsoft Modules, Job Aids, and Skill Briefs
Description: Complete the following:
   Skillsoft Module:
   FIN0121 – Accounting Fundamentals

Topic 2 Title: Recording Business Transactions

Objectives:

- Record Journal entries
- Prepare T-accounts
- Complete a Trial Balance

Activity 1 Title: Recording Business Transactions
Activity Type: Read Chapter 2 in the textbook
Description: Read Chapter 2, “Recording Business Transactions”, in the Accounting text by Horngren.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 2. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 2 Title: MyAccountingLab
Activity Type: Work with MyAccountingLab
Description: Complete the chapter 2 module in MyAccountingLab.

Activity 3 Title: Website Review
URL:
Description: Review the website listed below for Principles of Accounting:

http://www.principlesofaccounting.com/chapter%202.htm

Activity 4 Title: Accounting Fundamentals
Activity Type: Skillsoft Modules, Job Aids, and Skill Briefs
Description: Complete the following:
   Skillsoft Module:
   FIN00251 – Principles of Financial Statements

WEEK 7

Subject 1: Accounting Fundamentals II
Subject Description: The activities for Week 7 will continue your work with the concepts of amortization, journal entries, T-accounts, and trial balance.

Background Information: This section will help prepare you for the Section II Accounting Task in TABL. Section II Accounting is comprised of 4 sub-sections to be completed in the TABL Accounting Template and submitted as the Section II Accounting Task for grading.

The 4 sub-sections are: Restaurant Loan Amortization
Convention Center Amortization
T-Accounts
Far Horizon Worksheet

Competency Title: Accounting

Numerical Code: n/a

Competency Description:
- Develop and maintain a simple accounting system
- Prepare a balance sheet, statement of income, statement of changes in owner’s equity, and statement of cash flows
- Calculate the following financial tools in business settings/decisions: future and present value of an annuity and a monetary unit, perpetuities, compound interest rates, loan amortization, and internal rate of return.

Topic 1 Title: The Adjusting Process

Objectives:
- Develop and maintain a simple accounting system
- Prepare a balance sheet, statement of income, statement of changes in owner's equity, and statement of cash flows

Activity 1 Title: The Adjusting Process
Activity Type: Read Chapter 3 in the textbook
Description: Read Chapter 3, “The Adjusting Process”, in the Accounting text by Horngren.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 3. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 2 Title: MyAccountingLab
Activity Type: Work with MyAccountingLab
Description: Complete the chapter 3 module in MyAccountingLab.

NOTE: If you have the MP Fundamental Accounting text by Wild, read Chapter 3 “Accounting in Business”, and complete module 3 in MyAccountingLab.
Activity 3 Title: Website Review  
URL:  
Description: Review the website listed below for Principles of Accounting:

http://www.accountingcoach.com/

Activity 4 Title: Skillsoft/Skillbrief Review  
Activity Type: Skillsoft Modules, Job Aids, and Skill Briefs  
Description: Complete the following:  
Skillsoft Module:  
FIN00252 – Components of Financial Statements

WEEK 8

Subject 1: Accounting Fundamentals III

Subject Description: The activities for Week 7 will conclude your work with the concepts of amortization, journal entries, T-accounts, and trial balance.

Background Information: This section will help prepare you for the Section II Accounting Task in TABL. Section II Accounting is comprised of 4 sub-sections to be completed in the TABL Accounting Template and submitted as the Section II Accounting Task for grading.

The 4 sub-sections are:  
Restaurant Loan Amortization  
Convention Center Amortization  
T-Accounts  
Far Horizon Worksheet

Competency Title: Accounting

Numerical Code: n/a

Competency Description:

- Develop and maintain a simple accounting system
- Prepare a balance sheet, statement of income, statement of changes in owner’s equity, and statement of cash flows
- Calculate the following financial tools in business settings/decisions: future and present value of an annuity and a monetary unit, perpetuities, compound interest rates, loan amortization, and internal rate of return.

