



**Course: BU 200 – Introduction to Business**

Online: Canvas Learning Management System

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Required Textbook: *Understanding Business (11<sup>th</sup> ed)*, Nichols, McHugh, McHugh; McGraw-Hill. Published 2016

*Access Card with E-Textbook (9781259310034)*

**Academic Integrity:** All students are expected to observe the rules and regulations of the University. Please refer to your student handbook for specific details. Ethically appropriate behavior is expected from all students. Students who violate the University's code of ethics and/or other academic policies will be referred to the appropriate disciplinary body.

**Course Overview**

This course will provide a broad overview of the nature, form, and function of business and help to unravel the many hidden and intertwined meanings that business has. This course will help students understand the many fundamental and foundational ways in which business affects people and society-by shaping the kinds of occupations they will pursue and the careers they can expect.

The purpose of this course is to explain in a thorough but succinct way why business is so important to people and the societies in which they live. The course will provide the “big picture” of what business is and how it affects people. As such, students should develop new skills to function more effectively in working environments and create a portfolio that supports their learning in this course. Throughout the course we will be applying these foundations to analyzing and envisioning how business unfolds in real-world organizations through case studies of actual companies. At the end of the course, participants should be able to:

- Demonstrate an understanding of the terminology and vocabulary of business.
- Demonstrate knowledge of the external environment of business and of the variables that impact the economically sound, ethical and socially responsible behavior of firms and their members.

- Demonstrate an understanding of the choices and processes involved in business start-up.
- Demonstrate an understanding of the functions and tasks of managing people in organizations.
- Demonstrate an understanding of the functions and tasks involved in marketing a firm's goods and services.
- Demonstrate an understanding of the functions and tasks involved in managing financial information and resources.

**Technical Information:**

Please run the SMART THINKING check on the homepage to ensure your system meets all requirements. Please visit the Canvas homepage or Chaminade technical support for any technical issues related to Canvas functionality.

**Grading and Evaluation**

Overall Participation (Learning Activities / discussion sessions):	20%
Syllabus Understanding Paper	4%
Quizzes	16%
Mid Term Exam	20%
Final Reflective Paper	15%
Final Exam	25%

**Attendance**

Please review the student handbook for attendance policies. Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for the course. Any absence of two consecutive weeks or more must be reported to the Provost and the Records Office by the instructor.

**PARTICIPATION POINTS are not given, they are earned.** Participation points are not given just because a student logs in / comes to class. It is the level of contribution and professionalism that a student provides and deepens in a class that develop a positive and engaging learning environment.

Participation is very important in an online environment as it contributes to the overall learning and enjoyment of the class. Participation consists of messages

sent above and beyond graded assignments. Both quantity and quality are important considerations when posting substantive messages. For example, "I agree" does not constitute participation because it does not add anything of substance to the discussion. In order to earn full participation points, the messages must be related to the course topics for the week and include new ideas or personal perspectives.

For full participation credit during participation weeks, students are required to contribute a total of **eight** substantive messages each week on the various Learning Activities. The **eight** messages must occur on at least **three** different days during the online week. Remember; class begins on Monday and ends on Sunday. Typically, 1/3 of the available points will be deducted for posting on only two (2) days and 2/3 of the available points will be deducted for posting on only one (1) day in the online week.

For courses where Teams are created; if a Team discussion question is required, posts in the Learning Activity and posts discussing the Team activities in the designated forum may count towards the class participation score. Students may meet these requirements in a variety of patterns.

I have provided some examples of how you can meet the weekly requirement below.

For example:

<u>Substantive</u>								
Participation	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Total
Messages per Day								
Week #	2	0	2	0	2	0	2	8
Week #	1	1	1	1	1	1	2	8
Week #	4	0	3	0	1	0	0	8

**Quizzes:**

Quizzes covering textbook chapters will be administered to assess whether students comprehend what is expected with relation to the course objectives. These quizzes will also serve to reinforce learning by providing students with indicators of what topics or skills they have not yet mastered and should concentrate on in the textbook. Each quiz is available from Monday 12:01am through Sunday, 11:59pm (Hawaii Standard Time). *NOTE: Quizzes*

*must be completed during the week assigned...make-ups may be allowed on a case-by-case basis for students experiencing unusual circumstances at the discretion of the instructor. Prior notice of non-completion is the preferred notification. After the fact explanations rarely receive favorable responses.*

### **Final Paper (Reflective Essay)**

Requirement:

In reflective essays, you are required to write about events over the last 10 weeks and the experiences you got out of them. The main aim of this essay is to help you learn to analyze the information and the impact on learning that occurred, as well as help you draw conclusions not about abstract and detached notions, but rather about what learning actually took place. Reflective essays are always thrilling to write (this is my opinion), as most of them are associated with repeated emotional experiences. The structure of reflective essays is traditional in the sense of academic writing; they usually contain an opening paragraph, a main body, and a conclusion. Their main advantage is the freedom to express what you the author want to say and the way you consider most appropriate. My one rule on writing this essay since you are writing this reflective paper to me, is to keep it **professional**. While it is a reflective essay, it must be linked to the reading material and will reflect various elements of business terminology throughout.

