BUS101 – A.Lynch Name:_____
========== Due: _____

Homework #1 - Ch. 1 – The US Business Environment

1. Read Chapter 1

2. Visit a local shopping mall or shopping area. List each store that you see and determine what degree of competition it faces in its immediate environment. For example, if there is only one store in the mall that sells shoes, that store represents a monopoly. Note those businesses with direct competitors (two jewelry stores) and show how they compete with one another.

   Reference the degrees of competition mentioned in your textbook, Ch. 1. Describe your findings in a short, 300-word, essay. Attach your essay to this cover page and submit.

3. Using your access code purchased with your textbook, login and connect to MYBIZLAB. The course number is: **CRSCDC4-441206**.

4. Complete Chapter 1 quiz.

Grading Rubric:

Category	**Criteria**	**Possible Points**	**Points Earned**
Paper composition and formatting	Sentences are structured and words are chosen to communicate ideas clearly, Paper is free of grammatical and spelling errors, Essay has a clear beginning (opening), middle (details), and end (summary), Arial, 12pt font, double spacing, 3-4 pages, 1" margins	A: 36-40 B: 32-35 C: 28-31 D: 24-27 F: 0-23	
Paper Content	Communicate a significant degree of understanding and appreciation of the topic, Analyzes alternative points of view, and Draws important conclusions.	A: 36-40 B: 32-35 C: 28-31 D: 24-27 F: 0-23	
Connection to MYBIZLAB	Logged in and completed chapter 1 quiz with a passing grade	A: 18-20 B: 16-17 C: 14-15 D: 12-13 F: 0-11	
Final Grade		A: 90-100 B: 80-89 C: 70-79 D: 60-69 F: 0-59	