



Chaminade University OF HONOLULU

Course Syllabus

[Chaminade University Honolulu](#)

3140 Waiālae Avenue - Honolulu, HI 96816

Course Number: BU200-03

Course Title: Introduction to Business

Department Name: Business Administration

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

Term: FALL 2024

Course Credits: 3

Class Meeting Days: Mondays, Wednesdays & Fridays

Class Meeting Hours: 9:30-10:20 AM

Class Location: Henry Hall 202

Instructor Name: Masahisa Yamaguchi

Email: masahisa.yamaguchi@chaminade.edu

Office Location: Keiffer Hall 25

Office Hours: Tuesdays & Thursdays – 10:00-11:30 AM or by appointment

University Course Catalog Description

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. Offered every semester.

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.

Both Canvas and the MyBIZlab portal (Pearson) will be used for this course. 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 a real-world business environment. **Note:** MyBIZlab simulations are also available; these have been well received by students in the past.

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 Outcomes:

- **PLO2:** Demonstrate effective business communication skills in oral, written, and technological contexts.
- **PLO7:** Create effective business strategies using relevant data and knowledge from all foundational areas of business that are appropriate for domestic and international organizations.

Course Learning Outcomes

1. Upon completion of this course students should be able to:
 - a. Utilize the appropriate vocabulary, concepts, and terminology of business.
 - b. Describe both the internal and external environment of business, including:
 - i. choices and processes involved in a business start-up
 - ii. functions and tasks of management, including HR and operations/resources
 - iii. functions and tasks involved in marketing a firm's goods and services
 - iv. functions and tasks involved in managing financial information and accounting
 - c. Describe the role of ethics and corporate social responsibility in decision-making processes

Alignment of Course Learning Outcomes

	CLO 1	CLO 2	CLO 3
Marianist Values	2, 4	2, 4	2, 5
Program Learning Outcomes	PLO2	PLO7	PLO2

Required Learning Materials

- A personal notebook computer
- An Internet connection
- Chaminade Canvas Learning Management System
- Pearson MyBizLab

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



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:

<https://chaminade.instructure.com/courses/35770>

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 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](#) 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 or 808-739-8305.

Assessment Methods

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
- Weekly "Behind the Scenes" (BTS) assignment submission
- Final Individual Project (SWOT/TOWS Analysis)

MyBizLab Content and Homework

- Weekly chapter quizzes
- Dynamic study modules (review/optional/non-graded)
- Chapter video assignments (for review/optional/extra credit)

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.

Grading Distribution

Exam #1 (Midterm Exam) = 100 points
Exam #2 (Final Exam) = 200 points
Quizzes = 150 points
Weekly Online Article Summaries = 150 points
Weekly (BTS) Behind the Scenes = 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: 100 points + Final: 150 points = 250 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 (15 @ 10 points each = 150 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 **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.

Weekly Online Article Summaries/Discussions (15 @ 10 points each = 150 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 Wednesday 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 **Sunday by 11:59PM HST** in order to receive full credit for the assignment.

Weekly Behind the Scenes (BTS) Assignments (15 @ 10 points each = 150 points) (CO, 1, 2, 3)

For each weekly chapter discussed in our class, students are required to answer EACH QUESTION from the "Behind the Scenes" section that can be found at the end of each chapter. For example, you will need to answer all three questions in the "Behind the Scenes" section of Chapter 1 found on page 26 in the textbook for week #1. Chapter readings and PowerPoint reviews, that I will post in Canvas each week, will be beneficial to your success in this weekly assignment. All answers must be submitted to Canvas each **Sunday by 11:59 PM HST**.

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 15 to 20-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 Scale

Letter grades are given in all courses except those conducted on a credit/no credit basis. Grades are calculated from the student's daily work, class participation, quizzes, tests, term papers, reports and the final examination. They are interpreted as follows:

- 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 course work
- F** Failed to grasp the minimum subject matter; no credit given

Course Policies

Late Work Policy

All work in this course will be due at (midnight) 23:59PM HST every Sunday, 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.