### **Mid Term and Final Exam:**

A mid-term and final exam will be administered at the 5 week mark and end of course. The exams will be a cumulative exam covering 5 weeks preceding the exam.

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### **Schedule of Class Sessions (\*subject to change)**

#### **Week 1 – Business Overview and Economics**

Reading: Chapters 1 & 2

#### **Week 2 – Marketing and Entrepreneurship**

Readings: Chapters 13, 14, and 15

#### **Week 3 – Ethics**

Readings: Ch 4

#### **Week 4 – Human Resource Management (HRM)**

Readings: Ch 10, 11, and 12

#### **Week 5 – Management, Leadership, and Motivation**

Readings: Chapters 7 & 10

**Week 6 – Information Technology**

Readings: Chapter (Bonus Chapter B)

**Week 7 – Business in Global Market**

Readings: Chapter 3

**Week 8 – Production and Operations Management**

Readings: Chapters 8 and 9

**Week 9 – Finance and Accounting**

Reading: Chapter 17, 18, and 20

**Week 10 - Bonus Finance Week / Final Exam**

Final Exam – This will be conducted via Canvas only.

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**ADDITIONAL INFORMATION**

**Notice to Students Experiencing Disabilities:** It is the University’s policy that no otherwise qualified person experiencing disabilities be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in this University. If a student has an impairment that would require additional accommodations by the instructor and/or the University, then please inform the instructor, or Center Director, at the beginning of the first class session.

**Grading Criterion as stated in the Chaminade undergraduate catalog is as follows:**

Grading Scale:

90 – 100%     A

80 – 89%     B

70 – 79%     C

60 – 69%     D

59 – Below     F

Approved Withdrawal = W

Approved Incomplete = I

A – Outstanding scholarship and an unusual degree of intellectual initiative.

B – Superior work done in a consistent and intellectual manner.

C – Average grade indicating a competent grasp of subject matter.

D – Inferior work of the lowest passing grade; not satisfactory for fulfillment of prerequisite coursework. (Undergraduate Grading Only)

F – Failed to grasp even the minimum subject matter; no credit given.

I – Did not complete a **small** portion of the work or final examination due to circumstances beyond the student's control. The issuance of an "I" grade is not automatic. Prior to reporting of grades a contract must be made between the student and the instructor for the completion of the course.

*The Incomplete Contract must be filled out and submitted to the Records Office.* Sufficient time should be allowed to permit completion of the work, evaluation, and reporting of the final grade within 30 days\* after the end of the semester or term. This limit may not be extended. If the instructor does not submit a new grade for the course prior to the deadline, the alternate grade indicated in the contract will be recorded.

### **Important Supplementary Information**

Late assignments will result in a grade reduction if not PRE-coordinated with the instructor. Sufficient time for coordination should be provided. Exceptions will apply on a case by case basis. Furthermore, questions about an assigned grade must be resolved within a week after the assignment is returned to the student. This is to avoid questions about grades arising after the course is completed.

Standards: This is a collegiate undergraduate course. Therefore, all papers must be free of spelling and grammatical errors (**use of spell-check will minimize grammatical errors; proofreading your work will further reduce errors; please do both**). Content and organization of content will be a part of the grading criteria for each written assignment. Written assignments must have evidence of a logical and meaningful consistency in the structure of the response to each assignment.

**Academic Honesty:** Academic honesty is an essential aspect of all learning scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated. Plagiarism is the offering of work of another as one's own. Plagiarism is a serious offense and may include, but is not limited to, the following:

-Complete or partial copying directly from a published or unpublished source without proper acknowledgment to the author. Minor changes in wording or syntax are not sufficient to avoid charges of plagiarism. Proper acknowledgment of the source of a text is always mandatory.

-Paraphrasing the work of another without proper acknowledgment.

-Submitting as one's own original work (however freely given or purchased) the original exam, research paper, manuscript, report, computer file, or other assignment that has been prepared by another individual.

**Students found guilty of academic dishonest or plagiarism will be subject to disciplinary action up to and including dismissal from the University.**