



COURSE INFORMATION

Course / Section:	BU 200-03-1
Course Title:	Introduction to Business
School Name:	School of Business and Communication
Term:	Spring 2026
Credits:	3
Meeting Time:	MWF 10:30 - 11:20 am
Classroom:	Brogan 102
Course website:	via CANVAS

INSTRUCTOR INFORMATION

Instructor Name:	Dr. Wendy Lam (aka Wonderful Wendy ☺)
Email:	via Canvas mail
Office Phone:	(808) 739-4606
Office Location:	Kieffer Hall, Room 20
Office Hours:	M 11:30am - 12:30pm W 11:30am - 12:30pm Kindly make an appointment for a meeting during office hours. 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 oral and written modes.
2. Select and use the appropriate quantitative tools for decision-making

3. Undertake analysis, perform tasks, and develop strategies using the central concepts of each functional area of business. Assess and create business strategies appropriate for organizations in specified business environments.
4. Discuss the legal obligations of organizations and the ethical dilemmas they face, along with appropriate frameworks for addressing these dilemmas
5. Discuss the distinctive features and challenges of conducting business internationally
6. Use business skills to promote service, justice and peace within community organizations

Course Learning Objectives

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

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

Alignment of Course Learning Outcomes

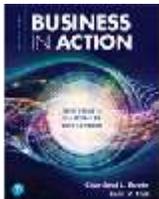
	CLO 1	CLO 2	CLO 3
Marianist Values	2	2	2
Program Learning Objectives	3, 5	3, 5	3, 5
Gen Ed Learning Outcomes			3

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, L., & Thill, J.V. (2024). Pearson eText Business in Action. 10th Edition. New York: Pearson

Pearson eText Business in Action, 10th Edition
By Bovee, Courtland L.

Edition : 10TH 20

Publisher : RENT PEARS

ISBN 13 : 9780137879038

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 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 or 808-739-8305.

Course Expectations

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

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 (e.g. doctor’s note, university’s official excused letter...).

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 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
- Assignment
- SWOT/TOWS Analysis (4 parts)

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

Class Participation & attendance	100 points
Test 1	100 points
Test 2	100 points
Test 3	100 points
Weekly Quizzes (14)	140 points (10 pt@)
SWOT/TOWS Project	160 points
Part 1 (10 points)	
Part 2 (30 points)	
Part 3 (Draft 10 points; Final version 30 points)	
Part 4 (Draft 10 points, Final version 30 points)	
PPT & Presentation (40 points)	
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TOTAL possible points	700 points

Final Grade Requirements

A = 630 or more
B = 560 - 629
C = 490 - 559
D = 420 - 489
F = Below 420

Tests (CO, 1, 2, 3)

Three exams will cover material from class lectures, class discussion, PowerPoint slides, 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.

Chapter Quiz (CO, 1, 2, 3)

Weekly quizzes will be given at the beginning of class according to the syllabus. Please come to class on time and be prepared to take the quiz. No makeup quizzes.

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 8-10 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 on Canvas.

Part 1 – **Description** of selected company + 2 references

Part 2 – **Global & CSR policy** + 2 references

Part 3 – **4S, 4W, 4O, 4T** with description + 4 references

Part 4 – **TOWS table** and **Recommendation** based on TOWS analysis

Complete paper (Part1 – 4)

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! ☺

Grading outside of Canvas

The faculty is responsible for correcting all submissions on Canvas. Please contact the faculty in advance if you cannot submit assignments on Canvas. It is the **students' responsibility** to check if the grade of an assignment is entered if the submission is not submitted on Canvas.

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.

IMPORTANT INFORMATION

Academic Honesty

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official.

Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism, in addition to more obvious dishonesty.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Dean of the Academic Division. Punishment for academic dishonesty will be determined by the instructor and the Dean of Academic Division and may include an “F” grade for the work in question, an “F” grade for the course, suspension, or dismissal from the University.

For the most up to date information, please refer to the [Academic Honesty Policy](#) on the Chaminade University Catalog website.

TITLE IX AND NONDISCRIMINATION STATEMENT:

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. For pregnant and parenting students, I am also obligated to provide you with similar resources for support and protections available to you. My goal is to make sure that you are aware of the range of options available to you and have access to the resources and support you need.

Nondiscrimination Policy & Notice of Nondiscrimination

The university is committed to comply with all State and Federal statutes, rules, and regulations which prohibit discrimination. The university is committed to a policy of nondiscrimination on the basis of race, sex, gender identity and expression, age, religion, color, national origin (including shared ancestry and ethnic characteristics), ancestry, citizenship, disability, genetic information, marital status, breastfeeding, arrest and court record (except as permissible under State law), sexual orientation, or status as a covered veteran. Inquiries about Title IX or general Civil Rights concerns may be referred to the University’s Title IX Coordinator, the U.S. Department of Education’s Office for Civil Rights, or both and contact information may be found [HERE](#). *On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).*

The University’s Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at: <https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/>.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#). Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates.

The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

Hazing Prevention Resources and Athlete Helpline:

Assists athletes, parents, coaches, and any allies interested in ensuring physical and mental safety for sports communities by offering confidential emotional support, crisis intervention, informational athlete-focused resources, and guidance related to concerns about any type of abuse—including hazing.

