8-Week Syllabus (Integrated)

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| Week | Chapter(s) | Assignment(s) |
| 1 | Ch. 1—Setting the Stage: Technology & The Modern Enterprise  Ch. 2—Strategy and Technology: Concepts and Frameworks for Achieving Success  A.1—Introduction and Using Formulas   * Video Lesson: My First Workbook | VL   * A.1: My First Workbook   AE   * A.1: Netflix Growth |
| 2 | Ch. 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail  Ch. 4—Zara: Fast Fashion from Savvy Systems  Ch. 5—Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to Bits  A.2—Basic Formatting and Understanding References   * Video Lesson: An Intro to Cell Formatting * Video Lesson: Understanding References | VL   * A.2: My First Workbook * A.2: Netflix Starter Worksheet   AE:   * A.2: Drexler   TYU Assignment: Sections A.1–A.2 |
| 3 | Ch. 6—Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager Ch. 7—Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction A.3—Manipulating Sheets\*Video Lesson: Hiding & Unhiding Columns and RowsVideo Lesson: Inserting & Deleting Columns and RowsVideo Lessons: Inserting & Deleting WorksheetsVideo Lesson: Wrapping TextA.4—Freezing Panes, Sorting, and Using FiltersVideo Lesson: Freeze Panes, Sort, and FilterA.5—Tables and AutofillVideo Lesson: An Introduction to TablesVideo Lesson: Using Autofill to Create Patterns and Series | VL   * A.4: Sort + Filter + Tables * A.5: Sort + Filter + Tables & Fill Handle Fun   AE   * A.3: Stock Trade Volume * A.4: Starbucks Historical Data * A.5: Stock Exercise |
| 4 | Ch. 8—Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud  Ch. 9—Platforms, Network Effects, and Competing in a Winner-Take-All World  Ch. 10—Social Media, Peer Production, and Leveraging the Crowd  A.6—Paste Special and Copy as Picture   * Video Lesson: Paste Special   A.7—Column, Bar, Pie, Line, and Scatter Charts   * Video Lesson: Working with Charts * Video Lesson: Line Charts | VL   * A.6: Using Paste Special * A.7: Charts Starter & Line Chart Starter   AE   * A.6: Amazon * A.7: Streaming Subscribers   TYU Assignment: Sections A.3–A.7 |
| 5 | Ch. 11—The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech  Ch. 12—Facebook: Platforms, Privacy, and Big Business from the Social Graph  Ch. 13—Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion | Excel Comprehension Quiz: Sections A.1–A.7 |
| 6 | Ch. 14—Understanding Software: A Primer for Managers  Ch. 15—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts  Ch. 16—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning  A.8—Functions Related to IF\*   * Video Lesson: Functions Related to IF—COUNTIF, SUMIF, COUNTIFS, SUMIFS   A.9—The VLOOKUP and HLOOKUP Functions   * Video Lesson: VLOOKUP * Video Lesson: HLOOKUP | VL   * A.9: VLOOKUP\_HLOOKUP Starter   AE   * A.8: Fortune 1000 * A.9: Investment Portfolio |
| 7 | Ch. 17—Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve  Ch. 18—A Manager’s Guide to the Internet and Telecommunications  Ch. 19—Information Security: Barbarians at the Gateway (and Just About Everywhere Else)  A.10—Conditional Formatting   * Video Lesson: Conditional Formatting   A.11—Pivot Tables and Slicers   * Video Lesson: Pivot Tables and Slicers | VL   * A.10: Rev 500 Starter * A.11: Rev 500 Starter   AE   * A.10: Fortune 1000 * A.11: Acquisitions   TYU Assignment: Sections A.8–A.11 |
| 8 | Ch. 20—Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity | Excel Comprehension Quiz: Sections A.8–A.11  Excel Project |

*Note: \*Indicates that section does not have a video lesson solution file. VL = Video Lesson from the Appendix section; AE = Additional Exercise from Instructor Manual; TYU = Test Your Understanding questions from the end of each section.*

