

# Outlier.org



## Business Foundation Certificate



Intro to  
Business



Intro to Financial  
Accounting



Intro to  
Microeconomics



College  
Writing I

# Make. It. Happen.

Accelerate your path to a Business degree. Level up your skillset. No matter where you are in your academic journey or your career, Outlier's Business Foundation Certificate is the ace up your sleeve.

“

LOVE LOVE LOVE. I've taken a lot of online courses over the years and Outlier blows them all away—in design, teachers, production, content, and facilitating learning. — Jacqueline W.

”



**Experience 4 futuristic, award-winning online courses unlike any you've ever taken.** Whether you're on a path to a Business degree or looking to advance your career, this sequence will help you move forward faster, for less.

## About Outlier.org

Outlier.org (from the co-founder of MasterClass) has developed the world's best online, university-level courses, taught by some of the world's most celebrated educators. Each course uses engaging content and cutting-edge technology to create an immersive, student-friendly experience. Our mission is to make higher education more accessible, equitable, and affordable for everyone.

Let's get started.

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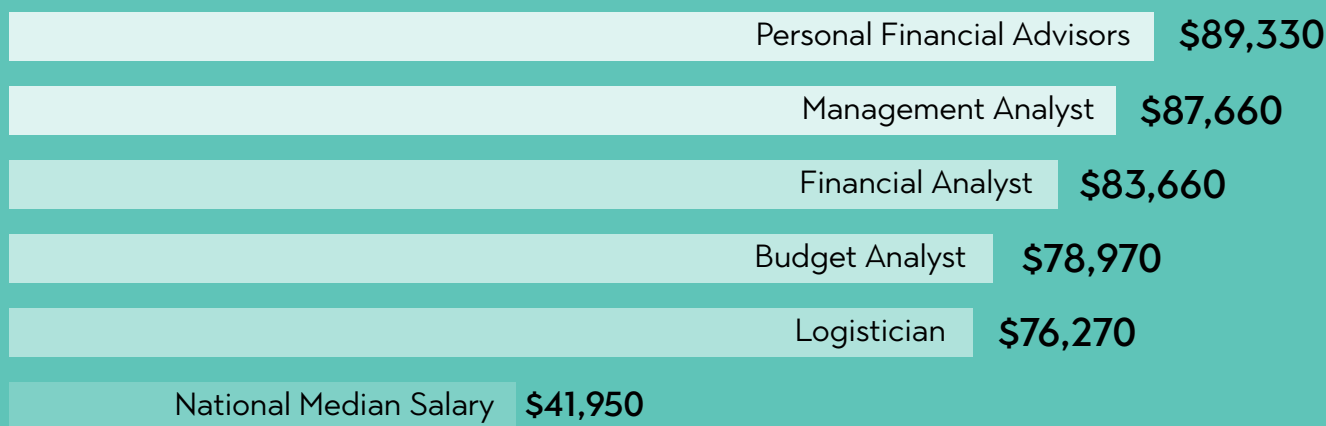
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# “The Most Popular Major in the US” is Also One Of The Most Lucrative

[NCES + BLS]



## Business Occupations Median Salary (2020)



[BLS.gov]

**172% salary increase**  
Business Occupations  
vs. National Median Salary

[BLS.gov]

**750,800 new jobs**  
in the field by 2030

[NCES]

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# Certificate Highlights

**Best-in-class:** Our courses are proving to match traditional, in-person college course success rates—unprecedented results in the world of for-credit online college education.

**100% online:** Experience cinematic, on-demand video lectures & materials.

**Designed for maximum flexibility:** Learn on your own schedule, with lectures & course materials available 24/7, and weeklong exam windows.

**Futuristic, evidence-based learning:** Enjoy interactive tools built by game designers to maximize retention & comprehension.

**World-class instructors:** Brilliant & approachable hand-picked instructors, from top institutions like Barnard, Columbia, and Brown.

## Outcomes

- ✓ **Earn a shareable certificate** in Business Foundation from Outlier
- ✓ **12 transferable college credits** (3 per course) from the University of Pittsburgh, a top 60 US university (*Learn more about transferring credits [here](#).*)
- ✓ **Foundational Business readiness** for any undergrad degree program
- ✓ **Success guaranteed:** We're so sure you'll succeed, we offer a full refund for each course if you do all of the work and don't pass.