Chaminade University's Hazing Policy: <https://catalog.chaminade.edu/studenthandbook/codeofconduct>

<https://hazingpreventionnetwork.org/athlete-helpline/>

<https://hazingpreventionnetwork.org/how-to-report-hazing/>

Basic Needs Resources: <https://chaminade.edu/basic-needs/>

Campus Safety/ SafeSwords

A program for students, faculty and staff, who may feel uncomfortable or unsafe walking alone on campus, at any time of the day. Call security, and a security professional will meet you at your location on campus. The security professional will escort you to your residence hall, car, etc. Students may utilize this when walking to and from night classes around campus or after late night events. [SafeSwords Webpage](#)

CUH Alert Emergency Notification

To get the latest emergency communication from Chaminade University, students' cell numbers will be connected to Chaminade's emergency notification text system. When you log in to the Chaminade portal, you will be asked to provide some emergency contact information. If you provide a cellphone number, you will receive a text from our emergency notification system asking you to confirm your number. You must respond to that message to complete your registration and get emergency notifications on your phone.

Assessment for Student Work

With the goal of continuing to improve the quality of educational services offered to students, Chaminade University conducts assessments of student achievement of course, program, and institutional learning outcomes. Student work is used anonymously as the basis of these assessments, and the work you do in this course may be used in these assessment efforts.

Student with Disabilities Statement

Chaminade University of Honolulu offers accommodations for all actively enrolled students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act (2008).

Students are responsible for contacting Kokua Ike: Center for Student Learning to schedule an appointment. Verification of their disability will be requested through appropriate documentation and once received it will take up to approximately 2–3 weeks to review them. Appropriate paperwork will be completed by the student before notification will be sent out to their instructors. Accommodation paperwork will not be automatically sent out to instructors each semester, as the student is responsible to notify Kokua Ike via email at ada@chaminade.edu each semester if changes or notifications are needed.

Kōkua 'Ike: Tutoring & Learning 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 on Account > TutorMe. For more information, please contact Kōkua 'Ike at tutoring@chaminade.edu or 808-739-8305.

COURSE POLICIES

Late Work Policy

Assignment submission boxes will promptly close on due date & time. Late work is NOT accepted unless it was pre-arranged with proper documentation (e.g. doctor's note, university's official excused letter...). Assignments which are not submitted by their due date will receive an automatic zero. Please plan ahead so that you can submit assignments on time.

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 sent via Canvas mail.

In-person or virtual 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.

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. Students should notify their instructors when illness or other extenuating circumstances prevent 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 accommodation 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.

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.

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 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.

This is a three-credit hour course requiring a minimum of 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, 48 hours researching and writing the ten-page essay, and 26 hours studying and taking three exams. There will be additional 23.5 hours of work required beyond what is listed here (quizzes, course readings, etc.), averaging 1.6 hours each week.

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	1/12 1/14 1/16	Welcome + Ch 1 Business Mindset Ch 2 Economics	1/16 Self-intro & Syllabus Affidavit
2	1/19 1/21 1/23	1/19 Martin Luther Day holiday – No class Ch 2 Economics	Ch 1 quiz Intro to SWOT + Organization sign-up
3	1/26 1/28 1/30	Ch 3 Global markets	Ch 2 quiz
4	2/2 2/4 2/6	Ch 4 Ethics & CSR	Ch 3 quiz 2/8 SWOT Part #1 due
5	2/9 2/11 2/13	Ch 5 Forms of Ownership	Ch 4 quiz
6	2/16 2/18 2/20	2/16 President’s Day Holiday – No class Ch 6 Entrepreneurship	Ch 5 quiz 2/20 Test 1 (Ch 1 - 5)
7	2/23 2/25 2/27	Ch 7 Management	Ch 6 quiz 3/1 SWOT Part #2 due
8	3/2 3/4 3/6	Ch 8 Organization & Teamwork	Ch 7 quiz
9	3/9 3/11 3/13	Ch 9 Production SWOT presentation sign up	Ch 8 quiz 3/15 SWOT – Draft on Part #3 due
10	3/16 3/18 3/20	3/16 – 20 Spring Break – No class	

11	3/23 3/25 3/27	Ch 10 Motivation SWOT presentation week	CH 9 quiz
12	3/30 4/1 4/3	Ch 11 HRM SWOT presentation week 4/3 Good Friday holiday – No class	Ch 10 quiz 4/1 SWOT- Draft on Part #4 due
13	4/6 4/8 4/10	Ch 12 Marketing SWOT presentation week	Ch 11 Quiz 4/8 Test 2 (Ch 6 - 10)
14	4/13 4/15 4/17	Ch 13 Product & Pricing SWOT presentation week	Ch 12 quiz
15	4/20 4/22 4/24	Ch 14 Communication & Distribution SWOT presentation week	Ch 13 quiz 4/22 SWOT (complete Part 1-4 due)
16	4/27 4/29 5/1	Ch 15 & 16 Financial info & Accounting SWOT presentation week	Ch 14 quiz
	5/6	Test 3 (Ch 11-15) According to CUH Final exam schedule	May 6 (W), 11:00am