

DOANE
UNIVERSITY
SYLLABUS

Course Title	Understanding the Environment of Business
Course Number	BUS 101-ONL
Number of Credits	3 semester credits
Course Dates	3/11/19 - 5/10/19
Instructor	Vincent Le, Ph.D.
Email Address	vincent.le@doane.edu
Office Hours/Availability	By appointment only (Always email me before you call or text)
Phone Number	402-560-4481 (Call and Text)
Required Textbook Information:	<i>Contemporary Business</i> , 17 th edition, by Boone, Kurtz, and Berston. Wiley Publisher.
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. This course is intended for non-business majors and does not count toward the Business Administration major.

Program Outcomes	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 in the American economy.
Course Learning Outcomes/Objectives	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 4. More specifically, this course focuses on how domestic and global environments impact business practices and outcomes in today's changing business world.
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
1	Course orientation and Introduction to BUS-101, Understanding the Environment of Business	Read Chapter 1 and PowerPoints	Discussions and Assignment	1. Post Week 1 Discussions by 11:59PM on Sunday 2. Submit Week 1 Assignment by 11:19PM on Sunday

2	Economic Challenges Facing Contemporary Business	Read Chapter 3 and PowerPoints	Discussions and Assignment	1. Post 1 st Response by 11:59PM on Wednesday 2. Post 2 nd Response and Submit Week 2 Assignment by 11:19PM on Sunday
3	The World Markets	Read Chapter 4 and PowerPoints	Discussions and Assignment	1. Post 1 st Response by 11:59PM on Wednesday 2. Post 2 nd Response and Submit Week 2 Assignment by 11:19PM on Sunday
4	Starting your own business	Read Chapter 6 and PowerPoints Watch video	Discussions and Assignment	1. Post 1 st Response by 11:59PM on Wednesday 2. Post 2 nd Response and Submit Week 2 Assignment by 11:19PM on Sunday
5	Management, Leadership, and the Internal Organization	Read Chapter 7 and PowerPoints	Discussions and Midterm Exam	1. Post 1 st Response by 11:59PM on Wednesday 2. Post 2 nd Response and Submit Midterm Exam by 11:19PM on Sunday
6	Production and Operations Management	Read Chapter 10 and PowerPoints	Discussions and Assignment	1. Post 1 st Response by 11:59PM on Wednesday 2. Post 2 nd Response and Submit Week 2 Assignment by 11:19PM on Sunday
7	Customer-Driven Marketing	Read Chapter 11 and PowerPoints	Discussions and Assignment	1. Post 1 st Response by 11:59PM on Wednesday 2. Post 2 nd Response and Submit Week 2 Assignment by 11:19PM on Sunday

8	Accounting and Financial Statements	Read Chapter 15 and PowerPoints Watch video	Discussions and Final Exam	1. Post Week 8 Discussions by 11:59PM on Sunday 2. Submit Final Exam by 11:19PM on Sunday
---	-------------------------------------	--	----------------------------	--

Grading Assessments

Type of Assessment	Points	Total possible points
6 Assignments	30	180
6 Discussions	20	120
2 Exams	100	200

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Communicating With the Instructor

This course uses a “three before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Blackboard
3. The “Question Center” discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the “Question Center” discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu>

Computer Requirements

Minimum computer requirements for the successful use of Blackboard:

http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Word processing software—Microsoft Word or Google Docs
- Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Submitting Assignments

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
F= 59% or below

Assignment of letter grades is based on a percentage of points earned. The letter grade will correspond with the following percentages achieved. All course requirements must be completed before a grade is assigned. Students must complete all grading components to pass the class. Professor reserves the right to make changes on this syllabus and schedule as situations change.

Participation Policy	Regular engagement is expected for on-line courses. Class discussion is an integral part of your grade.
Study Time	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
Late Work	This is an online course, which allows students to study materials and submit their works whenever and wherever they would like, late works are not accepted. There will be no make-up works either. All due dates and times are on Schedule.

Submitting Assignments	<u>Assignments</u> Weekly assignments are designed to reinforce contemporary theories and policies. More importantly, all assignments have strong applications to the real world. Assignments are due and submitted through BB in Assignments tab as an attached file. An Assignment Instructions file is posted on BB in Course Resources tab. No late, emailed, pasted, or hard copy assignment will be accepted. Students have at least two weeks to complete assignments. <u>Discussions</u> Weekly discussion topics will be posted on weekly discussion forums for student to respond. Topics will focus on how students would expand their thoughts to the real world on current business issues or principles. Discussion postings cannot be late and must be written in formal language and style. A Discussion Instruction file is posted in Course Resources tab. Students are required to post, at the minimum, two responses on discussion boards each week. More specifically, your 1st response to my original discussion topic/question is due by 11:59PM on Wednesday. Then you should stop and do not post your 2nd response right away, at the same day. Your 2nd (or 3rd if you'd like) responses to your classmates are not due until 11:59PM on Sunday. So please make sure you reply to my post first (by the end of Wednesday), take a break, read other postings to see which ones you want to reply to, and then reply to your classmates next days or by the end of the week. <u>Exams</u> All exams are online, open-book, and open-note. Exams are the combinations of multiple choices and essays. Group work is not allowed on exams. Internet sources or any outside sources are not allowed during exams. Exam Review and Instruction files will be posted in Course Documents tab.
--------------------------------------	--

Communication Policy including Assignment Feedback	Always email me before you call or text. It takes 3 days or more to grade and post your works after the due dates.
Academic Integrity Policy	New Academic Integrity Policy to be released AUTM 2018.
Academic Support	Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Cuddy MacNeill at cuddy.macneill@doane.edu or 402-467-9031 for assistance.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance,

	practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.