



College of Business, Innovation & Technology

BU 470 Senior Field Experience

Brogan 102, MWF 2:30–3:20pm | Credits: 3 | Section: 1 | Term: Fall 2026

Instructor Information

Instructor	Dr. Wendy Lam (aka Wonderful Wendy 😊)
Email	wendy.lam@chaminade.edu
Phone	(808) 739-4606
Office Location	Kieffer Hall, Room 20
Office Hours	MWF 12:30- 1:30pm

Communication

Canvas Inbox or Email wendy.lam@chaminade.edu, 24–48 hours (M–F).

School & Department

School	College of Business, Innovation & Technology
Location	Kieffer Hall
Phone	(808) 739-8369
Questions?	Contact your instructor or the College of Business, Innovation & Technology

Course Description & Materials

Catalog Description

This course is designed to connect students' course work in business to the operations of a real-world organization and to facilitate their transition from student to professional. Student teams function as consultants, with the guidance of a Faculty Supervisor, to analyze an organizational situation, develop recommendations, and implement an appropriate project in a sponsoring community organization. Teams accomplish their project, complete a project report and group process assessment, and present their results.

Course Snapshot

Modality	Face-to-Face
Meeting Location	Brogan 102
Meeting Days/Times	MWF 2:30–3:20pm
Time Commitment	9 hrs / week including in-class time, readings, assignments, and project
Required Materials	There are no textbooks required for this course. Below are some sources that can assist you with your project and report: Client's official website, news release and videos

Canvas	Course materials, announcements, and grades are posted to Canvas (chaminade.instructure.com). Faculty will post chapter slides, study guide, assignments, and grades on Canvas to supplement in-person course.
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Learning Outcomes

Program Learning Outcomes (PLOs)

Upon completion of Business program, the student will be able to:

- 1) Identify opportunities to incorporate purpose-driven, Marianist values and ethics into business decision-making practices.
- 2) Demonstrate effective business communication skills.
- 3) Leverage advanced technologies—including business software, quantitative methods, and/or computational modeling tools—to support effective, data-driven business decisions.
- 4) Evaluate how global dynamics and cross-cultural differences influence the development and execution of business practices.
- 5) Develop sound business strategies that are informed by evidence and integrated knowledge from foundational business disciplines.

Course Learning Outcomes (CLOs)

Upon completion of BU 470 the student will be able to:

1. Demonstrate knowledge of effective management practices. (Milestone, Learning report)
2. Analyze the external environment and internal capacity of an organization. (SWOT)
3. Evaluate the client's project & present recommendations in a professional setting. (Learning Report)

Marianist Values

An education in the Marianist Tradition is marked by five principles. Reflect on how this course relates to one or more:

1. Education for formation in faith.
2. Provide an integral, quality education.
3. Educate in family spirit.
4. Educate for service, justice and peace, and integrity of creation.
5. Educate for adaptation and change.

BU 470 provides students with an integral quality education by combining classroom knowledge with hands-on experience in planning and implementing various community event project(s). Through this service-learning experience, students can apply business skills in planning, organizing, leading, controlling, teamwork, communication, and problem-solving while gaining a deeper understanding of inclusion, compassion, and social responsibility. By serving the community, the course relates to Chaminade's mission of education for service, justice, and peace, preparing students to become ethical leaders who positively impact their communities.

Native Hawaiian Values

Education is central to both Marianist and Native Hawaiian culture — both seek transformative, value-centered learning that serves the marginalized. This is reflected in the 'Ōlelo No'eau (Hawaiian proverbs) below:

1. **Educate for Formation in Faith (Mana):** E ola au i ke akua ('Ōlelo 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 ('Ōlelo No'eau 1957) — Acquire skill and make it deep.

3. **Educate in Family Spirit ('Ohana):** 'Ike aku, 'ike mai, kōkua aku kōkua mai ('Ōlelo No'eau 1200) — Recognize others, be recognized, help others, be helped.
4. **Educate for Service, Justice and Peace (Aloha):** Ka lama kū o ka no'eau ('Ōlelo 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 ('Ōlelo No'eau 203) — All knowledge is not taught in the same school.

Alignment of Course Learning Outcomes

	CLO 1	CLO 2	CLO 3
Marianist Values	2, 4	2, 4	2, 4
PLOs	5		2
Native Hawaiian Values	4	2	2

Attendance & In-Class Participation

Attendance Policy

Attendance is expected at all class meetings. Because this course emphasizes active participation and in-class learning, excessive absences will affect your final grade. Students who accumulate seven (7) unexcused absences (approximately 15% of class meetings) will have their final course grade reduced by one letter. Each additional two unexcused absences may result in an additional one-letter grade reduction. Six consecutive unexcused absences may be reported to the University in accordance with institutional policy.

If you are unable to attend class, you are expected to notify the instructor by email as soon as possible, preferably before the scheduled class meeting. Professional communication is an important expectation in both this course and the event management profession.

