



## COURSE INFORMATION

Course / Section:	BU 200 / 02-1
Course Title:	Introduction to Business
School Name:	School of Business and Communication
Term:	Spring 2023
Credits:	3
Meeting Time:	TTH 1 - 2:20 am
Classroom:	Henry 107
Course website:	via CANVAS

## INSTRUCTOR INFORMATION

Instructor Name:	Dr. Wendy Lam (aka Wonderful Wendy 😊)
Email:	via Canvas mail , wendy.lam@chaminade.edu
Office Phone:	(808) 739-4606
Office Location:	Kieffer Hall, Room 20
Office Hours:	T 11:30 am - 12pm W 12:30pm - 1:30pm Th 11:30am - 12 pm F 12:30pm – 1:30pm Kindly make an appointment for our meeting during office hour. Other meeting times can also be arranged if needed.

## COURSE DESCRIPTION & LEARNING OUTCOMES

### University Course Catalog Description:

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.

### Course Overview

This course is designed to address the key challenges that have strategic and tactical implications for organizations in the service and manufacturing industries.

Canvas will be used for this course.

There will be a mixture of individual assignments in this course to allow you to apply the concepts learned in class.

### 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 techniques to practical issues and decisions faced by management, including global markets.

Methods of delivery may include (but are not limited to) lectures, class exercises and/or activities, discussions, just to name a few.

### 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

### Program Learning Objectives

1. Communicate effectively regarding business related tasks, in both oral and written modes. (Introduction)

3. Undertake analysis, perform tasks, and develop strategies using the central concepts of each functional area of business. (Introduction)
4. Assess and create business strategy appropriate for organizations in specific business environments, including global and domestic markets. (Introduction)

### Course Learning Objectives

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

1. Define the appropriate vocabulary, concepts, and terminology of business.
2. Describe both the internal and external environment of business.
3. Discuss the role of ethics and corporate social responsibility in decision-making processes.

### Student Learning Outcomes – Service Learning

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

### Course Prerequisites

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

## COURSE TEXTBOOK, REQUIREMENT & RESOURCES

### Required Learning Materials

Textbook: Courtland, B.L., & Thill, J.V. (TBD). Pearson eText Business in Action. 9th Edition. New York: Pearson



Pearson eText Business in Action, 9th Edition  
By Bovee, Courtland L.  
**Edition : 9TH 20**  
**Publisher : RENT PEARS**  
**ISBN 13 : 9780135175477**

Please check with CUH bookstore.

### Technical Assistance for Canvas Users:

- Search for help on specific topics or get tips in Canvas Students
- Live chat with Canvas 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.

### Course Expectations

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

- The average 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 & Timely communication with me via e-mail is expected if any unexpected changes occur in your life.

Note: In case of class cancellation, you will be notified via Canvas and your Chaminade email.

I **DO NOT** accept late work unless it was pre-arranged with proper documentation. Early assignments, however, are always happily accepted!

### 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 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.

Request for excused absences must include proper documentation (e.g. doctor's note, Chaminade's official excuse letter...) 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!

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.

## COURSE ORGANIZATION, EVALUATION, GRADING & SCHEDULE

### Assessment

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 in two-weeks after submission.

Class assignments are divided into the following groups:

### Canvas Content and Homework

- Weekly study materials
- Article summaries + discussions
- Chapter quizzes
- Assignments
- Final Individual Project (SWOT/TOWS Analysis)

### Grading and Assignments

Class sessions are designed to promote student participation through the discussion of current events in the business world as they relate to the use of quantitative analysis for managerial decision-making processes.

<u>Grading Distribution</u>		<u>Final Grade Requirements</u>
Class Participation & attendance	100 points	A = 810 or more
Test 1	100 points	B = 720 - 809
Test 2	100 points	C = 630 - 719
Final Exam	100 points	D = 540 - 629
Weekly Quizzes (14)	140 points (10 pt@)	F = Below 540
Article Summaries + Discussion (10)	100 points (10 pt@)	
Assignments (2)	60 points (30 pt@)	
<u>Final SWOT/TOWS Project</u>	<u>200 points</u>	
TOTAL possible points	900 points	

### Exams (CO, 1, 2, 3)

Three exams will cover material from class lectures, class discussion, guest speakers (if applicable), 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 (CO, 1, 2, 3)

Quizzes will cover material from class lectures, discussions, videos, handouts and assigned readings. Each quiz has approximately 10 questions. There are 2 attempts for each quiz, only your highest score will be counted.