* For the VL assignments, students should follow along with the lesson and submit the final version of the Excel file.
  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning homework questions from the FlatWorld homework platform, which asks specific questions related to the final version of each Excel file.
* For the AE assignments, students should be provided with the instructions from the instructor manual and any starter files.
  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning homework questions from the FlatWorld homework platform, which ask specific questions related to the final solution for each exercise.
* TYU Assignments refer to the questions asked at the end of each section of the Excel Appendix. These can be assigned to be completed individually or in small groups in class.
* Excel Comprehension Quizzes can be created using the FlatWorld Homework Platform or the Test Item File questions. The questions in the Homework platform include general Excel content from each section along with specific questions related to the video lessons. The Test Item File questions include general Excel content from each section and specific questions related to Excel examples provided in the Test Item Files.
* For the Excel Project, students should find their own data online and analyze it using the various Excel concepts covered in the course. Based on class size, instructors may want to provide a dataset and detailed guidelines to aid in grading.

8-Week Syllabus (Independent)

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| Week | Chapter(s) | Assignment(s) |
| 1 | Ch. 1—Setting the Stage: Technology & The Modern Enterprise  Ch. 2—Strategy and Technology: Concepts and Frameworks for Achieving Success  Ch. 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail |  |
| 2 | Ch. 4—Zara: Fast Fashion from Savvy Systems  Ch. 5—Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to Bits  Ch. 6—Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager |  |
| 3 | Ch. 7—Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction Ch. 8—Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud  Ch. 9—Platforms, Network Effects, and Competing in a Winner-Take-All World |  |
| 4 | Ch. 10—Social Media, Peer Production, and Leveraging the Crowd  Ch. 11—The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech  Ch. 12—Facebook: Platforms, Privacy, and Big Business from the Social Graph |  |
| 5 | Ch. 13—Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion  Ch. 14—Understanding Software: A Primer for Managers  Ch. 15—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts  Ch. 16—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning |  |
| 6 | Ch. 17—Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve  Ch. 18—A Manager’s Guide to the Internet and Telecommunications  Ch. 19—Information Security: Barbarians at the Gateway (and Just About Everywhere Else)  Ch. 20—Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity |  |
| 7 | A.1—Introduction and Using Formulas   * Video Lesson: My First Workbook   A.2—Basic Formatting and Understanding References   * Video Lesson: An Intro to Cell Formatting * Video Lesson: Understanding References  A.3—Manipulating Sheets\*Video Lesson: Hiding & Unhiding Columns and RowsVideo Lesson: Inserting & Deleting Columns and RowsVideo Lessons: Inserting & Deleting WorksheetsVideo Lesson: Wrapping TextA.4—Freezing Panes, Sorting, and Using FiltersVideo Lesson: Freeze Panes, Sort, and FilterA.5—Tables and AutofillVideo Lesson: An Introduction to Tables  * Video Lesson: Using Autofill to Create Patterns and Series | VL   * A.1: My First Workbook * A.2: My First Workbook & Netflix–Understanding References * A.4: Sort + Filter + Tables * A.5: Fill Handle Fun & Sort + Filter + Tables   AE   * A.1: Netflix Growth * A.2: Drexler * A.3: Stock Trade Volume * A.4: Starbucks Historical Data * A.5: Stock Exercise   TYU Assignment: Sections A.1–A.5  Excel Comprehension Quiz: Sections A.1–A.5 |
| 8 | A.6—Paste Special and Copy as Picture   * Video Lesson: Paste Special   A.7—Column, Bar, Pie, Line, and Scatter Charts   * Video Lesson: Working with Charts * Video Lesson: Line Charts   A.8—Functions Related to IF\*   * Video Lesson: Functions Related to IF—COUNTIF, SUMIF, COUNTIFS, SUMIFS   A.9—The VLOOKUP and HLOOKUP Functions   * Video Lesson: VLOOKUP * Video Lesson: HLOOKUP   A.10—Conditional Formatting   * Video Lesson: Conditional Formatting   A.11—Pivot Tables and Slicers   * Video Lesson: Pivot Tables and Slicers | VL   * A.6: Using Paste Special * A.7: Charts Video Lesson & Line Chart Starter * A.9: VLOOKUP\_HLOOKUP Starter * A.10: Conditional Formatting Lesson * A.11: Pivot Table Exercises   AE   * A.6: Amazon * A.7: Streaming Subscribers * A.8: Fortune 1000 * A.9: Investment Portfolio * A.10: Fortune 1000 * A.11: Acquisitions   TYU Assignment: Sections A.6–A.11  Excel Comprehension Quiz: Sections A.6–A.11 |