“  
Thank god I found Outlier, which ended up being a third of the price my university would have been. This allowed me to finish my college degree on time, cheaper than I would've. — Kristina B.

”

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# What You'll Learn

We're focused on giving you the best start, so you can stay focused on the end result.

We chose the courses in this sequence to give you a strong foundation in all the disciplines you'll need to master Business, from balancing the books, to selling your ideas, and everything in between.



## Intro to Financial Accounting

Outlier's Intro to Financial Accounting is unlike any numbers-based course you've ever taken: you'll use true crime tales to decode accounting practices, and to balance the books on your own. Topics covered include financial statements; analyzing and recording transactions; the adjustment process; completing the accounting cycle; merchandising transactions; fraud, internal controls, and cash; accounting for receivables; inventory; long-term assets; current and long-term liabilities; and statement of cash flows.



## Intro to Microeconomics

Outlier's groundbreaking Intro to Microeconomics will show you how small individual choices shape today's complex economic systems. In this course, you'll explore what goes down at the wild intersection of money and humanity. Topics covered include supply and demand; game theory; market structures; perfect competition; monopolies; an introduction to labor markets; inequality, and international trade.



## College Writing I

In this cutting-edge College Writing course, you'll unpack each step of the essay writing process to help you develop a priceless "writing toolbox," to use wherever school—or life—takes you. From pre-writing exercises, through drafts and revisions, to crafting a polished final essay, you'll learn transferable skills to use in your daily life, including how to craft brilliant emails and social media posts; pitch airtight business plans; and perfect your resumes and cover letters.



## Intro to Business

Through the lens of taking a startup from initial idea to category leader, Outlier's Introduction to Business provides you with an overview of every important aspect of a business at every step along its growth trajectory. This includes management, marketing, finance, accounting, and information technology, as well as business ethics and what it means to be a socially responsible business.

# Need support? You're not alone.

## Have questions?

- [hello@outlier.org](mailto:hello@outlier.org)
- [schedule a call with advisor](#)

Outlier courses are proving to match traditional, in-person college course success rates—unprecedented results in the world of for-credit, online college education. You'll enjoy the flexibility of self-directed learning as well as the benefits of the learning community we've built.

## This sequence includes:

### Office Hours

You'll have access to Outlier's subject matter experts through regular office hours in the cohort chat.

### Dedicated Student Success team

Our dedicated Student Success team is available to assist you—and push you—to help you pass with flying colors.

### Cohort chat

Each cohort includes a group chat for students to ask and answer questions, discuss the material, and network. We've seen heartwarming moments arise and friendships develop there.

### Credit Transfer Assistance

Our team can also help advise and advocate for students transferring Outlier course credits to another institution.

### Full refund

We're so sure you'll succeed, we offer a full refund for each course if you do all of the work and don't pass.

“  
The staff was amazing! Not only knowledgeable but very friendly and super supportive. I felt the same level of rapport with them as though I was attending physical classes and seeing each of them every day. – Elliot P.  
”



