

Chaminade University MBA Program

MBA 788: Island Business and Kuleana

Course Schedule

Quarter: 2020 Summer Term
Meeting days and times: Monday to Thursday
Course location: Online

Instructor Contact Information

Course Instructor: Patricia Peiyong Yu
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Course Description

This course provides a strategic perspective on the role of business in fostering a healthy island economy. Both macroeconomic and microeconomic variables are considered. Focus is on the economy as a support for community and ecological sustainability. Topics include open and closed systems, enhancement and extraction economies, and shareholder versus stakeholder models.

Course Orientation

This online course examines aspects of our Island Business from a topical perspective, melding analysis of current Hawaii economic data with the study of economics texts about Hawaii. The course will be divided into three parts focused on: (1) performance and structure of the Hawaii economy; (2) applied economics in Hawaii contexts (primarily tourism and government); (3) selected natural resource economics, Hawaii's business continuity planning, and sustainability issues in Hawaii. Course materials will draw from contemporary economic data and from selected texts on Hawaii's economy; there is no single course textbook. Readings

will be selected from required texts and extensively from supplementary reading materials.

Course Learning Outcomes

1. Apply economic principles and information to interpret our economic and business phenomena in our island economy and solve social or ecological sustainability issues.
2. Think critically on ideas in our island business news or articles to reach your own conclusions or make well-reasoned arguments, and help make sound policies to address business resilience and sustainability issues for our island.
3. Develop quantitative and qualitative skills for models and write reports by summarizing the models/theories you have learned and including your own analysis.
4. Examine the sustainability and the environmental issues particularly in Hawaii and Hawaii's business continuity planning.

Course Schedule and Topics

Dates	Chapters
July 6, 2020	Syllabus and Course Introduction
July 7, 2020	Chapter 1.1: Current economic outlook in our island economy
July 8, 2020	Chapter 1.2: Current economic outlook in our island economy
July 9, 2020	Chapter 2.1: Expansion and contraction in our island economy
July 10, 2020	Chapter 2.2: Expansion and contraction in our island economy
July 13, 2020	Chapter 3.1: Economic structure in our island economy
July 14, 2020	Chapter 3.2: Economic structure in our island economy
July 15, 2020	Chapter 4.1: Prices, inflation and living costs
July 16, 2020	Chapter 4.2: Prices, inflation and living costs
July 20, 2020	Chapter 5.1: Demographics and labor force
July 21, 2020	Chapter 5.2: Demographics and labor force
July 22, 2020	Chapter 6.1: Business in Tourism
July 23, 2020	Chapter 6.2: Business in Tourism
July 27, 2020	Chapter 7.1: External shocks and internal responses
July 28, 2020	Chapter 7.2: External shocks and internal responses
July 29, 2020	Chapter 8.1: The role of government in our island economy
July 30, 2020	Chapter 8.2: The role of government in our island economy
August 3, 2020	Chapter 9.1: Taxes in Hawaii
August 4, 2020	Chapter 9.2: Taxes in Hawaii
August 5, 2020	Chapter 10.1: Land use policy and housing
August 6, 2020	Chapter 10.2: Land use policy and housing
August 10, 2020	Chapter 11.1: Business in Real Estate
August 11, 2020	Chapter 11.2: Business in Real Estate

August 12, 2020	Chapter 12.1: Shareholder versus Stakeholder models
August 13, 2020	Chapter 12.2: Shareholder versus Stakeholder models
August 17, 2020	Chapter 13.1: Natural resources in Hawaii's modern economy
August 18, 2020	Chapter 13.2: Natural resources in Hawaii's modern economy
August 19, 2020	Chapter 14.1: Ecological Sustainability in Hawaii
August 20, 2020	Chapter 14.2: Ecological Sustainability in Hawaii
August 24, 2020	Chapter 15.1: Business Continuity Planning for Hawaii
August 25, 2020	Chapter 15.2: Business Continuity Planning for Hawaii
August 26, 2020	Chapter 16.1: Reshaping our Island Economy for a Post-Pandemic World
August 27, 2020	Chapter 16.2: Reshaping our Island Economy for a Post-Pandemic World
September 1 - 4, 2020	Zoom Meetings for Student Presentations
September 8 - 11, 2020	Individual Project Week

Readings and Materials

1. Suggested textbooks:

(Grandy) Christopher Grandy, *Hawaii Becalmed: Economic Lessons of the 1990s* (2002) University of Hawaii Press.

(Mark Destination) James Mak, *Developing a Dream Destination: Tourism and Tourism Policy Planning in Hawaii* (2008) University of Hawaii Press.

(La Croix) Sumner La Croix, *Hawaii: Eight Hundred Years of Political and Economic Change* (2019) University of Chicago Press.