*Note: \*Indicates that section does not have a video lesson solution file. VL = Video Lesson from the Appendix section; AE = Additional Exercise from Instructor Manual; TYU = Test Your Understanding questions from the end of each section.*

* For the VL assignments, students should follow along with the lesson and submit the final version of the Excel file.
  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning questions from the FlatWorld Homework platform, which asks specific questions related to the final version of each video lesson Excel file.
* For the AE assignments, students should be provided with the instructions from the instructor manual and any starter files.
  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning homework questions from the FlatWorld homework platform, which ask specific questions related to the final solution for each exercise.
* Excel Comprehension Quizzes can be created using the FlatWorld Homework Platform or the Test Item File questions. The questions in the Homework platform include general Excel content from each section along with specific questions related to the video lessons. The Test Item File questions include general Excel content from each section and specific questions related to Excel examples provided in the Test Item Files.

10-Week Syllabus (Integrated)

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| Week | Chapter(s) | Assignment(s) |
| 1 | Ch. 1—Setting the Stage: Technology & The Modern Enterprise  Ch. 2—Strategy and Technology: Concepts and Frameworks for Achieving Success  A.1—Introduction and Using Formulas   * Video Lesson: My First Workbook | VL   * A.1: My First Workbook   AE   * A.1: Netflix Growth |
| 2 | Ch. 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail  Ch. 4—Zara: Fast Fashion from Savvy Systems  A.2—Basic Formatting and Understanding References   * Video Lesson: An Intro to Cell Formatting * Video Lesson: Understanding References | VL   * A.2: My First Workbook * A.2: Netflix Starter Worksheet   AE:   * A.2: Drexler   TYU Assignment: Sections A.1–A.2 |
| 3 | Ch. 5—Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to BitsCh. 6—Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager A.3—Manipulating Sheets\*Video Lesson: Hiding & Unhiding Columns and RowsVideo Lesson: Inserting & Deleting Columns and RowsVideo Lessons: Inserting & Deleting WorksheetsVideo Lesson: Wrapping TextA.4—Freezing Panes, Sorting, and Using FiltersVideo Lesson: Freeze Panes, Sort, and Filter | VL   * A.4: Sort + Filter + Tables   AE   * A.3: Stock Trade Volume * A.4: Starbucks Historical Data |
| 4 | Ch. 7—Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction  Ch. 8—Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud A.5—Tables and AutofillVideo Lesson: An Introduction to Tables  * Video Lesson: Using Autofill to Create Patterns and Series   A.6—Paste Special and Copy as Picture   * Video Lesson: Paste Special | VL   * A.5: Sort + Filter + Tables & Fill Handle Fun * A.6: Using Paste Special   AE   * A.5: Stock Exercise * A.6: Amazon   TYU Assignment: Sections A.3–A.6 |
| 5 | Ch. 9—Platforms, Network Effects, and Competing in a Winner-Take-All World  Ch. 10—Social Media, Peer Production, and Leveraging the Crowd  Ch. 11—The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech  A.7—Column, Bar, Pie, Line, and Scatter Charts   * Video Lesson: Working with Charts * Video Lesson: Line Charts | VL   * A.7: Charts Starter & Line Chart Starter   AE   * A.7: Streaming Subscribers   TYU Assignment: Sections A.7  Excel Comprehension Quiz: Sections A.1–A.7 |
| 6 | Ch. 12—Facebook: Platforms, Privacy, and Big Business from the Social Graph  Ch. 13—Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion  A.8—Functions Related to IF\*   * Video Lesson: Functions Related to IF—COUNTIF, SUMIF, COUNTIFS, SUMIFS   A.9—The VLOOKUP and HLOOKUP Functions   * Video Lesson: VLOOKUP * Video Lesson: HLOOKUP | VL   * A.9: VLOOKUP\_HLOOKUP Starter   AE   * A.8: Fortune 1000 * A.9: Investment Portfolio |
| 7 | Ch. 14—Understanding Software: A Primer for Managers  Ch. 15—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts  A.10—Conditional Formatting   * Video Lesson: Conditional Formatting | VL   * A.10: Rev 500 Starter   AE   * A.10: Fortune 1000 |
| 8 | Ch. 16—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning  Ch. 17—Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve  A.11—Pivot Tables and Slicers   * Video Lesson: Pivot Tables and Slicers | VL   * A.11: Rev 500 Starter   AE   * A.11: Acquisitions   TYU Assignment: Sections A.8–A.11 |
| 9 | Ch. 18—A Manager’s Guide to the Internet and Telecommunications  Ch. 19—Information Security: Barbarians at the Gateway (and Just About Everywhere Else) | Excel Comprehension Quiz: Sections A.8–A.11 |
| 10 | Ch. 20—Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity | Excel Project |

