

DOANE UNIVERSITY  
BUS-101 COURSE SYLLABUS

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**Course Information:** Understanding the Environment of Business, BUS-101, 3 credit hours.

**Professor Information:** Vincent Le, Ph.D. Email: [vincent.le@doane.edu](mailto:vincent.le@doane.edu). Cellphone: 402-560-4481 (Always email me before you call)

**Office Hours:** By appointment only

**Required Textbook:** Contemporary Business, by Boone, Kurtz, and Berston. 17<sup>th</sup> Edition by Wiley Publisher, loose-leaf edition. Text only, no other materials or codes.

**Required Technology:** <https://www.doane.edu/faq/computer-minimum-requirements> and Microsoft Word Software.

**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.

**Grading Assessments:**

5 Assignments @ 30 points each	= 150 points
5 Discussions @ 20 points each	= 100 points
2 Exams @ 100 points each	= 200 points
FAK Project	= 50 points
Course total:	= 500 points

**Grade Scale:**

97-100% = A+,	94-96% = A,	90-93 = A-
87-89% = B+,	84-86% = B,	80-83% = B-

77-79% = C+,            74-76% = C,            70-73% = C-  
Below 70% = D            Below 60% = F

**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 through Canvas. 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.

**Weekly Assignments:**

Weekly assignments are designed to reinforce contemporary theories and concepts. More importantly, all assignments have strong applications to the real world. Assignments are due and submitted through Canvas only. No late, emailed, pasted, or hard copy assignment will be accepted. Students have at least two weeks to complete assignments.

**FAK Assessment Project:**

This project is designed to measure student's mastery of the course. The project complies with the Global and Cultural Context Foundational Area of Knowledge (FAK) assessment. Instructions on this project are posted in Week 7 Module.

**Weekly Discussions:**

Weekly discussion topics are 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. 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 or 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.

**Exams:**

Two exams are online, open-book, and open-note. Using internet to search for answers on exams is prohibited. Exams are the combinations of true/fault and multiple choices. Group work is not allowed on exams.

**Computer Requirements**

For the successful use of Canvas please refer to Doane University's [minimum computer requirements](#). This also includes:

- Reliable computer and internet connection

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

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](mailto:helpdesk@doane.edu) Web: <http://www.doane.edu>

### **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 Canvas for the facilitation of communication between faculty and students, submission of assignments, and posting of grades. The Canvas Course Site can be accessed at <https://doane.instructure.com>

### **Submitting Assignments:**

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

### **Campus Network or Canvas Outage**

When access to Canvas 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).

**Academic Integrity Policy:** New Academic Integrity Policy released AUTM 2018.

**Academic Support:** Please contact [academicsupport@doane.edu](mailto: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 Chris Brady at [chris.brady@doane.edu](mailto:chris.brady@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>

### **Syllabus Changes:**

Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.

#### **Technical Support**

If you are in need of technical assistance please access the [Self Service Portal](#). You may reach the help desk at 402-826-8411 or by email at [helpdesk@doane.edu](mailto:helpdesk@doane.edu).

#### **Accessibility Statement**

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at Doane University facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities. Doane University staff coordinate student transitions from high schools and community colleges, conduct in-service training for faculty and staff, enable the resolution of accessibility issues, conduct community outreach, and facilitate collaboration among Doane University staff on disability policies, procedures, and accommodations.

#### Disability Services

[Doane University's Disability Services Office](#) will provide guidance on accommodations and universal access. To request accommodations please complete the [Self-Identification Form](#) and visit the website for additional information.

#### Academic Support

Doane offers a range of academic support services for students.

For students taking courses online or for our Non-Residential students:

<https://www.doane.edu/graduate-and-adult/academic-support>

For students taking courses on our Crete campus:

<https://www.doane.edu/students/resources/academic-support>

#### Title IX Requirements: Mandatory Reporting

At Doane, all university employees, including faculty, are considered Mandatory Reporters. As a Mandatory Reporter, I am required to report incidents of sexual misconduct and relationship violence to the Title IX Coordinator and, thus, cannot guarantee confidentiality. This means that if you tell me about an incident of sexual harassment, sexual assault, domestic violence, dating violence, stalking and/or other forms of prohibited discrimination, I have to share the information with the University's Title IX Coordinator. My report does not mean that you are officially reporting the incident. This process is in place to ensure you have access to and are able to receive the support and resources you need. For additional information, including confidential resources, please visit the [Campus Advocacy, Prevention, and Education \(CAPE\) Project](#).

#### Instructional Technology Accessibility and Privacy Policies

If your course uses additional technology tools, information on the [technology's accessibility and privacy is available on our website](#).

#### Syllabus Disclaimer

The instructor and Doane University view the course syllabus as an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule, but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes via email or in the course site Announcements. Please remember to check your Doane University email and the course site Announcements often.

#### Doane Syllabus Addendum

Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at: <https://www.doane.edu/Syllabus>

## SCHEDULE

*A week study starts on Monday morning and ends at Sunday night.*

Date	Course Work	Assignment Due Date and Time
Week 1	Study chapter 1 and PowerPoint lecture. The Changing Face of Business	Week 1 assignment and introduction are due at 11:59PM on Sunday.
Week 2	Study chapter 3 and PP lecture. Economic Challenges Facing Contemporary Business	Week 2 first discussion post is due at 11:59PM on Wednesday. Week 2 assignment and 2 <sup>nd</sup> discussion post are due at 11:59PM on Sunday.
Week 3	Study chapter 4 and PP lecture. Competing in World Markets	Week 3 first discussion post is due at 11:59PM on Wednesday. Week 3 assignment and 2 <sup>nd</sup> discussion post are due at 11:59PM on Sunday.
Week 4	Study chapter 6 and PP lecture. Starting Your Own Business	Watch Video on Economic and Financial Decisions. Midterm exam is due at 11:59PM on Sunday.
Week 5	Study chapter 7 and PP lecture. Management, Leadership, and the Internal Organization	Week 5 first discussion post is due at 11:59PM on Wednesday. Week 5 assignment and 2 <sup>nd</sup> discussion post are due at 11:59PM on Sunday.
Week 6	Study chapter 10 and PP lecture. Production and Operations Management	Week 6 first discussion post is due at 11:59PM on Wednesday. Week 6 assignment and 2 <sup>nd</sup> discussion post are due at 11:59PM on Sunday.
Week 7	Study chapter 11 and PP lecture. Customer-Driven Marketing	Week 7 first discussion post is due at 11:59PM on Wednesday. FAK project and 2 <sup>nd</sup> discussion post are due at 11:59PM on Sunday.
Week 8	Study chapter 15 and PP lecture. Accounting and Financial Statements.	Watch Video on Retirement Game. Final exam and feedback are due at 11:59PM on Sunday.