

**BMT 1010—Business and Its Environment**  
**Three Semester Hours**

RM  
02/14

**PREREQUISITES:**

None

**COURSE OVERVIEW:**

Nature of business and of economic, social, and political environments of business firms. Emphasis on ways in which such surroundings affect business policies and operations.

**METHODS OF COURSE INSTRUCTION:**

All material for this course is print-based. Instructor and students communicate and exchange materials through postal mail.

**E-PRINT OPTION:**

In this course, an option exists to use e-mail to submit your lesson assignments. Your assignment will be returned to you either as an e-mail attachment or as a hard copy sent through the postal mail, depending on the preferences of the instructor and/or program.

**TEXTBOOKS AND SUPPLIES:**

Kelly, Marcella, Jim MGowen, and Chuck Williams. *BUSN6*. 6<sup>th</sup> ed. Cengage Learning, 2014. [ISBN: 9781133188926]

**NUMBER OF LESSONS:**

The course has eight lessons, including one midcourse project and a final examination:

- Lesson 1: The Business Environment
- Lesson 2: Creating a Business
- Lesson 3: Financing a Business
- Lesson 4: Midcourse Project
- Lesson 5: Marketing a Business
- Lesson 6: Managing a Business
- Lesson 7: Problem-Solving/Decision-Making Model
- Lesson 8: Final Examination

It should be noted that some of the lessons are divided into multiple sections.

## TYPES OF WRITING ASSIGNMENTS:

For each textbook chapter covered in the lesson, you will read the chapter objectives, the reading in the textbook, and the instructor's commentary in this guide. You will complete the self-test questions and check your answers with the key in Appendix C. You will also complete part of the lesson writing assignment (you will submit the entire assignment when you have completed all the chapters in the lesson).

The lesson writing assignments consist of both multiple-choice and short essay questions covering the chapters in that lesson. Your assignment will be submitted for evaluation and grading.

The midcourse project enables you to analyze a real-world business situation or organization. Specific guidelines and instructions are provided in Lesson 4, and Appendix A of this course has two sample projects for you to use for ideas and format. You will submit your project as the writing assignment for Lesson 4; it will count as 10 percent of your course grade.

The course has one final examination that covers all the chapters of the text. It consists of multiple-choice questions similar to those in the lesson self-tests. You will have two hours to complete the examination; no books, notes, or supplementary aids are permitted.

## GRADING CRITERIA:

All assignments will be graded. Your final grade will be determined by the following factors:

Lesson assignments	30%
Midcourse Project	20%
Final Examination	50%

**(Note:** You must achieve a score of 60 percent or higher on the final examination in order to pass the course, regardless of the grades on all the other elements.)

You should understand that the instructor does not give you your grade, but merely acts as a scorekeeper. You give yourself your own grade based on your performance on the above factors throughout the course.