*Note: \*Indicates that section does not have a video lesson solution file. VL = Video Lesson from the Appendix section; AE = Additional Exercise from Instructor Manual; TYU = Test Your Understanding questions from the end of each section.*

* For the VL assignments, students should follow along with the lesson and submit the final version of the Excel file.
  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning homework questions from the FlatWorld homework platform, which asks specific questions related to the final version of each Excel file.
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10-Week Syllabus (Independent)

|  |  |  |
| --- | --- | --- |
| Week | Chapter(s) | Assignment(s) |
| 1 | Ch. 1—Setting the Stage: Technology & The Modern Enterprise  Ch. 2—Strategy and Technology: Concepts and Frameworks for Achieving Success  Ch. 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail |  |
| 2 | Ch. 4—Zara: Fast Fashion from Savvy Systems  Ch. 5—Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to Bits  Ch. 6—Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager |  |
| 3 | Ch. 7—Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction Ch. 8—Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud  Ch. 9—Platforms, Network Effects, and Competing in a Winner-Take-All World |  |
| 4 | Ch. 10—Social Media, Peer Production, and Leveraging the Crowd  Ch. 11—The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech  Ch. 12—Facebook: Platforms, Privacy, and Big Business from the Social Graph |  |
| 5 | Ch. 13—Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion  Ch. 14—Understanding Software: A Primer for Managers  Ch. 15—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts |  |
| 6 | Ch. 16—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning  Ch. 17—Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve  Ch. 18—A Manager’s Guide to the Internet and Telecommunications |  |
| 7 | Ch. 19—Information Security: Barbarians at the Gateway (and Just About Everywhere Else)  Ch. 20—Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity |  |
| 8 | A.1—Introduction and Using Formulas   * Video Lesson: My First Workbook   A.2—Basic Formatting and Understanding References   * Video Lesson: An Intro to Cell Formatting * Video Lesson: Understanding References  A.3—Manipulating Sheets\*Video Lesson: Hiding & Unhiding Columns and RowsVideo Lesson: Inserting & Deleting Columns and RowsVideo Lessons: Inserting & Deleting WorksheetsVideo Lesson: Wrapping TextA.4—Freezing Panes, Sorting, and Using FiltersVideo Lesson: Freeze Panes, Sort, and Filter | VL   * A.1: My First Workbook * A.2: My First Workbook & Netflix–Understanding References * A.4: Sort + Filter + Tables   AE   * A.1: Netflix Growth * A.2: Drexler * A.3: Stock Trade Volume * A.4: Starbucks Historical Data   TYU Assignment: Sections A.1–A.4  Excel Comprehension Quiz: Sections A.1–A.4 |
| 9 | A.5—Tables and AutofillVideo Lesson: An Introduction to Tables  * Video Lesson: Using Autofill to Create Patterns and Series   A.6—Paste Special and Copy as Picture   * Video Lesson: Paste Special   A.7—Column, Bar, Pie, Line, and Scatter Charts   * Video Lesson: Working with Charts * Video Lesson: Line Charts   A.8—Functions Related to IF\*   * Video Lesson: Functions Related to IF—COUNTIF, SUMIF, COUNTIFS, SUMIFS | VL   * A.5: Fill Handle Fun & Sort + Filter + Tables * A.6: Using Paste Special * A.7: Charts Video Lesson & Line Chart Starter   AE   * A.5: Stock Exercise * A.6: Amazon * A.7: Streaming Subscribers * A.8: Fortune 1000   TYU Assignment: Sections A.5–A.8  Excel Comprehension Quiz: Sections A.5–A.8 |
| 10 | A.9—The VLOOKUP and HLOOKUP Functions   * Video Lesson: VLOOKUP * Video Lesson: HLOOKUP   A.10—Conditional Formatting   * Video Lesson: Conditional Formatting   A.11—Pivot Tables and Slicers   * Video Lesson: Pivot Tables and Slicers | VL   * A.9: VLOOKUP\_HLOOKUP Starter * A.10: Conditional Formatting Lesson * A.11: Pivot Table Exercises   AE   * A.9: Investment Portfolio * A.10: Fortune 1000 * A.11: Acquisitions   TYU Assignment: Sections A.9–A.11  Excel Comprehension Quiz: Sections A.9–A.11 Excel Project |

*Note: \*Indicates that section does not have a video lesson solution file. VL = Video Lesson from the Appendix section; AE = Additional Exercise from Instructor Manual; TYU = Test Your Understanding questions from the end of each section.*

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  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning homework questions from the FlatWorld homework platform, which asks specific questions related to the final version of each Excel file.
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16-Week Syllabus (Integrated)

