



蘇州大學
Soochow University

BUS 202 Business in Society

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course explores essential principles and practices in the global business landscape. The course delves into the multifaceted issues shaping contemporary business environments, analyzing their impact on businesses worldwide. Students will examine key global issues, including economic fluctuations, technological advancements, and ethical dilemmas. Students will be equipped with foundational knowledge and analytical skills necessary for success in diverse business environments.

Upon Completion of this Course, students will be able to:

1. Understand fundamental concepts and theories in business and management.
2. Analyze business environments and identify key factors influencing organizational success.
3. Develop an understanding of global issues that significantly influence contemporary business environments.
4. Develop ethical decision-making skills to navigate complex ethical dilemmas.
5. Strengthen problem-solving skills by applying analytical frameworks and methodologies to address real-world business challenges.

PREREQUISITES

None.

GRADING



Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
2 Quizzes	20 Points
2 Homework	20 Points
Midterm	20 Points
Term Paper	10 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Business Essentials, Global Edition, Ronald J Ebert, Ricky W Griffin, 12th Edition, 2019.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: The Contemporary Business World Topic 2: Understanding Business Ethics and Social Responsibility Topic 3: Entrepreneurship, New Ventures, and Business Ownership Topic 4: Understanding the Global Context of Business</p> <p>Assessments: Homework#1</p>



Module 2	Topics: Topic 5: Managing the Business Topic 6: Organizing the Business Topic 7: Operations Management and Quality Topic 8: People in Organizations Assessments: Quiz#1
Module 3	Topics: Topic 9: Employee Behavior and Motivation Topic 10: Leadership and Decision Making Topic 11: Human Resource Management and Labor Relations Topic 12: Principles of Marketing: Building Relationships with Customers for Competitive Advantage Assessments: Midterm
Module 4	Topics: Topic 13: Marketing Processes and Consumer Behavior Topic 14: Developing and Pricing Products Topic 15: Distributing and Promoting Products Topic 16: Managing Information for Better Business Decisions Assessments: Homework#2 Quiz#2
Module 5	Topics: Topic 17: Information Technology (IT) for Business Topic 18: Issues in Financial Management Topic 19: Understanding Money and the Role of Banking Topic 20: Managing Business Finances Assessments: Term Paper Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning



and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.



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DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.