



Chaminade University of Honolulu

Introduction to Business

Course: BU 200 – Introduction to Business

Online: Canvas Learning Management System

Instructor: Dr. John Hamilton

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Required Textbook: OpenStax Introduction to Business: <https://openstax.org/details/books/introduction-business>

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:

- Education for formation in faith
- Provide an integral, quality education
- Educate in family spirit
- Educate for service, justice and peace
- Educate for adaptation and change

Purpose and Approach

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. We will be analyzing a variety of cases as well as more in-depth participant projects studying business.

Grading and Evaluation

Overall Participation (syllabus review/discussion sessions):	45%
Quizzes	20%
Chapter Journal Assignments	20%
Final Exam	15%
TOTAL:	100%

Attendance

Please review the student handbook for attendance policies.

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.

Participation in Online Discussions:

Questions, case studies, and/or Business dilemmas will be posted online requiring each student to post an initial response online via Canvas. These discussions will involve issues from specific chapters in the textbook and serve as an opportunity for students to interact and debate the issues between one another. Students are required to apply critical thinking and offer intellectually thoughtful responses to these postings.

Each student is required to respond to at least two (2) discussion postings provided by fellow classmates no later than the end of each given week. These responses may involve challenges, agreements, disagreements, and/or comments that perhaps generate further reflection or dialogue to that week’s posting. Responses should offer additional information, facts, or examples to support one’s point of view, suggestions, or recommendations. Essentially, the point of these online discussion thread exercises is

for students to build an understanding of the issues posed together. When you post messages online, follow the basic principles of netiquette - rules for communicating online. As your instructor, I'll be facilitating course discussion. I'll post discussion questions, answer any of your questions, and comment on some, but not every message posted on the discussion board. I may ask for clarification or amplification to your postings. This is a chance to elaborate on your posting.

Online Quizzes:

Quizzes covering textbook chapters will be administered online to assess whether students are learning what is expected. 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, or review, in the textbook. Each quiz is available from Monday 12:01am through Sunday, 11:59pm (Hawaii Standard Time). Each quiz will consist of multiple choice and/or true or false answers. *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.*

Out of Class Assignments:

Additional assignments will be posted online that will require work beyond the online learning environment. Specific details will be posted online accordingly.

Weekly Journal Submissions (60 points)(12 Journal Posts): Basics of Journal Entries - Journal entries are used as tools for student reflection on course material. By consciously thinking about and comparing issues, life experiences, and course readings, students are better able to understand links between theory and practice and to generate justifiable, well-supported opinions. This kind of writing assignment is meant to be interactive, as students engage with ideas and experiences that bring about questions, comparisons, insights, criticisms, speculations, and tentative conclusions. Although somewhat less formal than essays or other course writing assignments, journal entries should still construct a coherent narrative, use complete sentences, be grammatically correct, and be scholarly in tone. See Rubric in Canvas for evaluation of journal entries.

Final Exam:

A final exam will be administered at the end of the semester via Canvas and will consist of multiple choice and true/false answers to measure students' achievement of the educational goals for the course. The final exam is a cumulative exam covering the designated chapters contained in the text.

Schedule of Class Sessions (*subject to change)

Week 1 – Overview of BU200 Course Material and Expectations

Canvas: Review all the requirements under week one

Reading: Review the entire syllabus and start reading Chapter 1&3 for next week

Discussion Post: Post your Biography and respond to a minimum of two other students

Assignment: Complete the Syllabus Comprehension Assignment

Week 2 – World of Business

Reading: Chapter 1 (1.1 and 1.2 only)

Discussion Post: Post a Response to the Week's Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 3 – Economics and Business

Reading: Chapter 1 (continued 1.3, 1.4, 1.5, 1.6, 1.7, 1.8)

Assignment: See Canvas for Assignment Directions

Discussion Post: Post a Response to the Week's Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 4 – Entrepreneurship and Small Business

Reading: Chapter 4 & 5

Activity: None

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 5 –Marketing (Pt 1)

Reading: Chapter 11 (11.1, 11.2, 11.3, 11.4, 11.5)

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 6 –Marketing (Pt 2)

Reading: Start Reading Chapter 12 (11.6, 11.7, 11.8, 11.9, 11.10)

Discussion Post: None

Quiz: Week 1-6 Reading

Journal Entry Post: You are required to post a journal entry

Week 7 – Human Resource Management (HRM)

Readings: Ch 8

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 8 – Production and Operations Management

Readings: Ch 10

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 9 (Holiday Monday) – Information Technology in Business

Readings: Chapter 13

Discussion: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Quiz: Week 7-9 Reading

Journal Entry Post: You are required to post a journal entry

Week 10 – Finance and Accounting

Readings: Chapter 14

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 11 – Management: Functions and Styles

Readings: Chapters 6

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 12 – Leadership (Pt 1)

Readings: Chapters 7

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 13 – Leadership (Pt 2)

Readings: Chapters 9

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 14 – Business in Global Markets

Readings: Chapter 3

Discussion Post: Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 15 – Social Responsibility and Ethics

Readings: Chapter 2

Discussion Post: (Pending) Post a Response to the Week’s Discussion Topic and Respond to your classmates (See Requirements for Discussion Posts)

Journal Entry Post: You are required to post a journal entry

Week 16 – Managing Your Finances

Readings: Chapter 16

Discussion: None

Quiz: Week 10-16

Week 17 – Study Week/Finals

Reading: Study All Content in preparation for the final exam (All Chapters will be covered in this Exam)

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.

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.*

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.

Specific Credit Situations

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.

BU200: 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, 20 hours researching and writing the journal entries, 14.5 hours studying for the three quizzes (large), and 7 hours studying for and taking the final exam, and 5 hours writing the final essay assignment. There will be an additional 51 hours of work required beyond what is listed here (course readings, homework assignments, etc.), averaging 3.4 hours each week.