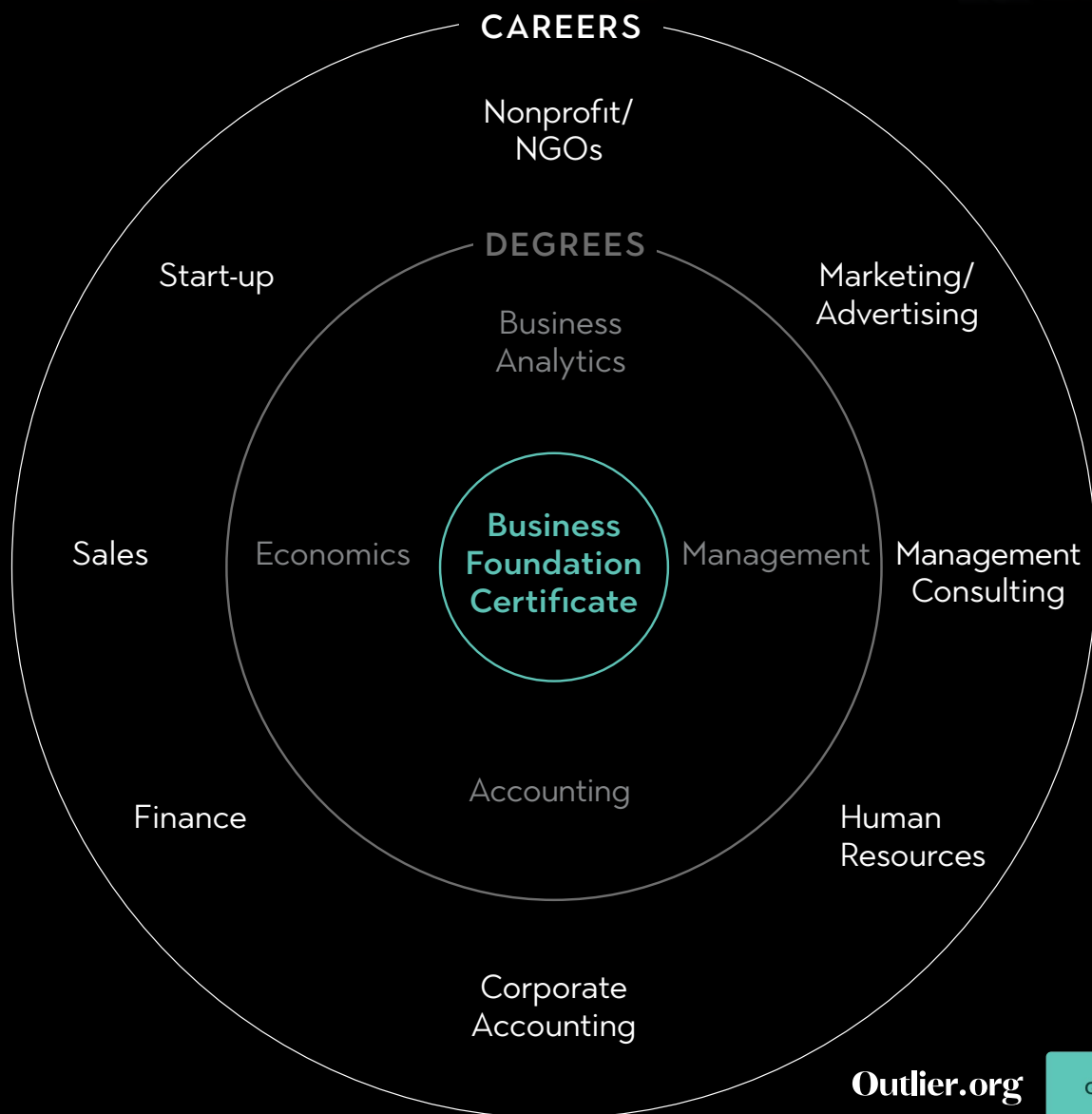
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# Who it's for?

This certificate sequence is specifically designed for:

- Students considering a business major
- Students returning to school to finish a business degree
- Professionals interested in leveling up their business acumen
- Entrepreneurs looking to make ideas reality



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# The Outlier Experience

## Cinematic, on-demand lectures with a modern twist

- **Adjustable playback speed:** speed up or slow down lectures to suit your prefs, similar to popular podcast or audiobook apps. (Aaron, our Founder, wished he had this feature when he was in school.)
- **Searchable transcripts** so you can jump to any point in a lecture

## Active Learning textbooks

- Active Learning textbooks include interactive graphs, animated gifs, funny memes, Youtube videos, and other material that traditional textbooks don't... and can't.

## Guided notes

- We've pre-taken lecture notes so you can focus on our riveting lectures, but we've left a few key details blank, since that's proven to help you retain info in a lecture.

