



**Chaminade**  
**University**  
OF HONOLULU

## Course Syllabus

[Chaminade University Honolulu](http://www.chaminade.edu)

3140 Waiialae Avenue - Honolulu, HI 96816

**Course Number:** MBA 530-01-3

**Course Title:** Business Foundations

**Department Name:** Management Science, Business Analytics, Computer Information Systems (CIS)

**College/School/Division Name:** School of Business and Communication

**Term:** Fall 2021 Semester

**Course Credits:** 3

**Class Meeting Days:** Every Thursday for 10 Weeks

**Class Meeting Hours:** 5:45PM to 9:50PM HST (in-class)

**Class Location:** Kieffer Hall #9 Classroom

**Instructor Name:** Eduard “Eddie” Merc, Ph.D., MBA (Please call me Eddie. 😊)

**Email:** [Eduard.Merc@chaminade.edu](mailto:Eduard.Merc@chaminade.edu) or [Eduardmerc@gmail.com](mailto:Eduardmerc@gmail.com)

**Phone:** (435) 200-4822 (Google Voice Number)

**Office Location:** Kieffer Hall, Room 23

**Office Hours:** MWF, 8:20AM-9:20AM; 11:45AM-12:45PM HST

**Instructor Website:** [www.chaminade.edu/faculty/EduardMerc](http://www.chaminade.edu/faculty/EduardMerc)

**Other Professional Contact Information:** eduardmerc (Skype) and @EdkoPletko (Twitter)



### CHAMINADE UNIVERSITY MISSION STATEMENT

Chaminade University offers its students an education in a collaborative learning environment that prepares them for life, service, and successful careers. Guided by its Catholic, Marianist and liberal arts educational traditions, Chaminade encourages the development of moral character, personal competencies, and a commitment to build a just and peaceful society. The university offers both the civic and church communities of the Pacific region its academic and intellectual resources in the pursuit of common aims.

### Learning Outcomes

By the end of our course, students will be able to:

1. Utilize the appropriate vocabulary, concepts, and terminology of business.
2. Describe both the internal and external environment of business, including:
  - a. choices and processes involved in a business start-up
  - b. functions and tasks of management, including HR and operations/resources
  - c. functions and tasks involved in marketing a firm’s goods and services
  - d. functions and tasks involved in managing financial information and accounting
3. Describe the role of ethics and corporate social responsibility in decision-making processes

## **Student Learning Outcomes – Service Learning**

- To demonstrate an understanding of the connections between academic work and real-life situations.

## **Program Learning Objectives (PLOs)**

- Communicate effectively regarding business related tasks, in both oral and written modes.
- Undertake analysis, perform tasks, and develop strategies using the central concepts of each functional area of business.

## **University Course Catalog Description**

Catalog Description: This course provides students with the concepts and tools to understand businesses and the environments in which they operate in preparation for graduate study in the field. Elements of the business environment covered in the course include economics, business law and ethics, and global issues. Elements of organizations covered in the course include core functions (marketing and operations), resources (money, people, and information), as well as business integration and strategy. This course is designed for students entering the MBA program with undergraduate degrees in fields other than business.

Offered every semester.

## **Course Overview**

Any business today is facing continuous changes in the competition, technology, workforce, and governmental regulations. It is critical for companies and organizations to establish their own competitive advantage and preserve it in the global marketplace in order to survive and thrive in the future.

This course is an introduction to the private enterprise system. Topics covered include forms of business organizations, business finance, human resource management, production, entrepreneurship, business ethics, marketing, and the changing business environment as well as a rapidly evolving world of business technology.

*“Business Foundations”* is just that, an overview of all the activities involved in starting and running a business: entrepreneurship, management, human resource planning, accounting, finance, economics, and marketing. Not only does this course introduce you to these fundamental business functions, but we will also cover additional topics related to business management, technology, and ethics that drive today’s small, medium, and global businesses around the world. Additionally, communication skills, both written and oral, will be stressed in this class, as effective communication is probably the most important business skill one can possess.

Each of you already brings to this class some knowledge of business, through your experience as consumers of what businesses sell and through whatever work experience you have. This class will add to that knowledge by describing all the planning and activities that must occur inside organizations for them to be successful in the marketplace in the long run.

Through connecting the material presented, both in the textbook and from the class discussions to a real-world company, you will leave this class with a solid knowledge of how a business operates. There will also be an emphasis on learning about business through the connection with a few real-world companies during the semester by analyzing business articles and real-world research and discussing the findings during our weekly class discussions.

Hopefully, this course will also help you decide what sort of an advanced career in business might appeal to you, as an important facet of the course is studying the types of jobs that are typical in each of the various business functions.

