



BU-200 - Introduction to Business
Fall 2022

Class Days
& Times

- Mon, Wed and Fri
- 9:30AM - 10:20PM

Location

- Henry Hall Room 210

Text Used

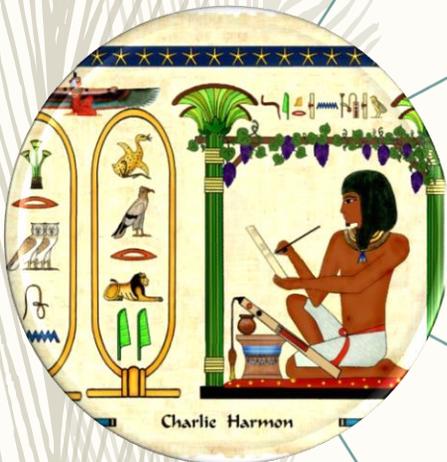
- **Business In Action:**
Thriving In The Digital
Enterprise; Bovee &
Thill, Business in Action,
9/e; ISBN 13: 978-0-13-
517547-7

Instructor

- Professor Aaron M.
Williamson Jr.

Professors
Contact &
Availability

- Kieffer Hall Room 26
- Office Line: (808)739-8592
- Office Hours: 12:30 – 2:00PM MWF
& By Appointment for Alternative
Hours
- aaron.williamson@chaminade.edu



Catalog Course Description

When you successfully complete this course you will demonstrate knowledge of the:

- terminology and vocabulary of business
- external environment of business and of the variables that impact the economically sound, ethical and socially responsible behavior of firms and their members
- choices and processes involved in business start-up
- functions and tasks of management, including HR and operations
- functions and tasks involved in marketing a firm's goods and services
- functions and tasks involved in managing financial information and resources

Associated Program Learning Outcomes (Course Objectives)

When you successfully complete this course, you will demonstrate knowledge of the functional areas of business (accounting, finance, marketing, human resources, and operations), including central theories, modes of analysis, tasks, and strategies).

This success will be displayed at the completion of the course through students' achievement of:

1. Utilize vocabulary, concepts, and terminology recognized by the business community.
2. Describe both internal and external environment of business, including:
3. Describe the role of ethics and corporate responsibility in the decision-making process.

Student Service-Learning Outcome (Service Objective)

To demonstrate an understanding of the connection the classroom and real world experiences.

Course Expectations

Students will be expected to contribute a significant amount of time outside of the classroom during the quarter. **It is expected that students will need to spend a minimum of 5 – 8 hours per week outside of class to succeed in this course.**

Readings and Materials

Exploring Business, available for free: https://saylordotorg.github.io/text_exploring-business-v2.0/

Microsoft Word & Excel

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 recommendations 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.

Grading and Assignments

Grades will be based on the following:

Homework	70 points
Exams (2)	145 points
Class Project: SWOT/TOWS Analysis	<u>250 points</u>
Total	465 points

	<u>Before Final Exam:</u>		<u>Including Final Exam:</u>	
Grades:	365 – 328 points	A	535 – 480 points	A
	327 – 291 points	B	479 – 426 points	B
	290 – 255 points	C	425 – 373 points	C
	254 – 218 points	D	372 – 319 points	D
	Below 218 points	F	Below 319 points	F

Note that a “D” grade will require the retaking of the course to fulfill this course as a prerequisite as prescribed in the Chaminade Undergraduate Catalog.

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men and women with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

— Calvin Coolidge

Homework

The assignments as indicated on the Course Schedule are to be turned-in the class period following the assigned date. Late homework will be discounted accordingly. Each homework assignment is worth 10 points.

“...there are people who try to look as if they are doing a good and thorough job, and then there are the people who actually damn well do it, for its own sake.”

— *John D. MacDonald*



Exams

As indicated on the course schedule, there will be two exams worth 72.5 points each. Exams are timed downloadable take home documents. You will have exactly 24 hours from time the exam is made available to you to have it resubmitted in the applicable exam drobox in Canvas. Students will loose 15% from your raw score for each day it's past due up until the date the professor reviews the exam. Student who have not submitted their exams prior to the professor's review will receive an automatic zero for that exam.

SWOT(Strengths, Weaknesses, Opportunities & Threats)/ TOWS(Threats, Opportunities, Weaknesses & Strengths) Analysis

Each student will write a simple business management analysis of a company of their choice. See specific details on the paper requirements in “Fall 2022 Term Individual Project” in Canvas.

Attendance

All students are responsible for the grade that they earn in this class; an essential part of the learning process is being present. We will have several joint class sessions with the other section of this course where we will learn about the different aspects of business from academic and industry specialists.

Accept – then act. Whatever the present moment contains, accept it as if you had chosen it. Always work with it, not against it. - Eckhart Tolle

Live Sessions in “Zoom”

It is the students' responsibility to have participated or listened to the playback of any live sessions recorded (i.e. incorrect quiz, exam and project questions will not be thrown out due to a students' failure to review the weekly online sessions).

Library

The Link to the Chaminade library is (www.chaminade.edu/library).

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

Canvas Account Support

For Canvas account support email helpdesk@chaminade.edu or call (808) 735-4855.

Title IX (A Healthy Student Environment)

Chaminade University recognizes the inherent dignity of all individuals and promotes respect for all people. If you have been or are the victim of sexual misconduct, I encourage you to report this matter promptly. As a faculty member, I am always striving to promote a safe and healthy environment; and should I learn of any sexual misconduct or related harassment, I must report the matter to the Title IX Coordinator. Should you want to speak to a confidential source about a personal matter affecting your mental and physical wellbeing please reach out to the following campus resource:

Chaminade Counseling Center: (808)735-4845.

Course Website Address

<http://chaminade.Canvas.com>



Instructor Background Information

The Professor specialized in providing audit services in Financial Services, Insurance, Governmental, Not-For-Profit and Healthcare. These areas of specialization contributed to his knowledge and continual use of SOX, FASB and GASB. He continues to expand his experience in similar areas by assisting in the development of local businesses and interaction with other professionals with various experiences in industry.

Professor Williamson is a distinguished graduate of Florida A & M University where he received his Bachelors of Science in Economics with a minor in Mathematics. Professor Williamson obtained his Masters in Accounting and Business Advisory from The University of Baltimore in Baltimore Maryland. During his time in Baltimore he worked for a Regional Accounting Firm led by ex-Anderson Partners. After graduating from U of B Professor Williamson went on to pursue a 5 year career with KPMG LLP. In that time Professor Williamson obtained his CPA, he is licensed by both the Hawaii and Florida State Boards of Accountancy. He has since changed careers, becoming an educator, sole practitioner and entrepreneur. As an educator he exercises the opportunity to continue to share his knowledge and experience in the form of teaching and mentorship.