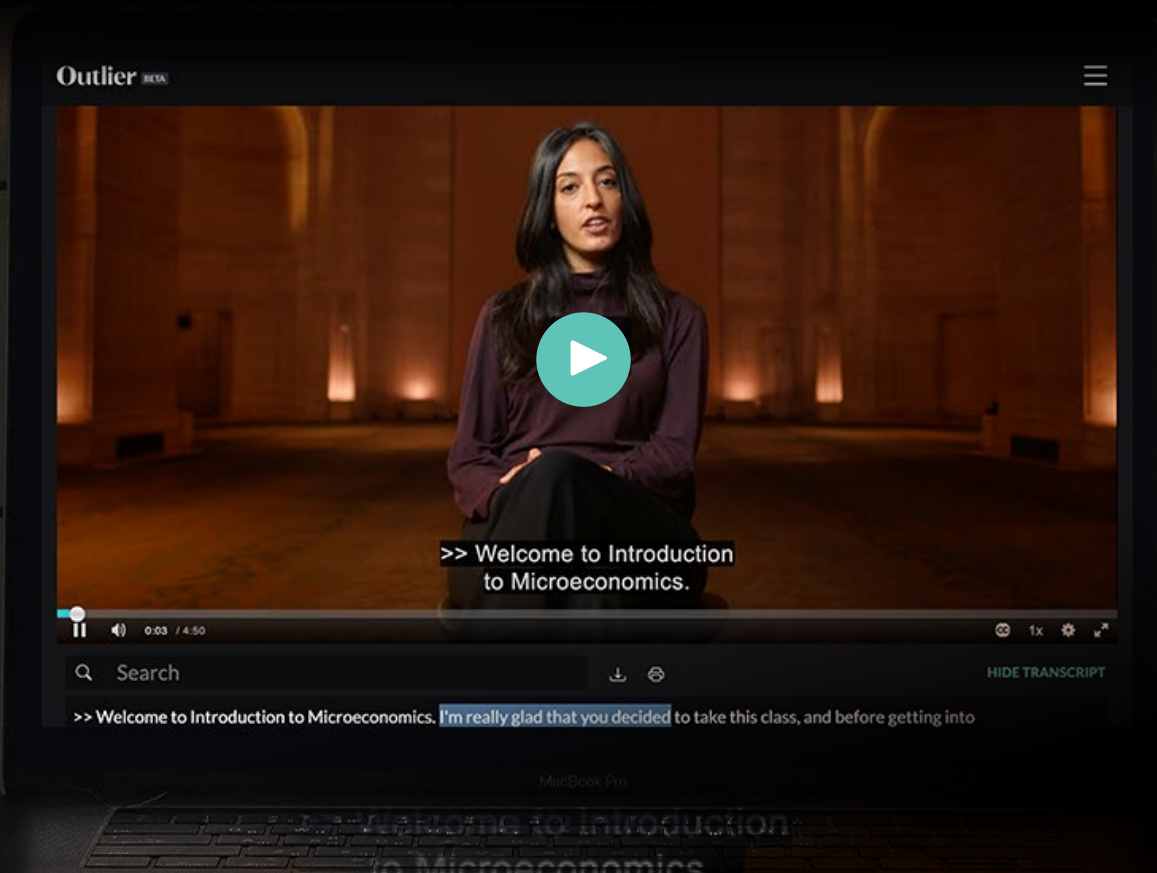
## Mastery grading

- Take quizzes up to 5 times and pick your best score. It's proven that one of the best ways to learn is from your mistakes.

## Designed to be flexible

- All course materials available 24/7
- Choose between 7-week intensive or 14-week standard cohorts
- Weeklong exam windows put you in control of your schedule

I could not stop watching the videos and doing all the exercises & tests. I'm a total learning nerd, but the design & structure of this course is like nothing I've experienced. And my retention seems to be really high so far :) — Outlier Alumnus





# Meet Your Instructors

## Intro to Financial Accounting

Kelly Richmond Pope,  
Ph.D. + CPA

### DEPAUL UNIVERSITY

Kelly Richmond Pope is a professor in the School of Accountancy and MIS at DePaul University and is a licensed, certified public accountant (CPA). She received her doctorate in accounting from Virginia Tech University and has worked in the forensic accounting practice at KPMG, LLP on anti-money laundering engagements, insurance fraud investigations, and fraud risk management projects. Kelly's primary area of research is accounting fraud and white-collar crime.

“

I did not know an online course could be so intense and captivating as though it were a physical class. Kudos to the entire team!!! — Daniel J.

”

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# Meet Your Instructors

## Intro to Microeconomics



Homa Zarghamee,  
Ph.D.

**BARNARD COLLEGE**

Homa Zarghamee is a Professor of Economics in the Department of Economics at Barnard College. She covers our Supply & Demand, Elasticity, Consumer Behavior, and Production & Costs chapters within this course.



Simon D. Halliday,  
Ph.D.

**UNIVERSITY OF BRISTOL**

Simon D. Halliday is a Professor of Economics at the University of Bristol. He covers our Market Structures & Perfect Competition & Long Run Supply, Monopolistic Competition & Oligopoly, and Market Failure chapters within this course.



Suresh Naidu,  
Ph.D.

**COLUMBIA UNIVERSITY**

Suresh Naidu is a Professor of Economics and Public Affairs in the School of International and Public Affairs at Columbia University. He covers our Monopoly & Market Power, and Introduction to Labor Markets chapters within this course.



