BUSN310

Course Summary

Course : BUSN310 **Title :** Business Theory
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course provides an understanding of the corporation, each of the business functions (to include accounting, finance, marketing, technology, management, and planning), and the relations between and among functions in the operation of the firm.

Course Scope:

In *BUSN310, Business Theory*, students discover and explore how the successful business organization manages the various aspects of the important economic, technological, political, legal, and socio-cultural factors of the domestic and global business environments. Using a case study approach, students examine key business theories as they have developed in modern corporate practice, and the newer trends in business practice emerging in the 21st century.

As the condition of completing this course, all students will demonstrate their grasp of six business environments and how each can affect the others, as well as, recognize the aspects of each environment by applying learned tactics in a final simulation project utilizing examples of modern businesses that are redefining paradigms of business models. Students will develop a strong working knowledge of business theories by understanding the contexts, or business environments, in which these theories were conceived and where they continue to evolve. Case studies provide opportunities for examining the relationship between theories and environments.

Objectives

- Students will become familiar with business theories and approaches relating to various business environments (Domestic, Global, Technological, Political-Legal, Sociocultural, and Economic).
- Students will evaluate the business environments and practices of selected companies.
- Students will evaluate the business environments of a company identified as a "worst" company to learn why it is not successful.
- Students will apply successful company strategies and business theory to recommend a successful strategy for the "worst" company.

Outline

Week 1: Six Business Environments – Past, Present, and Future

Learning Objective(s)

LO - 1 – Identifying one of the business environments used in this course, the student will be able to discuss that environment's past, present, and future with the use one business theorist.

Learning Materials

Week 1 Lesson

Week 1 Required Readings

Activities & Assessments

Introduction Forum

Week 1 Assignment

Week 2: The Domestic Environment

Topic

Domestic Environment

Learning Objectives

LO - 2 – Given a chosen company, the student will determine how government regulations affect the company and how to overcome barriers within the Domestic Environment using business theory.

Learning Materials

Week 2 Lesson

Week 2 Required Readings

Activities & Assessments

Week 2 Forum

Week 2 Assignment

Week 2 Quiz

Week 3: The Global Environment

Topic

The Global Environment.

Learning Objectives

LO - 3 – Given a chosen company, the student will assess barriers raised by government regulations in the company's Global Environment and identify strategies for success given these barriers.

Learning Materials

Week 3 Lesson

Week 3 Required Readings

Activities & Assessments

Week 3 Forum

Week 3 Assignment

Week 4: Technological Environment

Topic

Technological Environment

Learning Objectives

LO - 4 – Given a chosen company, the student will detect and evaluate the company's hard and soft technology using both the Domestic and Global environments of the company.

Learning Materials

Week 4 Lesson

Week 4 Required Readings

Activities & Assessments

Midterm Exam

Week 4 Assignment

Week 5: The Political-Legal Environment

Learning Objective(s)

LO - 5 - Given a chosen company, the student will detect and evaluate the political and legal limitations and barriers for the company using both the Domestic and Global environments.

Learning Materials

Week 5 Lesson

Week 5 Required Readings

Activities & Assessments

Week 5 Forum

Week 5 Assignment

Week 6: The Socio-Cultural Environment

Learning Objective(s)

LO - 6 - Given a chosen company, the student will examine the effect of socio-cultural environmental factors that affect the company within its Domestic and Global environments.

Learning Materials

Week 6 Lesson

Week 6 Required Readings

Activities & Assessments

Week 6 Forum

Week 6 Assignment

Week 6 Quiz

Week 7: The Economic Environment

Learning Objective(s)

LO - 7 – Given two economic theories, the student will compare and contrast each theory using a chosen company's Domestic and Global environments.

Learning Materials

Week 7 Lesson

Week 7 Required Readings

Activities & Assessments

Week 7 Forum

Week 7 Assignment

Week 8: The Simulation Project

Learning Objective(s)

LO - 8 - Given a chosen company, the student will be able to: identify the studied environments (Domestic, Global, Technological, Political-Legal, Socio-Cultural, and Economic) of that company; combine these environments, and develop a final analysis that synthesizes government regulations for the company's Domestic and Global Environments; identify the hard and soft Technology for the company; identify the Political-Legal barriers for the company in its Domestic and Global Environments; idetnify the Socio-Cultural factors of the Domestic and Global Environments of the company; and identify two economic theories that apply to successful strategy for the company's Domestic and Global Environments.

Learning Materials

Week 8 Lesson

Review Weeks 1 through 7 Required Readings for Week 8 Assignment

Activities & Assessments

Week 8 Assignment

Evaluation

Grading:

Name	Grade %

Materials

Book Title: Various resources from the APUS Library & the Open Web are used. Please visit http://apus.libguides.com/er.php to locate the course eReserve.*

Author:

Publication Info:

ISBN: ERESERVE NOTE

The "Required Readings" for this course means all links, videos and other materials listed each week in the Lessons *and* in the course *eReserve* in the Library. *Additional* Required Readings may be assigned within Forums, within Assignments, and otherwise by your Instructor in the classroom. Students are responsible for *ALL* Required Readings as assigned in all these places each week in the course.

Course Guidelines

Internet and Computer requirements

- Internet access is a requirement for successful course completion. The best browser interface with Sakai is Firefox or IE. Other Web browsers may work, but may have problems with displaying all information or accessing some of the Classroom links. Currently Chrome does not work well with Sakai.
- All written Assignments must be submitted in Microsoft Word, except the Final Project (Simulation) which requires Microsoft PowerPoint
- Adobe PDF and other Adobe applications are used in this Classroom and course materials
- YouTube and other video applications are utilized in this Classroom and course materials.

Citation and Reference Style

- Students will follow APA format as the sole formatting for papers and for citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Beginning April 2020 the School of Business is using APA 7th Edition.
- Please note that no formal citation style is required in the forums for the School of Business.

Timeliness - Late Assignments

- Students are expected to submit forums and classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of up to 10% can be

assessed for any assignment submitted past the due date. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor. Forums can be posted only in their assigned week.

- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Assignments are automatically passed through Turnitin upon submission. Turnitin.com will analyze an assignment submission and report a similarity score.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Plagiarism also applies to using your own work from prior courses or other venues. Your work in the course must be original. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.
- Please review the University's policy in the Student Handbook.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Tutor.com

APUS students are offered up to 10 free hours of assistance at Tutor.com. The APUS Library link is here: https://www.apus.edu/apus-library/resources-services/information-gallery/tutor-com.html Tutor.com™ offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com™ also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7.

Disclaimer Statement

- Course content and some individualized requirements may vary from the Syllabus outline to meet the needs of a particular group or class. Please pay attention to all Announcements, readings, and other notifications in the course and those posted by your instructor.

Communicating in the Discussions

- Forum Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit.

- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc. *Please review the Forum Grading Rubric for an understanding of Forum expectations.*

- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.

Quizzes and Exams

- Quizzes and exams are open book and may consist of true/false, multiple choice, matching, short answer, and essay questions. Each quiz/exam can be submitted only once. Follow instructions carefully for answering and submitting a quiz or exam.

University Policies

Student Handbook

- Drop/Withdrawal policy

- Extension Requests

- Academic Probation

- Appeals

- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.