DOANE COLLEGE
Spring 2013
BUS 101
Understanding the Environment of Business

Instructor: Dr. Ted Hill

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Office Hours: Before and after class or by appointment

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.


Course Objectives: Upon successful completion of the course, students should:
- Understand the ways in which business structures are evolving
- Understand the culture of business
- Have 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

Course Deliverables: The grades will be determined by the following elements, in the following proportions:

- Mid-Term Exam 30%
- Final Exam 30%
- Project 30%
- Class Contribution 10%

Exams will consist of short essay questions taken from the text. The project will consist of an interview with a business manager and a short presentation of the results. Class contribution will be critical to the success of this course. Each of us will have experiences that can be of great benefit to the entire class, and you will be expected to share them. Please read the assigned material prior to each class. You should also keep abreast of major business news. These topics will frequently be discussed during class. Attendance is required. You will be allowed only one missed class without penalty.
## Proposed Schedule of Events:

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<th>Week</th>
<th>Topic</th>
<th>Assignment</th>
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<td>One</td>
<td>Markets</td>
<td>Chapters 13 &amp; 16</td>
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<td>Two</td>
<td>Ethics and Corporate Social Responsibility</td>
<td>Chapter 4</td>
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<td>Three</td>
<td>Money and the Federal Reserve</td>
<td>Chapters 18 &amp; 20</td>
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<td>Five</td>
<td><strong>Mid-Term Exam Due</strong></td>
<td>Chapters 10 &amp; 11</td>
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<td>Human resources Management</td>
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<tr>
<td>Eight</td>
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<td>Nine</td>
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