BUS 101 Understanding the Environment of Business (3 credits)

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Course 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 cores 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.

Foundational Area of Knowledge (FAK): BUS 101 fulfills a requirement for a Foundational Area of Knowledge Global and Cultural Context.

Global and Cultural Context Description: Doane students will gain a greater understanding of the foundations of the modern world and interconnections of global cultures. Students may address complex questions about race, gender, nationality, religion, law, economics, business and/or politics in order to understand multiple cultural perspectives.

Global and Cultural Context Learning Outcomes:

- Understand the evolution and development of cultural frameworks in the context of historical, political, social, religious, economic and/or legal structures
- Interpret intercultural experiences from the perspectives of more than one worldview and demonstrate the ability to appreciate other cultures beyond their own experience
- Create a refined empathetic understanding of a multifaceted world

This course will focus on the third outcome.

Additional Course Objectives:

Students will:
1. Demonstrate a basic understanding of business activities and theories.
2. Define capitalism and explain the basics of how free markets work.
3. Demonstrate a basic understanding of global markets.
4. Possess a general understanding of the ethical issues involved in corporate and social responsibility.
5. Understand the nature of strategic planning and goal setting in business.
Course Structure:
You will complete four (4) assignments. When each completed assignment is submitted to me by e-mail, the next will be sent to you via e-mail, and so on. I’ll read each assignment you submit, make comments on the document in red, and return it to you by e-mail. We have created a paperless course! Due dates for the completed assignments are as follows:

Assignment #1 due 11/7/14 = 25 %
Assignment #2 due 11/21/14 = 25 %
Assignment #3 due 12/5/14 = 25 %
Assignment #4 due 12/19/14 = 25 %

IMPORTANT NOTE: You MUST use your Doane e-mail address for all communication for this course. All assignments must be submitted from your Doane e-mail address.

GRADING:
You can earn a maximum of 25 % for each assignment for a maximum total of 100 %.

GRADING SCALE:

100 – 95 = A
94 – 90 = A-
89 – 87 = B+
86 – 84 = B
83 – 80 = B-
79 – 77 = C+
76 – 74 = C
73 – 70 = C-
69 – 67 = D+
66 – 64 = D
63 – 60 = D-
59 & below = F

ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.