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| --- | --- | --- |
| Week | Chapter(s) | Assignment(s) |
| 1 | Ch. 1—Setting the Stage: Technology & The Modern Enterprise  Ch. 2—Strategy and Technology: Concepts and Frameworks for Achieving Success  A.1—Introduction and Using Formulas   * Video Lesson: My First Workbook | VL   * A.1: My First Workbook   AE   * A.1: Netflix Growth |
| 2 | Ch. 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail  Ch. 4—Zara: Fast Fashion from Savvy Systems  A.2—Basic Formatting and Understanding References   * Video Lesson: An Intro to Cell Formatting * Video Lesson: Understanding References | VL   * A.2: My First Workbook * A.2: Netflix Starter Worksheet   AE:   * A.2: Drexler |
| 3 | Ch. 5—Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to Bits A.3—Manipulating Sheets\*Video Lesson: Hiding & Unhiding Columns and RowsVideo Lesson: Inserting & Deleting Columns and RowsVideo Lessons: Inserting & Deleting WorksheetsVideo Lesson: Wrapping Text | AE   * A.3: Stock Trade Volume   TYU Assignment: Sections A.1–A.3 |
| 4 | Ch. 6—Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager  Ch. 7—Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction A.4—Freezing Panes, Sorting, and Using Filters  * Video Lesson: Freeze Panes, Sort, and Filter | VL   * A.4: Sort + Filter + Tables   AE   * A.4: Starbucks Historical Data |
| 5 | Ch. 8—Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud A.5—Tables and AutofillVideo Lesson: An Introduction to Tables  * Video Lesson: Using Autofill to Create Patterns and Series | VL   * A.5: Sort + Filter + Tables & Fill Handle Fun   AE   * A.5: Stock Exercise |
| 6 | Ch. 9—Platforms, Network Effects, and Competing in a Winner-Take-All World  Ch. 10—Social Media, Peer Production, and Leveraging the Crowd  A.6—Paste Special and Copy as Picture   * Video Lesson: Paste Special | VL   * A.6: Using Paste Special   AE   * A.6: Amazon |
| 7 | Ch. 11—The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech  A.7—Column, Bar, Pie, Line, and Scatter Charts   * Video Lesson: Working with Charts   Video Lesson: Line Charts | VL   * A.7: Charts Starter & Line Chart Starter   AE   * A.7: Streaming Subscribers |
| 8 | Ch. 12—Facebook: Platforms, Privacy, and Big Business from the Social Graph | TYU Assignment: Sections A.4–A.7 |
| 9 | Ch. 13—Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion | Excel Comprehension Quiz: Sections A.1–A.7 |
| 10 | Ch. 14—Understanding Software: A Primer for Managers  A.8—Functions Related to IF\*   * Video Lesson: Functions Related to IF—COUNTIF, SUMIF, COUNTIFS, SUMIFS | AE   * A.8: Fortune 1000 |
| 11 | Ch. 15—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts  A.9—The VLOOKUP and HLOOKUP Functions   * Video Lesson: VLOOKUP * Video Lesson: HLOOKUP | VL   * A.9: VLOOKUP\_HLOOKUP Starter   AE   * A.9: Investment Portfolio |
| 12 | Ch. 16—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning  A.10—Conditional Formatting   * Video Lesson: Conditional Formatting | VL   * A.10: Rev 500 Starter   AE   * A.10: Fortune 1000 |
| 13 | Ch. 17—Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve  A.11—Pivot Tables and Slicers   * Video Lesson: Pivot Tables and Slicers | VL   * A.11: Rev 500 Starter   AE   * A.11: Acquisitions |
| 14 | Ch. 18—A Manager’s Guide to the Internet and Telecommunications  Ch. 19—Information Security: Barbarians at the Gateway (and Just About Everywhere Else) | TYU Assignment: Sections A.8–A.11 |
| 15 | Ch. 20—Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity | Excel Comprehension Quiz: Sections A.8–A.11 |
| 16 | Final Project | Excel Project |

*Note: \*Indicates that section does not have a video lesson solution file. VL = Video Lesson from the Appendix section; AE = Additional Exercise from Instructor Manual; TYU = Test Your Understanding questions from the end of each section.*

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16-Week Syllabus (Independent)