Both Canvas and MyBIZlab portal (Pearson) are used for this course where you will find various types of assignments. Most of your weekly homework will be done in Canvas. Additional/supplementary assignments will be available on MyBIZlab as well. There will be a mixture of individual and group assignments in this course to allow you to work independently as well as in a team to simulate real-world business environment.

### **Methods of Delivery**

This course is designed to promote student participation through discussion of current business issues as they relate to the management of a digital organization and decision-making processes. Students will study and apply quantitative and qualitative techniques to practical issues and decisions faced by management, including global markets.

Applications and technology such as the use of MyBIZlab as well as audio-visual tools will make this course highly interactive and experiential. Methods of delivery include (but are not limited to) lectures, case studies, class exercises and/or activities, discussions, and guest speakers to name a few.

### **Course Prerequisites**

Please check Chaminade's Course Catalog for any pre-requisites for this class at: <https://catalog.chaminade.edu/>

### **Course Learning Materials & Resources**

Textbook: Courtland, B.L., & Thill, J.V. (TBD). Pearson eText Business in Action—Access Card. 9<sup>th</sup> Edition. New York: Pearson

- A personal notebook computer
- An Internet connection
- Chaminade Canvas Learning Management System
- Pearson MyBizLab (required)
- Business Week Subscription (optional)
- Wall Street Journal Subscription (optional)



BU-200-01-1 Introduction to Business (3 Credits)

Courtland L. Bovee, John V. Thill

ISBN-13: 9780135175477

Textbook ONLY

**Minimum requirement for this course:**

[Pearson eText Business in Action -- Access Card, 9th Edition](#)

ISBN-13: 9780135206263

Please check the CUH bookstore for competitive prices.

Note: This is the only option for students who have textbook vouchers.

## Course Website:

**Our course website in Canvas can be accessed by clicking this link:**

<https://chaminade.instructure.com/courses/16828>

**Our Pearson's MyBIZlab interactive environment can be accessed by following these instructions below:**

When you get/purchase your Pearson's MyLab and Mastering ("MyBizLab") access code, please use the link called "MyLab and Mastering" located in our Canvas menu to register for the MyBizLab access. (Recommended)

You should not be prompted for this, but if at any moment you are asked to enter the instructor's course ID for MyBizLab, it is: merc54764

## Technical Assistance for Canvas Users:

- Search for help on specific topics or get tips in [Canvas Students](#)
- [Live chat with Canvas Support for students](#)
- Canvas Support Hotline for students: +1-833-209-6111
- Watch this [video to get you started](#)
- [Online tutorials](#): click on "Students" role to access tutorials
- Contact the Chaminade IT Helpdesk for technical issues: [helpdesk@chaminade.edu](mailto:helpdesk@chaminade.edu) or call (808) 735-4855

## Tutoring and Writing Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check Kōkua 'Ike's website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications – TutorMe. For more information, please contact Kōkua 'Ike at [tutoring@chaminade.edu](mailto:tutoring@chaminade.edu) or 808-739-8305.

## Computer Proficiency Expectations

Students in this course are expected to be proficient in the following technology areas:

- Canvas LMS
- Chaminade email
- Microsoft Word (or other word processing software)

## Course Expectations

Your final grade will be based on your performance on exams and quizzes, assignments, class participation, professionalism, and attendance.

- The average graduate student can expect to spend approximately 6-9 hours per week preparing for this class.
- Active student participation in all required discussions and weekly assignments is required.
- Honest communication with me personally or via e-mail is expected if any unexpected changes occur in your life.
  - Note: In case of class cancelation, you will be notified via Canvas and your Chaminade email.

## **Course Attendance Policy**

Students are expected to attend daily and log in to Canvas daily to check for course announcements, materials, and assignments. Class begins on time. Excessive lateness will be counted as an absence from class. 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.

## **Behavioral Expectations**

You are expected to conduct yourself in a manner compatible with the college's function as an institute of higher learning. To uphold this principle in the face-to-face BUS classroom, no cell phones, or "side conversations" that disrupt the learning process or interfere with the primary activity are allowed. Laptop computers may be used for taking notes or engaging in class activities. Please refrain from surfing the Internet, or using your computer for anything other than classwork. Lastly, please silence your cell phones before entering class. Thank you in advance!

In the online classroom, civil discourse must be adhered to both in synchronous live meetings as well as asynchronous discussion rooms and/or interactions whether they are with the instructor or peers. Students should use proper netiquette at all times online.

Every student has the right to a respectful learning environment. In order to provide this right, students must take individual responsibility to conduct themselves in a mature and appropriate manner. I appreciate your serious approach to education.

## **Assessment**

All weekly homework in this course will be due at **17:00PM HST every Thursday**, at which point online submission boxes will promptly close.