Cristina Tello-Trillo,  
Ph.D.

**U.S. CENSUS BUREAU**

Cristina Tello-Trillo is an Economist at the U.S. Census Bureau. She is also an adjunct professor at the School of Advanced International Studies at John Hopkins University and at the University of Maryland. She covers our International Trade Chapter within this course.



Rajiv Sethi,  
Ph.D.

**BARNARD COLLEGE**

Rajiv Sethi is a Professor of Economics at Barnard College, Columbia University and an External Professor at the Santa Fe Institute. He covers our Game Theory chapter within this course.

“  
My biggest takeaway from Outlier is that online classes can be fun, they can be engaging, and they can be everything that you get in an in-person class, as long as you have the right instructors. — Tajia L.  
”



# Meet Your Instructors

## College Writing I

John Kaag, Ph.D.

UMASS LOWELL

Dr. John Kaag is the Professor and Chair of Philosophy at the University of Massachusetts, Lowell and Miller Scholar at the Santa Fe Institute. Dr. Kaag studied at the University of Cambridge and received his doctorate in American Philosophy from the University of Oregon.

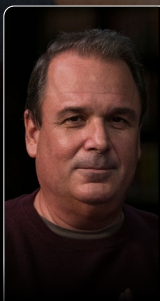
## Featured Guest Writers



Tori Sampson,  
MFA

PLAYWRIGHT AND  
SCREENWRITER

[read bio](#)



Peter Catapano

THE NEW YORK  
TIMES

[read bio](#)



Melvin Rogers,  
Ph.D.

BROWN  
UNIVERSITY

[read bio](#)



Jad Abumrad

CREATOR AND  
HOST OF  
RADIOLAB

[read bio](#)



Elieen Pollack,  
MFA

UNIVERSITY OF  
MICHIGAN

[read bio](#)



Chloé Cooper  
Jones

AUTHOR OF  
EASY BEAUTY

[read bio](#)

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# Meet Your Instructors

## Intro to Business

James A. Mourey, Ph.D.

DEPAUL UNIVERSITY

James Mourey is an associate professor of marketing at the Richard H. Driehaus College of Business, DePaul University. Dr. Mourey integrates his lifetime in the performing arts with his rigorous academic and research training to create entertaining yet educational classes with workshop modules that convey rather lofty ideas in accessible, practical, and even fun ways.



“

I really loved Outlier because the instructors were passionate about what they taught. You had a great community, you had support wherever you needed it. The whole experience was so convenient and flexible.”— Connor H.

”

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# Core Curriculum

## Intro to Financial Accounting [View Syllabus](#)

Ch 1: *Introduction to Accounting and Financial Statements*  
Ch 2: *Analyzing and Recording Transactions*  
Ch 3: *The Adjustment Process*  
Ch 4: *Completing the Accounting Cycle*

**MIDTERM 1** (open for 1 week)  
Ch 5: *Merchandising Transactions*  
Ch 6: *Fraud, Internal Controls, and Cash*  
Ch 7: *Accounting for Receivables*  
Ch 8: *Inventory*  
**MIDTERM 2** (open for 1 week)

Ch 9: *Long-Term Assets*  
Ch 10: *Current and Long-Term Liabilities*  
Ch 11: *Statement of CashFlows*  
**FINAL EXAM** (open for 1 week)

## Microeconomics [View Syllabus](#)

Ch 1: *Intro to Microeconomics*  
Ch 2: *Supply & Demand*  
Ch 3: *Elasticity*  
Ch 4: *Consumer Behavior*  
Ch 5: *Production & Costs*  
**MIDTERM 1** (open for 1 week)

Ch 6: *Game Theory*  
Ch 7: *Market Structures, Perfect Competition, & Long Run Supply*  
Ch 8: *Monopoly & Market Power*  
Ch 9: *Monopoly & Oligopoly*  
**MIDTERM 2** (open for 1 week)

Ch 10: *Market Failure*  
Ch 11: *Introduction to Labor Markets*  
Ch 12: *Poverty, Inequality, & Discrimination*  
Ch 13: *International Trade*  
**FINAL EXAM** (open for 1 week)

## College Writing I [View Syllabus](#)

### **UNIT 1: CLOSE READING ESSAY**

Ch 1: *Intro to College Writing*  
Ch 2: *Becoming a Close Reader*  
Ch 3: *Asking Good Analytic Questions and Thesis*  
Ch 4: *Introducing Introductions*

