BUS 101 Understanding the Environment of Business

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BUS-101 fulfills the requirement for a Foundational Area of Knowledge (FAK) in Global and Cultural Contexts. This course will assure that students 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 and will work to:

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

More specifically, this course focuses on how domestic and global environments impact business practices and outcomes in today’s changing business world.

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 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. 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, 3) discuss the forces that affect trading in global markets, 4) define corporate social responsibility and its impact upon various stakeholders, and 5) discuss the importance of small business on the American economy.


GRADING: Mid-Term Exam 30% Final Exam 30% Project 30% Class Contribution 10%
Your experience is important and therefore, class contribution is vital to the success of this course. You are expected to share and contribute. Exams will be a combination of short answer and short essay questions. The project will be explained in detail during class. Please read the assigned material prior to each class.

**Course Objectives:** After completing the course one should:

- Understand the ways in which business structures are evolving
- Understand the culture of business
- Develop a strong understanding of the role of ethics in running a business
- Understand the concept of corporate social responsibility
- Understand the role of the Mission Statement in successful organizations
- Understand how markets (from local to global) work and how businesses operate within them
- Understand the nature of capitalism as a system, and how it contrasts with alternative systems
- Understand the ways in which the primary business functions operate, and how they interrelate
- Understand the role of the Federal Reserve System and the Banking Industry work

**ATTENDANCE POLICY:** This class will be highly experiential and participative. Therefore, class attendance is critical to the learning. Once the class begins, the ideal is to never miss a class, but we know that life sometimes gets in the way of our plans. If you must be, contact me to arrange to make-up the absence.

**ACADEMIC INTEGRITY POLICY:** In alignment with the Doane College Academic Policy, all projects should be representative of your own work. The use of others ideas and words without proper citation of the source is plagiarism. If you are in doubt about whether something constitutes plagiarism, please contact me. Failure to give proper credit to the source will result in an “F”. In addition, any other academic misconduct including cheating will result in an “F” for the course.