Quizzes are due every **Sunday 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.

### Article Summaries + Discussions (CO, 1, 2, 3)

- **Summaries**

Each student will post (via Canvas Discussion Forums) a short 10 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 by Friday 11:59PM HST.**

- **Discussions**

Students are also required to make a **substantive response comment** (avoid “I liked this!” or “Good job!”) **on at least two of their peers’ article summaries by Sunday 11:59PM HST** to receive full credit for the assignment.

### Final Project: SWOT/TOWS Analysis (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 10-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 should have 5-6 slides. Specific details on the paper requirements will be available in Canvas.

### 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 if desired.

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

## CUH & COURSE POLICIES

### Late Work Policy

Assignment submission boxes will promptly close on due date & time. 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 me at [wendy.lam@chaminade.edu](mailto:wendy.lam@chaminade.edu).

In-person or zoom meetings can be arranged. I will respond within 24 hours. If you do not hear back from me, please check your spam box and use another communication medium to contact me.

### **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 2022-23 Academic Catalog.

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.

### **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: [Final-21-22-New-Student-Handbook.pdf \(chaminade.edu\)](#)

### **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, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.



## TENTATIVE SCHEDULE

Faculty retain the rights to adjust the schedule. Any changes will be announced in class and on Canvas.

Week	Date	Content	Notes
1	1/10 1/12	Welcome Ch 1 Business Mindset	Wk 1 Article summary & Discussion Self-intro & Syllabus Affidavit
2	1/17 T 1/19	Ch 2 Economics	Wk 2 Discussion Ch 2 Quiz Intro to SWOT/TOWS + Organization sign-up
3	1/24 1/26	Ch 3 Global markets	Wk 3 Discussion Ch 3 Quiz
4	1/31 2/2	Ch 4 Ethics & CSR	Wk 4 Discussion Ch 4 Quiz <b>Assignment 1 due</b>
5	2/7 2/9	Ch 5 Forms of Ownership Study Guide	Wk 5 Discussion Ch 5 Quiz Extra credit: SWOT Draft #1
6	2/14 2/16	Ch 6 Entrepreneurship	Wk 6 Discussion Ch 6 Quiz Extra credit: SWOT Draft #2
7	2/21 2/23	Ch 7 Management	Wk 7 Discussion Ch 7 Quiz <b>Test 1 (Ch 1 - 5)</b>
8	2/28 3/2	Ch 8 Organization	Wk 8 Discussion Ch 8 Quiz
9	3/7 3/9	Ch 9 Production <b>SWOT presentation sign up (due on 3/9)</b>	Wk 9 Discussion Ch 9 Quiz
10	3/14 3/16	Ch 10 Motivation Assignment 2 posted Study Guide	Wk 10 Discussion Ch 10 Quiz
11	<b>3/21 3/23</b>	<b>3/20-24 Spring Recess – No class</b>	
12	3/28 3/30	Ch 11 HRM SWOT presentation week	Ch 11 Quiz <b>Test 2 (Ch 6 - 10)</b>
13	4/4 4/6	Ch 12 Marketing SWOT presentation week	Ch 12 Quiz <b>Assignment 2 due</b>
14	4/11 4/13	Ch 13 Product & Pricing SWOT presentation week	Ch 13 Quiz

15	4/18 4/20	Ch 14 Communication SWOT presentation week Study Guide for Final	Ch 14 Quiz SWOT written assignment due
16	4/25 4/27	Ch 15 & 16 Finance & Accounting SWOT presentation week	Ch 15 Quiz
17	EXAM wk	According to CUH Final exam schedule 5/4 (Thur) 1:15-3:15pm	Final exam (Ch 11-16)