### **UNIT 2: COMPARATIVE ANALYSIS ESSAY**

Ch 5: *Introducing Comparative*

*Analysis and Essay Structure*

Ch 6: *Lens Essays and Using Outlines*

Ch 7: *The Details of Essay Structure*

Ch 8: *Comparative Analysis Revisited*

### **UNIT 3: RESEARCH/ MULTI-SOURCE PAPER**

Ch 9: *Intro to Sources and Evidence*

Ch 10: *Incorporating Evidence, Sources, and Quotations*

Ch 11: *Writing Creatively*

Ch 12: *Writing about and for Oneself*

Ch 13: *Writing about Media*

Ch 14: *Advanced Writing Skills*

### **FINAL: MULTI-SOURCE ESSAY**

## Intro to Business [View Syllabus](#)

Ch 1: *Introduction to Business*  
Ch 2: *Marketing*  
Ch 3: *Finance*  
Ch 4: *Management*  
Ch 5: *Accounting*  
**MIDTERM 1** (open for 1 week)

Ch 6: *Operations & Logistics*  
Ch 7: *Information Technology*  
Ch 8: *Ethics*  
Ch 9: *Going Macro*  
Ch 10: *The Big Picture: Review How All the Pieces Fit Together*

**MIDTERM 2** (open for 1 week)  
Ch 11: *Making it Personal*  
Ch 12: *Entrepreneurship: You as a Business Creator*  
Ch 13: *Contemporary Issues*  
**FINAL EXAM** (open for 1 week)



# Who We Are

We are a group of people who have set out to create the world's best, for-credit, online courses and offer them at a fraction of the cost of what's currently available.

Many of us have or had student debt ourselves, or wish we had better educational access growing up. Our founder & CEO, Aaron Rasmussen (co-founder of MasterClass), transferred community college courses into Boston University to make his degrees more affordable—and his experiences during that time planted the seeds for what would eventually become Outlier.

We are a passionate multidisciplinary team drawing from the worlds of education, technology, film, gaming, VR, and beyond. We tap respected subject matter experts to guide our course creation every step of the way.

# What We Do

Bringing all these different backgrounds to the table, we've been hard at work developing the world's best online courses, taught by some of the most celebrated educators in the world.

So far, it's working: our courses are proving to match traditional in-person college course success rates—unprecedented results in the world of for-credit, online college education.

We're offering all this at over 50% less than the average college course costs. So far, we've saved our students millions of dollars in tuition fees, and we're just getting started.



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# Pricing + Application

## No application necessary

This certificate sequence is open to all.

## Have Qs? Need help?

We're here for you. Reach out at [success@outlier.org](mailto:success@outlier.org)

<b>CERTIFICATE COST</b> Purposefully Affordable	<b>0% INTEREST</b> Monthly Payment Option	<b>EMPLOYER</b> Tuition Reimbursement
Outlier courses are purposefully priced at 50% less than the average college cost.	Use Klarna to pay over 18 months with no interest or fees. Outlier is proud to cover student interest fees.	Check with your company. Many employers fully cover Outlier courses and certificates.
\$2388 <del>\$5328</del>	\$133/mo.	Free

**Choose the 7-week intensive** or **14-week standard cohorts** for each course

## Time commitment

Standard: 10-15 hrs a week per course

Intensive:: 20-30 hrs a week per course

# Let's Get Started

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# Next Steps

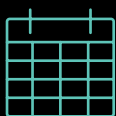
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## Step 1:

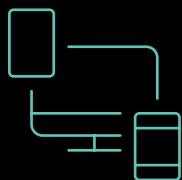
Use this link to enroll:

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## Step 2:

Register for your courses: choose their length (14-week Standard or 7-week Intensive), and pick your start dates.



## Step 3:

See you in class!

## Have questions?

- [hello@outlier.org](mailto:hello@outlier.org)
- [schedule a call with enrollment](#)

The background of the image is a dark, moody photograph of an interior space. In the foreground, there is a wall of dark-colored lockers or storage cabinets, each with a small rectangular handle. The ceiling above is composed of several horizontal, recessed sections that are illuminated from within, creating a series of glowing lines against the dark background. The overall lighting is low and dramatic, with the primary light sources being the recessed ceiling lights and a subtle light source from the right side that highlights the lockers.

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