Topic 1 Title: Completing the Accounting Cycle

Objectives:

- Develop and maintain a simple accounting system
- Prepare a balance sheet, statement of income, statement of changes in owner’s equity, and statement of cash flows
Activity 1 Title: The Accounting Cycle
Activity Type: Read Chapter 4 in the textbook
Description: Read Chapter 4, “Completing the Accounting Cycle”, in the Accounting text by Horngren.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 4. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 2 Title: MyAccountingLab
Activity Type: Work with MyAccountingLab
Description: Complete the chapter 4 module in MyAccountingLab.

Activity 3 Title: Website Review
URL: http://www.dwmbeancounter.com/tutorial/lesson06.html
Description: Review the websites listed below for Principles of Accounting:

Activity 4 Title: Skillsoft/Books 24/7 Review
Activity Type: Review Books 24/7
Description: For additional information of accounting. Log into Skillsoft and using a key word search, search for books in Skillport Books 24/7. Suggested keywords:
- Balance Sheet
- Income Statement
- Owner’s Equity
- Amortization
- Excel Formulas
- Trial Balance
- T-Accounts

MID-WAY

Review of Major Points: At this mid-point in your work on the Course of Study, you should have developed competency in Accounting, including the ability to:
- Develop and maintain a simple accounting system
- Calculate and complete amortization tables
- Evaluate journal entries and complete T-accounts
- Prepare a Trial Balance

Subject Description: Congratulations! You have successfully completed the Section II Accounting Task of the TABL Course of Study. You have mastered the concepts related to developing and maintaining a simple accounting system. This is more and more significant today as accounting and financial issues have become more and more crucial in an economic downturn.
Background Information: Now that you have completed your study of basic accounting, it is time to for you to apply your knowledge by completing the Section II Accounting Task of TABL. Carefully read the given information for the Task in the Taskstream Instructions - these are the relevant facts you need to consider as you develop your essay. Be sure to include the following:

- Completed Restaurant Loan Amortization and Convention Center Amortization tables.
- Posted the entries listed on the General Journal to the T-accounts.
- Used the T-accounts to complete the Worksheet provided in the template.
- At least 3 factors that influence place strategy are identified and explained as they apply to Far Horizon

Submit your Section II Accounting Task into Taskstream.

After a few days check to see the status of your task. If the grader did not pass the task your mentor will send it back to you to review and resubmit with corrections. If there are any areas you do not understand, please check with your mentor or the Business Core Learning Community facilitator. Submit your Section I Marketing Task into Taskstream as one MSWord Document.

WEEK 9

Subject 1: Financial Statements and Budgeting I

Subject Description: The activities for Week 9 will introduce you to the concepts of preparing financial statements and budgeting.

Background Information: This section will help prepare you for the Section III Financial Statements and Budgeting Task in TABL. Section III is comprised of 4 sub-sections to be completed in the TABL Financial Statements Template and submitted as the Section III Financial Statements and Budgeting Task for grading.

The 6 sub-sections are:
- Income Statement
- Statement of Owner’s Equity
- Balance Sheet
- Statement of Cash Flows
- Budgeted Income Statement
- Budget Report

Competency Title: Accounting

Numerical Code: n/a

Competency Description:
- Develop and maintain a simple accounting system
- Prepare a balance sheet, statement of income, statement of changes in owner’s equity, and statement of cash flows
- Calculate the following financial tools in business settings/decisions: future and present value of an annuity and a monetary unit, perpetuities, compound interest rates, loan amortization, and internal rate of return.
Topic 1 Title: Financial Statements and Budgeting

Objectives:
- Prepare a balance sheet
- Prepare an income statement
- Prepare a statement of owner’s equity
- Prepare a statement of cash flows

Activity 1 Title: Textbook Review
Activity Type: Review Chapters 1-4 in the Accounting text by Horngren.
Description: Review Chapters 1-4 focusing on the preparation of financial statements.

Activity 2 Title: Statement of Cash Flows
Activity Type: Read Chapter 16 in the textbook
Description: Read Chapter 16, “The Statement of Cash Flows”, in the Accounting text by Horngren.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 16. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

Activity 3 Title: MyAccountingLab
Activity Type: Work with MyAccountingLab
Description: Complete the chapter 16 module in MyAccountingLab.