Excused absences require appropriate official documentation, such as a physician's note, university-approved excuse letter, or other documentation deemed acceptable by the instructor. Documentation should be submitted promptly upon your return.

Students are responsible for all course content, announcements, assignments, and deadlines regardless of the reason for an absence. Absences do not excuse missed work unless prior arrangements have been made or the absence qualifies under university policy.

Successful event management depends on teamwork and consistent participation, so attendance directly impacts your learning and your classmates' experience. Excessive absences will negatively affect your attendance and final grade. In addition, four unexcused absences will result in a reduction of one full letter grade in the final course grade.

Quick Reference — Absence Thresholds:

Excused Absence	<i>illness with documentation, family emergency, military duty, University-sponsored activity. DO not count toward attendance penalty</i>
Unexcused Absence	<i>any absence not pre-approved or documented. Count toward attendance limit</i>
Late Arrival / Early Departure	<i>Arriving more than 15 minutes late counts as a tardy; 2 tardies = 1 absence</i>

In-Class Participation Expectations

Active, respectful engagement is essential. Students are expected to come prepared and contribute meaningfully to discussions, activities, and collaborative work.

Students are expected to:

- Come prepared — complete readings and activities before each session.
- Participate actively in discussions and group work, demonstrating critical thinking.
- Engage respectfully and honor diverse perspectives.
- Use personal devices for course purposes only unless otherwise directed.
- Submit work by established deadlines to support course pacing.

Course Activities

Attendance & Participation	Participation include and not limited to Student Profile, Milestone updates, Meeting notes, Task achievement
SWOT	Conduct a SWOT analysis for the Unity Prom using the format below. Kindly upload either a PDF or WORD document. • Introduction of 2025 East Oahu Unity Prom (1 pg) ◦ 5 Ws - Who, What , When, Where , Why (include Source) • Describe 2 Strengths & 2 Weaknesses - Why & Source (1 - 2 pg) • Describe 2 Opportunities & 2 Threats - Why & Source (1 - 2 pg) <i>Min. 3 references (APA format). Double spaced, 12-point fonts.</i> <i>e.g. Hoea Foundation website, News release, Hoea's document, Class notes, Star-Advertiser, Hawaii News Now...</i>
Presentations	Please limit your presentation to the time allowed. Kindly edit, prepare and rehearse . Students are expected to attend all meetings with our community partner. Presentations will be graded for both content and style.
Learning Report	This learning report is designed to assess your ability to: • Apply business knowledge and skills to support a nonprofit organization's mission and community needs. • Communicate effectively in both written and oral formats (PLO 2 – Communication). • Analyze challenges, make strategic decisions, and evaluate outcomes using business frameworks (PLO 5 – Strategy). You will submit a written report (5 – 7 pages) and an oral presentation (5 - 7 minutes) that highlight your project planning, implementation, and evaluation. Specific examples must be included to support your analysis. 1. Project overview (1 page) Provide a brief description of the semester project. • Describe the purpose of the project and its intended impact on the community. • State the objectives and the target market served. • Explain how the project aligns with the nonprofit organization's mission. 2. Strategic Analysis (2 - 3 pages) Explain 3 - 4 business frameworks or tools used in the planning and implementation stages to meet project objectives, support the nonprofit's mission, and address community's needs. For each framework or tool: • Describe how it was applied in the project. • Provide specific examples that show the impact on achieving desired outcomes.

	Examples of business frameworks / tools: SWOT, SMART goals, Marketing strategies, budgeting and resource allocation, time management or scheduling tools, motivation, communication, problem solving, human resources and volunteer coordination, leadership... 3. Strategic Decisions (1 - 2 pages) Explain 2 - 3 strategic decisions made during the project. For each decision: • Describe the decision and its context. • Explain the rationale behind the decision. • Show how the decision aligned with the nonprofit's mission and addressed the community's needs. • Include supporting evidence or examples. 4. Evaluation: (1 – 2 pages) Assess the effectiveness of your strategies: • Describe how the selected strategies contributed to desired outcomes (e.g., number of participants, balanced budget, number of volunteers, testimonials...) • Provide at least two recommendations for continuous improvement. 5. Oral Presentation (5 – 7 minutes) • Prepare a slide presentation that summarizes the highlights of your report. • Upload both the PPT and your recorded presentation video to Canvas. • The video must show both your slides and your face. References: Follow APA Style. For more information, please visit: https://apastyle.apa.org/
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Course Policies

Late Work	<i>I do not accept late homework except when it is pre-arranged with proper documentation. Please plan ahead to submit on time.</i>
Missed exam	<i>Missed in-class work or exams may be considered with documentation. 10% late penalty for each day beyond due date.</i>
Extra Credit	<i>Improvement bonus will be announced in class.</i>
Incomplete Grade	<i>A student in good standing in a course may petition to the instructor for an "I" grade. With the approval of the faculty member, a grade of "I" may be assigned to those who have successfully completed, with at least a passing grade, a majority of the work of the course and who has an unavoidable and compelling reason why the remainder of the work cannot be completed on schedule. Students who receive an incomplete grade that converts to a no-credit or failing grade may have their benefits adjusted by the VA, effective from their last day of attendance.</i>
Syllabus Changes	<i>The instructor reserves the right to modify this syllabus. Changes will be announced in class and posted to Canvas.</i>