2. Various online publications can help you write your reports in-depth, including but not limited to those of:

- (BLS) Bureau of Labor Statistics, U.S. Department of commerce (<http://www.bls.gov/regions/west/hawaii.htm>)
- (DLIR) Hawaii Department of Labor and Industrial Relations "Workforce Informer" data page (<https://www.hiwi.org/vosnet/Default.aspx>)
- (BEA) Bureau of Economic Analysis, U.S. Department of Labor (<http://www.bea.gov/regional/index.htm>)
- (DBEDT) Hawaii Department of Business, Economic Development and Tourism (<http://www.hawaii.gov/dbedt/>)
- (UHERO) University of Hawaii Economic Research Organization (<http://www.uhero.hawaii.edu/>)

3. Optional texts (additional reading references):

- a. (Atlas) Sonia and James Juvik, *Atlas of Hawaii*, 3rd ed. (1998) University of Hawaii Press

- b. (Mak Tourism) James Mak, *Tourism and the Economy, Understanding the Economics of Tourism* (2004) University of Hawaii Press
- c. (Morgan) Theodore Morgan, *Hawaii: A Century of Economic Change 1778-1876* (1948) Harvard University Press
- d. (Roth I) Randall W. Roth(ed.), *The Price of Paradise: Lucky We Live Hawaii?* (1992) Mutual Publishing
- e. (Roth II) Randall W. Roth (ed.), *The Price of Paradise: Volume II* (1993) Mutual Publishing
- f. (Hitch) Thomas K. Hitch, *Islands in Transition: The Past, Present, and Future of Hawaii's economy* (1992) University of Hawaii Press. (out of print)

Assignments and Participation

- **Discussion Homework on Canvas** (about 25% of your final grade)

The discussion questions for each week will be posted on Canvas's Discussion forum. This homework's due date is on Sunday. Please also reply at least once to interact with your peers.

- **News Report** (about 25% of your final grade)

Write an approximately 2 pages (double-spaced, Times New Roman, 12 pt. font) summary and analysis of a piece of news article that is related to each week's topic. Please indicate the news article's name, author and date. Due date is on Sunday.

- **Presentations** (about 15% of your final grade)

Zoom link will be sent to each of you for presentations during the last two weeks of this summer term. You need to present your topic of your individual project, the background of your research topic, as well as your expected result for your individual project.

- **Individual Project** (about 35% of your final grade)

Each student will conduct an in-depth research of a current Hawaiian business issue. The content has to be deeper and more original.

Suggested Outline:

The following provides a "general" outline for your research. Feel free to adapt it to your own needs. (Deadline to submit your first draft to TurnItIn is **August 30th by 11:59pm** and the deadline to submit your final report to Turnitin is **September 10th by 11:59pm**)

Provide a general overview and description of the current business issue in Hawaii, why you are interested in this and the significance of this issue.

- Provide a detailed description of this Hawaiian business issue as well as

background information that may include the reasons that this issue is important. You can also summarize the major pros and cons of the issue, and how do you think the optimal solution.

- Describe your decision reached at the end of the report. Be sure to discuss the reasons and process that led to your decisions. Include as many economic reasoning as possible.

What to Turn In:

A report that describes a current business issue in Hawaii. Electronic submission has to be sent to Turnitin, since it helps me generate your score on originality and critical thinking. Grades are based on your content, organization, originality and critical thinking, grammar and presentation. Go to www.turnitin.com and register to enroll by using the following info: **Class ID: 25217413**. Final paper should be 10 pages including one cover page and one reference page, double-spaced with 1" margins. Font: Times New Roman. References cited section or footnotes required using a consistent citation output format (e.g. APA format: <http://www.library.cornell.edu/resrch/citmanage/apa>). Citation manager suggested: RefWorks or Endnote. Paper topics must be reviewed and approved by the instructor in advance.

Assessment and Grading

Students will be evaluated on the basis of performance on class discussions, writing assignments, and independent research/individual project.

Class Discussions	25%
News Report	25%
Presentation	15%
Individual Project	35%

Course Ground Rules

All students are required to log into the Canvas to watch our lectures weekly. You have to be on Canvas at least four times a week to check uploaded videos, important messages, homework assignments and announcements.

Academic Honesty

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism. Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendation to the Business School Dean. Consequences for academic dishonesty may range from an "F" grade for the work in

question to an “F” grade for the course to suspension or dismissal from the University.

Students with Disabilities

Chaminade University provides reasonable accommodations for individuals with a disability in compliance with the Americans with Disabilities Act (ADA) of 1990. If you would like to know if you qualify for ADA accommodations, please contact our Counseling Center at 808-735-4845. Current appropriate documentation will be required for determination of accommodation eligibility.

Characteristics of a Marianist Education

The following are characteristics of the approach to education engaged at Marianist schools, including Chaminade University:

- Educate for formation in faith
- Provide an integral quality education
- Educate in family spirit
- Educate for service, justice and peace
- Educate for adaptation and change

THE FOLLOWING SHOULD BE INCLUDED FOR ONLINE COURSES:

Guidelines for Communication

Email: Always include a subject line.

Remember that without others being able to see your facial expressions or hear your tone, some comments may be taken in a way you didn't intend. So be careful in wording your emails. Use of emoticons may be helpful in some cases.

Use standard fonts.

Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.

Discussion Groups: (examples of discussion group protocol items; you may modify for your course)

Review discussion threads thoroughly before entering the discussion.

Maintain threads by using the “reply” button rather than starting a new topic.

Be respectful of others’ ideas.

Read the comments of others thoroughly before entering your remarks.

Cooperate with group leaders in completing assigned tasks.

Be positive and constructive in group discussions.

Respond in a thoughtful and timely manner.

Chat: Introduce yourself to others in the chat session.

Be polite. Choose words carefully. Do not use derogatory statements.

Be concise in responding to others in the chat session.

Be constructive in your comments.

Library

Provide a link to the Chaminade library (www.chaminade.edu/library)

Technical Support

For technical questions contact the Chaminade eCollege help desk at helpdesk@chaminade.ecollege.com, or call toll free at 866-647-0654.