



Chaminade University OF HONOLULU

Course: BU 200

Course Title: Introduction to Business

Department: AUP

College: School of Business and Communication

Term: Summer AUP

Course Credits: 3 Semester Hours

Online: Canvas Learning Management System

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Required Textbook: *Understanding Business (12th ed)*, Nichols, McHugh, McHugh; McGraw-Hill. Published 2019 (**NO ACCESS CARD REQUIRED**)

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 provides a survey of business functions, principles, and practices; managerial tools for analysis; people's behavior in organizations; practical applications in problem solving and decision-making. The course is designed for students interested in careers in organizations and for those intending to major or minor in business. 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.

Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Ōlelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Ōlelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Ōlelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Ōlelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Ōlelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Ōlelo No'eau 203) All knowledge is not taught in the same school

Technical Assistance for Canvas Users:

- Search for help on specific topics at help.instructure.com
- [Chat live with Canvas Support 24/7/365](#)
- Watch this [video to get you started](#) with online guides and tutorials
- Contact the Chaminade IT Helpdesk for technical issues: helpdesk@chaminade.edu, or call (808) 735-4855

Grading and Evaluation

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

Attendance

Students are expected to attend regularly all courses for which they are registered. Student should notify their instructors when illness or other extenuating circumstances prevents them from attending class and make arrangements to complete missed assignments. Notification may be done by emailing the instructor's Chaminade email address, calling the instructor's campus extension, or by leaving a message with the instructor's division office. It is the instructor's prerogative to modify deadlines of course requirements accordingly. Any student who stops attending a course without officially withdrawing may receive a failing grade.

Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for the course. Any unexcused absence of two consecutive weeks or more may result in being withdrawn from the course by the instructor, although the instructor is not required to withdraw students in that scenario. Repeated absences put students at risk of failing grades.

Students with disabilities who have obtained accommodations from the Chaminade University of Honolulu ADA Coordinator may be considered for an exception when the accommodation does not materially alter the attainment of the learning outcomes. Federal regulations require continued attendance for continuing payment of financial aid. When illness or personal reasons necessitate continued absence, the student should communicate first with the instructor to review the options. Anyone who stops attending a course without official withdrawal may receive a failing grade or be withdrawn by the instructor at the instructor's discretion.

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:

Substantive

Participation Messages per Day	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Total
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:

See Final Assignment Instructions located in the module for the last week.

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.

Schedule of Class Sessions (*subject to change)

Week 1 – Risk, Profit, and Economics

Reading: Chapters 1 & 2

Week 2 – Marketing and Entrepreneurship

Readings: Chapters 13, 14, and 6

Week 3 – Ethics

Readings: Ch 4

Week 4 – Human Resource Management (HRM)

Readings: Ch 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 – Organizational Structure, 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.

ADDITIONAL INFORMATION**Disability Access**

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from the Counseling Center by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Counseling Center at (808) 735-4845 for further information.

Title IX Compliance

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

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 Conduct Policy

From the 2018-2019 Undergraduate Academic Catalog:

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the Student Handbook in the Student Life Section at Chaminade University: <https://chaminade.edu/student-life/>

<https://chaminade.edu/wp-content/uploads/2020/08/NEW-STUDENT-HANDBOOK-20-21-Final-8.4.2020.pdf>