

DOANE COLLEGE COURSE SYLLABUS
BUS-101: UNDERSTANDING THE ENVIRONMENT OF BUSINESS
3 Credit Hours, Summer 2014 Online

Instructor: Vincent Le

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Office hours: by appointments (I can meet at Lincoln or Crete)

Description: A survey course that introduces the functional concepts of business in terms of economic systems, global markets, corporate social responsibility, and the importance of small business to the American business system. Although the functional areas of business will be the core of the course, it is not intended to present those areas in depth. Instead, all functional areas will be addressed using a stakeholder lens allowing students to become familiar with how and why businesses operate the way they do. (*Doane College Catalog*). This course is an online course.

Objective: Students successfully completing this course will be able to:

1. Demonstrate a basic understanding of business,
2. Define capitalism and explain the basics of how free markets work. Discuss the forces that affect trading in global markets,
3. Define and explain management, marketing, and accounting terminologies, theories and concepts.
4. Define corporate social responsibility and its impact upon various stakeholders, and
5. Discuss the importance of small business in the American economy.

Material: Required Textbook: *Contemporary Business*, 14th edition, by Boone and Kurtz. Wiley Publisher, 2011.

Grading:	5 assignments @ 20 points each =	100 points
	7 weekly discussions @ 20 points each =	140 points
	Article analysis =	60 points
	<u>2 exams @ 100 points each =</u>	<u>200 points</u>
	Total =	500 points

Grading Components:

Assignments: assignments are designed to reinforce business concepts and theories. More importantly, all assignments have strong applications to the real business world. Students have a full week to complete. All assignments are due in Blackboard (BB) as an attached file. No email or hard copy assignment will be accepted. An Assignment Instruction file is posted on BB in Document tab.

Discussions: Weekly discussion topics are posted every Monday morning. The 1st response to the instructor is due by midnight on every Wed. The 2nd response to

one of the classmates is due at midnight on every Sun. Students shouldn't post 2 responses on the same day or on one sitting. Weekly discussion postings cannot be late.

Article Analysis: an article will be posted on BB in Assignment tab for students to print out and read. Your task is to analyze the article in a 6 page paper (double space, 12 point, Time New Roman font, 1 inch margin). You must use at least 5 theories and/or concepts from the textbook and the information from article to write your paper. Your paper has to be in APA format. An Article Analysis Instruction file and an instruction file will be attached to Article Analysis assignment in Assignment tab.

Term Paper: all students will be assigned with a topic for the paper on BB in Assignment tab. The purpose of the paper is to help each student generate ideas of owning a small business in the future. There is no specific format required on this paper. There will be a second topic for you to choose as well if you don't want to own a business in the future. Term Paper Instruction and Topics file will be attached to Term Paper assignment in Assignment tab.

Exams: both exams will be on Assignment tab and have the multiple choices format. Exams are force completion (1 attempt only without breaks). Exams cannot be late. Exam instruction files will be posted in Course Document tab.

Note: Students must complete all grading components to pass the class regardless of students' current grades.

Late work policy: I accept late works within 2 days after the due dates and times on Schedule with 10% deduction. No late work is accepted after 2 days past due.

Grading Scale:

97-100% = A+	87-89.9% = B+	77-79.9% = C+	67-69.9% = D+
93-96.9% = A	83-86.9% = B	73-76.9% = C	63-66.9% = D
90-92.9% = A-	80-82.9% = B-	70-72.9% = C-	60-62.9% = D-
			Below 60% = F

Academic Integrity: Cheating, plagiarism, and other forms of academic dishonesty will result in an F for the course automatically. Please read Doane College's policy regarding academic dishonesty outlines in the student handbook.

Student Expectation: Students are encouraged to contribute and share their ideas and thoughts to class in a professional manner. Students with special needs and assistance, please contact me right away at the beginning of the term.

SCHEDULE

A week study starts at 8:00am on every Monday, except Week 1

Date	Weekly Activity and Workload
Week 1	One time face-to-face mandatory meeting at Lincoln Campus Course Introduction. Chapter 1 Lecture.
Week 2	Chapters 3 & 4 Lecture. 1 st Discussion Response is due by midnight on Wed. 2 nd Discussion Response is by midnight on Sun. Assignment 1 is due by midnight on Sun.
Week 3	Chapter 6 Lecture. 1 st Discussion Response is due by midnight on Wed. 2 nd Discussion Response is by midnight on Sun. Assignment 2 is due by midnight on Sun.
Week 4	Chapter 7 Lecture. 1 st Discussion Response is due by midnight on Wed. 2 nd Discussion Response is by midnight on Sun. Assignment 3 is due by midnight on Sun.
Week 5	Chapter 10 Lecture. Exam 1 Preparation. Exam 1 is due by midnight on Sun. 1 st Discussion Response is due by midnight on Wed. 2 nd Discussion Response is by midnight on Sun.
Week 6	Chapter 11 Lecture. Video Clip. 1 st Discussion Response is due by midnight on Wed. 2 nd Discussion Response is by midnight on Sun. Assignment 4 is due by midnight on Sun.
Week 7	Chapters 12 & 13 Lecture. 1 st Discussion Response is due by midnight on Wed. 2 nd Discussion Response is by midnight on Sun. Assignment 5 is by midnight on Sun. Article Analysis is due by midnight on Sun.
Week 8	Chapters 15 & 16 Lecture. 1 st Discussion Response is due by midnight on Wed. 2 nd Discussion Response is due by midnight on Sun. Final Exam Preparation. Final Exam is due by midnight on Wed, May 14. Feedback and Reflection.