|  |  |  |
| --- | --- | --- |
| Week | Chapter(s) | Assignment(s) |
| 1 | Ch. 1—Setting the Stage: Technology & The Modern Enterprise  Ch. 2—Strategy and Technology: Concepts and Frameworks for Achieving Success |  |
| 2 | Ch. 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail  Ch. 4—Zara: Fast Fashion from Savvy Systems |  |
| 3 | Ch. 5—Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to Bits  Ch. 6—Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager |  |
| 4 | Ch. 7—Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction Ch. 8—Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud |  |
| 5 | Ch. 9—Platforms, Network Effects, and Competing in a Winner-Take-All World  Ch. 10—Social Media, Peer Production, and Leveraging the Crowd |  |
| 6 | Ch. 11—The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech  Ch. 12—Facebook: Platforms, Privacy, and Big Business from the Social Graph |  |
| 7 | Ch. 13—Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion  Ch. 14—Understanding Software: A Primer for Managers |  |
| 8 | Ch. 15—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts  Ch. 16—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning |  |
| 9 | Ch. 17—Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve  Ch. 18—A Manager’s Guide to the Internet and Telecommunications |  |
| 10 | Ch. 19—Information Security: Barbarians at the Gateway (and Just About Everywhere Else) |  |
| 11 | Ch. 20—Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity |  |
| 12 | A.1—Introduction and Using Formulas   * Video Lesson: My First Workbook   A.2—Basic Formatting and Understanding References   * Video Lesson: An Intro to Cell Formatting * Video Lesson: Understanding References  A.3—Manipulating Sheets\*Video Lesson: Hiding & Unhiding Columns and RowsVideo Lesson: Inserting & Deleting Columns and RowsVideo Lessons: Inserting & Deleting WorksheetsVideo Lesson: Wrapping Text | VL   * A.1: My First Workbook * A.2: My First Workbook & Netflix–Understanding References   AE   * A.1: Netflix Growth * A.2: Drexler * A.3: Stock Trade Volume   TYU Assignment: Sections A.1–A.3 |
| 13 | A.4—Freezing Panes, Sorting, and Using FiltersVideo Lesson: Freeze Panes, Sort, and FilterA.5—Tables and AutofillVideo Lesson: An Introduction to Tables  * Video Lesson: Using Autofill to Create Patterns and Series | VL   * A.4: Sort + Filter + Tables * A.5: Fill Handle Fun & Sort + Filter + Tables   AE   * A.4: Starbucks Historical Data * A.5: Stock Exercise   Excel Comprehension Quiz: Sections A.4–A.5 |