Activity 4 Title: Website Review
URL: http://www.snpo.org/samples/V150446.pdf
Description: Review the websites listed below for Sample Budget Report:

Activity 5 Title: Skillsoft/Skillbrief Review
Activity Type: Skillsoft Modules, Job Aids, and Skill Briefs
Description: Complete the following:
Skillsoft Module:
FIN00252 – Components of Financial Statements

WEEK 10
Subject 1: Financial Statements and Budgeting II
Subject Description: The activities for Week 10 will introduce you to the concepts of preparing financial statements and budgeting.

Background Information: This section will help prepare you for the Section III Financial Statements and Budgeting Tasks in TABL. Section III is comprised of 4 sub-sections to be completed in the TABL Financial Statements Template and submitted as the Section III Financial Statements and Budgeting Task for grading.

The 6 sub-sections are:
- Income Statement
- Statement of Owner’s Equity
- Balance Sheet
- Statement of Cash Flows
- Budgeted Income Statement
- Budget Report

Competency Title: Accounting

Numerical Code: n/a

Competency Description:
- Develop and maintain a simple accounting system
- Prepare a balance sheet, statement of income, statement of changes in owner’s equity, and statement of cash flows
- Calculate the following financial tools in business settings/decisions: future and present value of an annuity and a monetary unit, perpetuities, compound interest rates, loan amortization, and internal rate of return.
- Develop a simple budget and explain the impact of revenue and cost behavior assumptions

Topic 1 Title: Financial Statements and Budgeting

Objectives:
- Prepare a balance sheet
- Prepare an income statement
- Prepare a statement of owner’s equity
- Prepare a statement of cash flows

Activity 1 Title: Skillsoft/Skillbrief Review
Activity Type: Skillsoft Modules, Job Aids, and Skill Briefs
Description: Complete the following:
- Skillsoft Module:
  - FIN0253 – Analyzing the Income Statement and Balance Sheet
  - FIN0233 - Analyzing Cash Flow Statements
  - FIN0123 – Accounting Systems and Closing Entries
  - FIN0122 – Accrual Accounting Procedures
  - FIN0251 – Principles of Financial Statements
Review of Major Points: At this mid-point in your work on the Course of Study, you should have developed competency in Financial Statements and Budgeting, including the ability to:

- Prepare a balance sheet, statement of income, statement of changes in owner’s equity, and statement of cash flows.
- Develop a simple budget and explain the impact of revenue and cost behavior assumptions.

Subject Description: Congratulations! You have successfully completed the Section III Financial Statements and Budgeting of the TABL Course of Study. You have mastered the concepts related to preparing financial statements and budgeting. This is certainly significant today as accounting and financial issues have become more crucial in an economic downturn.

Background Information: Now that you have completed your study of basic accounting, it is time for you to apply your knowledge by completing the Section III Financial Statements and Budgeting Task of TABL. Carefully read the given information for the Task in the Taskstream Instructions - these are the relevant facts you need to consider as you develop your essay. Be sure to include the following:

- Complete the Income Statement
- Complete the Statement of Owner’s Equity.
- Complete the Balance Sheet.
- Complete the Statement of Cash Flows
- Complete the Budgeted Income Statement
- Prepare a Budget Report that identifies three major business/economic reasons why actual revenues might be significantly higher or lower than budgeted revenues AND identifies three major business/economic reasons why actual expenses might be significantly higher or lower than budgeted expenses.
- Check to ensure your writing contains effective sentence structure, solid vocabulary and accurate word choice and no mechanical, grammar or spelling errors.
- Adhere to APA formatting with in-text citations and reference list and at least 70% of your document is in your own words.

Submit your Section III Financial Statements and Budgeting Task into Taskstream.

After a few days check to see the status of your task. If the grader did not pass the task your mentor will send it back to you to review and resubmit with corrections. If there are any areas you do not understand, please check with your mentor or the Business Core Learning Community facilitator. Submit your Section I Marketing Task into Taskstream as one MSWord Document.