Policy on the use of Generative AI (ChatGPT, Bing! Autopilot, and others)

The use of generative AI tools is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style

While use of generative AI is permitted for the above activities, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic (producing erroneous information called "hallucinations"). Beware that use of such programs may also stifle your own independent thinking and creativity.

The use of generative AI is **NOT** permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a Zoom chat
- Completing any type of group work that your group has assigned to you
- Writing a draft of a writing assignment

- Writing entire sentences, paragraphs, or papers to complete class assignments

You are responsible for the information you submit. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor). Citations of all AI generated content should be in APA 7th edition format.

Writing Policy

The School of Business and Communication uses APA 7th edition standards for organizing, writing, and citation of all written works.

Instructor and Student Communication

Questions for this course can be emailed to the instructor at masahisa.yamaguchi@chaminade.edu. Online, in-person and phone conferences can be arranged. Response time will take place up to 1-2 days.

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).

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

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.

Student Conduct Policy

Campus life is a unique situation requiring the full cooperation of each individual. For many, Chaminade is not only a school, but a home and a place of work as well. That makes it a community environment in which the actions of one student may directly affect other students. Therefore, each person must exercise a high degree of responsibility. Any community must have standards of conduct and rules 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 under Student Life.

For further information, [please refer to the Chaminade Catalogue](#).

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 a minimum of 45 hours of engagement, regardless of varying credits, duration, modality, or degree level. 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. Terms that have alternative lengths, such as 10 week terms, should have an equivalent amount of faculty instruction and out-of-class student work to meet each credit hour. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit. The number of engagement hours may be higher, as needed to meet specific learning outcomes.

How This Course Meets the Credit Hour Policy

This is a three-credit hour course requiring 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are anticipated to spend 37.5 hours in class, 24 hours researching and writing the SWOT/TOWS project, 8 hours studying for the midterm exam, and 10 hours studying for and taking the final exam. There will be an additional 55.5 hours of work required beyond what is listed here (course readings, weekly quizzes, homework assignments, etc.), averaging 3.7 hours each week.

Week	Date	Content	Notes
1	8/19 8/21 8/23	Welcome Ch 1 Business Mindset	Wk 1 Article summary & Discussion Self-intro & Syllabus Affidavit
2	8/26 8/28 8/30	Ch 2 Economics	Wk 2 Article summary & Discussion Intro to SWOT + Organization sign-up
3	9/2 9/4 9/6	9/2 Labor Day holiday – No class Ch 3 Global markets	Wk 3 Article summary & Discussion
4	9/9 9/11 9/13	Ch 4 Ethics & CSR Study Guide posted	Wk 4 Article summary & Discussion
5	9/16 9/18 9/20	Ch 5 Forms of Ownership	Wk 5 Article summary & Discussion SWOT Draft #1 Due
6	9/23 9/25 9/27	Ch 6 Entrepreneurship	Wk 6 Article summary & Discussion SWOT Draft #2 Due
7	9/30 10/2 10/4	Ch 7 Management	Wk 7 Article summary & Discussion SWOT Draft #3 Due
8	10/7 10/9 10/11	Ch 8 Organization	Wk 8 Article summary & Discussion EXAM #1
9	10/14 10/16 10/18	10/14 Columbus Day holiday – No class Ch 9 Production SWOT presentation sign up	Wk 9 Article summary & Discussion SWOT Draft #4 Due
10	10/21 10/23 10/25	Ch 10 Motivation Assignment posted Study Guide	Wk 10 Article summary & Discussion
11	10/28 10/30 11/1	Ch 11 HRM	
12	11/4 11/6 11/8	Ch 11 HRM SWOT presentation week	
13	11/11 11/13 11/15	11/11 Veteran's Day holiday – No class Ch 12 Marketing SWOT presentation week	
14	11/18 11/20 11/22	Ch 13 Product & Pricing SWOT presentation week	
15	11/25 11/27 11/29	Ch 14 Communication SWOT presentation week Study Guide posted	

	12/2 12/4 12/6	Ch 15 & 16 Finance & Accounting SWOT presentation week	SWOT Analysis Due EXAM #2
16	EXAM wk	According to CUH Final exam schedule	