| 14 | A.6—Paste Special and Copy as Picture   * Video Lesson: Paste Special   A.7—Column, Bar, Pie, Line, and Scatter Charts   * Video Lesson: Working with Charts * Video Lesson: Line Charts   A.8—Functions Related to IF\*   * Video Lesson: Functions Related to IF—COUNTIF, SUMIF, COUNTIFS, SUMIFS | VL   * A.6: Using Paste Special * A.7: Charts Video Lesson & Line Chart Starter   AE   * A.6: Amazon * A.7: Streaming Subscribers * A.8: Fortune 1000   TYU Assignment: Sections A.6–A.8 |
| 15 | A.9—The VLOOKUP and HLOOKUP Functions   * Video Lesson: VLOOKUP * Video Lesson: HLOOKUP   A.10—Conditional Formatting   * Video Lesson: Conditional Formatting   A.11—Pivot Tables and Slicers   * Video Lesson: Pivot Tables and Slicers | VL   * A.9: VLOOKUP\_HLOOKUP Starter * A.10: Conditional Formatting Lesson * A.11: Pivot Table Exercises   AE   * A.9: Investment Portfolio * A.10: Fortune 1000 * A.11: Acquisitions   TYU Assignment: Sections A.9–A.8 |
| 16 | Final Project | Excel Comprehension Quiz: Sections A.9–A.11  Excel Project |

*Note: \*Indicates that section does not have a video lesson solution file. VL = Video Lesson from the Appendix section; AE = Additional Exercise from Instructor Manual; TYU = Test Your Understanding questions from the end of each section.*

* For the VL assignments, students should follow along with the lesson and submit the final version of the Excel file.
  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning homework questions from the FlatWorld homework platform, which asks specific questions related to the final version of each Excel file.
* For the AE assignments, students should be provided with the instructions from the instructor manual and any starter files.
  + Instructors can grade the submission by reviewing the solution files provided for each section or assigning homework questions from the FlatWorld homework platform, which ask specific questions related to the final solution for each exercise.
* TYU Assignments refer to the questions asked at the end of each section of the Excel Appendix. These can be assigned to be completed individually or in small groups in class.
* Excel Comprehension Quizzes can be created using the FlatWorld Homework Platform or the Test Item File questions. The questions in the Homework platform include general Excel content from each section along with specific questions related to the video lessons. The Test Item File questions include general Excel content from each section and specific questions related to Excel examples provided in the Test Item Files.
* For the Excel Project, students should find their own data online and analyze it using the various Excel concepts covered in the course. Based on class size, instructors may want to provide a dataset and detailed guidelines to aid in grading.