WEEK 11

Subject 1: Business Law

Subject Description: The activities for Week 11 will introduce you to the concepts of forms of business organizations.
Background Information: This section will help prepare you for the Section IV Business Law Task in TABL. Section IV is comprised of a written report submitted as the Section IV Business Law Task for grading.

Competency Title: Business Law

Numerical Code: n/a

Competency Description:
- Identify various business structures, including sole proprietorships, partnerships, limited liability companies, corporations, and franchises.

Topic 1 Title: Forms of Business Organization

Objectives:
- Explain the differences between various forms of business organization
- Recommend appropriate forms of business organization

Activity 1 Title: Accounting and the Business Environment
Activity Type: Read Chapter 1 in the textbook
Description: Read Chapter 1, “Accounting and the Business Environment”, in the Accounting text by Horngren.

Concepts Review: When learning concepts, it is often helpful to identify the concepts and connect them to the general topic related to each concept, i.e. the marketing process, etc. Think about the key concepts you find in Chapter 1. Prepare a set of review/flash cards, one for each concept, and identify the concept as it might apply to a marketing environment.

NOTE: If you have the MP Fundamental Accounting text by Wild, review Chapters 1

Activity 2 Title: Website Review
URL:
Description: Review the websites listed below:

Choose a Structure: http://www.snpo.org/samples/V150446.pdf
Forms of Business Ownership: http://www.mslawyer.com/business.htm

Activity 3 Title: Skillsoft/Books 24/7 Review
Activity Type: Review Books 24/7
Description: For additional information of accounting. Log into Skillsoft and using a key word search, search for books in Skillport Books 24/7. Suggested keywords:
CONCLUSION

Subject Description: Congratulations! You have successfully completed Section IV Business Law Task for the TABL Course of Study. You have mastered the concepts related to identifying various forms of business organization. These activities for Week 11 will conclude your work with the concepts of business law and selecting forms of business organization.

Background Information: You are now prepared to submit the Section IV Business Law Task in TABL. Section IV Business Law is comprised of a 2-3 page report to be submitted in the Section IV Business Law Task for grading.

Review of Major Points: At this mid-point in your work on the Course of Study, you should have developed competency in Business Law, including the ability to:

- Identify various business structures, including sole proprietorships, partnerships, limited liability companies, corporations, and franchises.

Background Information: Now that you have completed your study of business law, it is time for you to apply your knowledge by completing the Section IV Business Law Task of TABL. Carefully read the Given information for the Task in the Taskstream Instructions - these are the relevant facts you need to consider as you develop your essay. Be sure to include the following:

- Identify and describe at least 4 forms of business organizations
- Make a recommendation regarding the best form of business organization for the Far Horizon
- Check that there are no mechanical, grammar or spelling errors
- Ensure that you used effective sentence structure, solid vocabulary and accurate word choice
- Use proper APA formatting with in-text citations and reference list.
- Ensure that at least 70% of your document is in your own words.

Submit your Section IV Business Law Task into Taskstream.

After a few days check to see the status of your task. If the grader did not pass the task your mentor will send it back to you to review and resubmit with corrections. If there are any areas you do not understand, please check with your mentor or the Business Core Learning Community facilitator. Submit your Section I Marketing Task into Taskstream as one MSWord Document.

CONGRATULATIONS

You have now successfully completed the TABL Course of Study. You have mastered the concepts related to forms of marketing, accounting and business law. You also have demonstrated how those
concepts can be applied in a variety of given business situations. Selecting the proper form of business organization, as you can see from your study, is essential for the protection of the individual business and its owners. Understanding the processes of marketing is essential to the success and any company. And the specific requirements and benefits of accurate accounting and safeguard any organization, and insure a more effective operation. So, you are well on your way to being a effective force for positive business decisions and practices in the today's business world.

**Feedback**

If you wish to provide feedback on this Course of Study, please contact Gary Gentry at ggentry@wgu.edu.