Assessment methods include quizzes, exams, oral and written assignments, class discussions, class activities, and group work. Every effort will be made to return all student work within two-weeks of the due date.

Class assignments are divided into the following groups:

### **Canvas Content and Homework**

- Weekly study materials
- Weekly online article summaries/discussions
- Final Individual Project (SWOT/TOWS Analysis)

### **MyBIZlab Content and Homework**

- Weekly chapter quizzes
- Dynamic study modules
- Chapter video assignments

## **Grading and Assignments**

Class sessions are designed to promote student participation through the discussion of important business theories and current events in the global business world as they relate to the managerial decision-making processes in local, national as well as international context.

## Grading Distribution

Exam #1 (Midterm Exam) = 150 points  
Exam #2 (Final Exam) = 250 points  
10 Quizzes = 100 points  
10 Weekly Online Article Summaries = 100 points  
10 Weekly "Video Assignments" = 150 points  
Final SWOT/TOWS Project = 250 points

## Final Grade Requirements

A = 900 or more  
B = 800 to 899  
C = 700 to 799  
D = 600 to 699  
F = Below 600

### **Exams** (Midterm: 150 points + Final: 250 points = 400 points) (CO, 1, 2, 3)

Two major exams will cover material from class lectures, class discussion, guest speakers (if any), handouts and assigned readings. Exams may include multiple-choice, short-answer and essay questions. **There are no make-up exams without proper documentation** for your absence, which must be provided prior to the absence if at all possible. A missed exam will count as a zero.

### **Quizzes (1 @ 10 points each = 100 points)** (CO, 1, 2, 3)

Fifteen quizzes will cover material from class lectures, discussions, videos, handouts and assigned readings. Students will complete assigned chapter quizzes in MyBIZlab. Each quiz has approximately 10 to 20 questions. Quizzes are due every Friday by 11:59PM HST. **There are absolutely no make-up quizzes without proper documentation**, which must be provided prior to the missed quiz if at all possible. Any missed quiz will count as a zero.

### **Weekly Online Article Summaries/Discussions** (10 @ 10 points each = 100 points) (CO, 1, 2, 3)

Each student will post (via Canvas Discussion Forums) a short 10-20 sentence summary of any type of business article that relates to weekly textbook chapter topic(s). **In your post, please describe why you have chosen the business article and how it relates to the chapter(s) of the week from the textbook, as well as what you have learned from reading the article that relates to the weekly chapter materials.**

**Summaries must be posted each week on Sunday by 11:59PM HST (Midnight). Students are required to make a *substantive* response comment (avoid "I liked this!" or "Good job!") on at least two of their peers' article summaries each week by Thursday at 17:00PM HST in order to receive full credit for the assignment.**

### **Weekly "Video Assignments"** (10 @ 10 points each = 100 points) (CO, 1, 2, 3)

For each weekly chapter discussed in our class, students are asked to complete the corresponding video assignment found in MyBizLab virtual environment. All answers must be submitted in MyBizLab before our regular weekly homework deadline, which is each 17:00PM HST every Thursday.

### **Final Project: SWOT/TOWS Analysis** (250 points) (CO, 1, 2, 3)

Each student will write a simple business management analysis of a company of their choice. A word document must contain a simple 20 to 25-page double-spaced summary of the business analysis and its findings. Any outside sources must be included on a separate reference page. Additionally, students must create a PowerPoint presentation file that describes the SWOT-TOWS ANALYSIS findings. The PPT file should have a minimum of 10 up to a maximum of 15 slides. Specific details on the paper requirements will be available in Canvas.

## **Grading Standards**

“A” students do not miss classes during the semester. They read and critically engage all the assigned readings before class on their own, and with classmates and the instructor. All assignments are not only complete but go beyond more than just the minimum requirements. Their assignments are turned in on time or early, exhibit proper style, grammar, and format, are well-organized, integrate strategic planning and targeting, and are written precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students always keep up with current news events, both locally and globally.

“B” students miss a few classes during the semester. They usually read the assigned readings before class. Their assignments exhibit proper style, grammar, and format, are well-organized, integrate strategic planning and targeting, and are written precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students usually keep up with current events.

“C” students miss several classes during the semester. They complete the assigned readings before exams. Written assignments and exams usually exhibit proper style and formatting, but do not always integrate strategic planning and targeting, and are not always well organized or written precisely and concisely. All assignments are turned in on time, and most rewrite opportunities are used. These students sometimes keep up with current events.

“D” students miss four or more classes during the semester and skim assigned readings. Assignments and exams usually exhibit proper style and formatting, but they often lack integrated strategic planning and targeting, and are often not well-organized, or written precisely and concisely. Assignments are not always turned in on time and only some rewrite opportunities are used. They don’t keep up with current events.

“F” students fail to attend class consistently, miss exams, written assignments; don’t use rewrite opportunities.

## **Suggestions for Success**

Manage your time wisely and stay organized! Learn how to use the required technology. Come to class prepared. Engage in the learning, discussions, and activities that take place in the classroom. Don’t be distracted or distract others. Always do your best! 😊

## **Challenging a Grade on an Individual Assignment**

Should a student find at any point during the semester that they wish to challenge a grade they have received on an assignment, they are welcome to do so. Following are the grade challenging guidelines:

- Students must wait 48 hours after receipt of their assignment before challenging the grade
- Grade challenges must be submitted in writing via email, in respectful and professional prose
- Students must articulate, based on the merits of their work (not on circumstances) and the guidelines of the assignment/rubric, why they feel their grade should be amended
- Students have up to 2 weeks to challenge an assignment grade, attempts to challenge a grade after 2 weeks from receiving an assignment back will be automatically forfeited

Students also retain the right to academic grievance for final course grades through standard Chaminade processes should they feel this step is necessary.

## 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 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo 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 ('Olelo 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 ('Olelo 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 ('Olelo 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 ('Olelo No'eau 203) All knowledge is not taught in the same school

## Schedule

Include a schedule for all class meetings which includes dates and topics to be covered. You may also want to include readings, assignments, and holidays or non-instructional days.

#	Date	Content
1.	10/7/2021	<a href="#">Introduction, Chapters 1 and 2</a>
2.	10/14/2021	<a href="#">Chapters 3 and 4</a>
3.	10/21/2021	<a href="#">Chapter 5 and 6</a>
4.	10/28/2021	<a href="#">Chapters 7 and 8</a>
5.	11/4/2021	<a href="#">Chapters 9 and 10</a>
6.	11/11/2021	<a href="#">Chapters 11 and 12</a>
7.	11/18/2021	<a href="#">Chapters 13 and 14</a>
8.	11/25/2021	<a href="#">No class session (assigned readings); Thanksgiving Holiday*</a>
9.	12/2/2021	<a href="#">Chapters 15 and 16</a>
10.	12/9/2021*	<a href="#">SWOT/TOWS Final Project Presentations, Class Wrap-Up, Extra Credit, etc.</a>



## **Course Policies**

### **Late Work Policy**

All weekly homework in this course will be due at **17:00PM HST every Thursday**, at which point online submission boxes will promptly close. Late work is NOT accepted in this course. Assignments which are not submitted on or before their due date will receive an automatic zero. If you find that you are having technical difficulties, please contact the Chaminade IT Helpdesk for issues related to Chaminade technology. If you have documentation from the Helpdesk indicating that they have identified a problem with the technology, I will allow you to submit the assignment once a resolution has been reached at no penalty to you. If students are unsure of their home technology, they should plan ahead to use the computer lab on-campus in order to submit work in a timely manner.

### **Grades of "Incomplete"**

Incomplete grades are reserved for cases of illnesses and other emergencies that cause a student to be unable to complete the course by the due date. In such cases, the instructor has the option of issuing an "incomplete" grade at the end of the semester. Requests for an "incomplete" must be accompanied by substantive documentation.

### **Writing Policy**

APA Style writing will be used in this class. For more information about this writing style, please visit: <https://apastyle.apa.org/>

### **Instructor and Student Communication**

Questions for this course can be emailed to the instructor at [Eduard.Merc@chaminade.edu](mailto:Eduard.Merc@chaminade.edu). Online, in-person and phone conferences can be arranged. Response time will take place up to 24 hours.

### **Cell phones, tablets, and laptops**

Out of consideration for your classmates, please set your cell phone to silent mode during class. Students are encouraged to bring laptops or tablets to class as the instructor will assign online activities and readings that will require the use of a laptop or tablet. Laptops and tablets should not be misused, such as checking distracting websites. Use your best judgment and respect your classmates and instructor.

### **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 Kōkua 'Ike: Center for Student Learning 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 Kōkua 'Ike Coordinator at (808) 739-8305 for further information ([ada@chaminade.edu](mailto:ada@chaminade.edu)).

### **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.

### **Attendance Policy**

The following attendance policy is from the 2019-2020 Academic Catalog (p. 54-55). Faculty members should also check with their divisions for division-specific guidelines.

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 Tutor 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.

### **Academic Conduct Policy**

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

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: <https://chaminade.edu/wp-content/uploads/2019/08/NEW-STUDENT-HANDBOOK-19-20-Final-8.20.19.pdf>

### **Credit Hour Policy**

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct

faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10-week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practicum, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

**Aloha from Professor Eddie Merc, Ph.D., MBA/MSIS**

**Miscellaneous Student Notes:**