Final Grades

Attendance & Participation	100
SWOT (individual)	50
Peer evaluation	50
Learning report	200

Presentation	50
Total	450 pt

Final grades are submitted to Self-Service (selfservice.chaminade.edu):

Grade	Range
A	405 points & above
B	360 - 404.9 pt.
C	315 - 359.9 pt.
D	270 - 314.9 pt.
F	Below 270 pt.

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, plagiarism, **and unauthorized and/or undisclosed AI usage**, in addition to more obvious dishonesty. See catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

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

AI (Artificial Intelligence) Statement

Chaminade University recognizes the increasing role of artificial intelligence (AI) technologies in academic and professional environments. AI encompasses, but is not limited to, generative AI platforms, automated writing or content generation software, coding assistants, and similar tools. Students must ensure all submitted work genuinely reflects their knowledge and effort. Using AI to produce or significantly complete graded assignments, exams or other academic tasks – defined as use that substitutes for or substantially replaces a student's own analysis, reasoning or written expression – without explicit instructor approval is considered academic misconduct and will be dealt with according to the University's Academic Honesty Policy.

If an instructor has reasonable grounds to question whether submitted work genuinely reflects a student's own knowledge, authorship, or mastery of course material — or whether it meets the course's expectations for AI use — the instructor may require the student to provide additional or alternative evidence of authorship and content mastery. Such evidence may include drafts, notes, revision history, source materials, process explanations, oral discussion, in class work, or completion of an alternative assessment. A student's refusal or inability to provide such evidence may be considered, along with other available information, in evaluating whether the work meets

course requirements and stated learning outcomes. Instructors will not rely solely on AI detection software or other automated tools in making grading or academic integrity determinations. Such determinations will be based on the totality of the available information and handled in accordance with applicable University policies and procedures. See the catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

Title IX and Nondiscrimination

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.

Contact information and reporting options: chaminade.edu/titleix/nondiscrimination/. File a report via the [Campus Incident Report Form](#).

Nondiscrimination Policy and 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](#).

Student with Disabilities Statement- Kōkua 'Ike

Accessibility Services recognizes disability as a valued aspect of diversity and ensures equal access to the educational environment in accordance with Section 504 of the Rehabilitation Act; the Americans with Disabilities Act, as amended; and the principles and professional standards of the Association on Higher Education and Disability. Access is supported through reasonable accommodations and referrals to campus and community resources.

Appointments with the Accessibility Services Coordinator are available through Stellic at <https://chaminade.stellic.com> and may be held virtually or in person. Drop-in appointments are also welcome.

Students seeking support must meet with the Accessibility Services Coordinator as early as possible, even if they are unsure whether they have appropriate documentation of their disability or its impacts. The Accessibility Services Coordinator prioritizes listening to students's experiences and will discuss any documentation needs during the initial intake meeting. Students may seek support at any time.

Learn more at <https://chaminade.edu/ada-accommodations>

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, 30 hours researching and writing the six to eight-page essay, and 40 hours planning, evaluating, implementing, and measuring results of recommended strategies for the non-profit organization. There will be an additional 27.5 hours of work required beyond what is listed here (assignment, team meetings, preparing presentation, course readings, communicating with businesses etc.), averaging 1.8 hours each week.

Assessment of Student Work

Chaminade University may use student work anonymously to assess achievement of course, program, and institutional learning outcomes as part of ongoing quality improvement efforts.

Campus Resources & Support Services

The following resources are available to all Chaminade students. Reach out early — these services exist to support your success.

Resource	Description	Contact / Website
Accessibility Services (Kōkua 'Ike)	Accommodations under Section 504 and ADA. Contact early — appointments via Stellic, virtual or in person.	ada@chaminade.edu chaminade.edu/ada-accommodations

Resource	Description	Contact / Website
Tutoring & Academic Coaching (Kōkua 'Ike)	Tutoring and Academic Coaching Services support students' progression toward their academic, personal, and professional goals with clarity and intention. Services include individualized support in English, math, nursing, sciences, and social sciences, as well as guidance in developing goals and study strategies.	chaminade.edu/tutoring-academic-coaching-services
Career Services	Career Services supports students throughout their career journeys. Services include individualized job search strategy coaching, resume reviews, job interview coaching, and access to career-related resources and opportunities.	chaminade.edu/career-services
Basic Needs Resources	Support for food insecurity, housing instability, and other basic needs.	chaminade.edu/basic-needs/
Title IX / Nondiscrimination	Reporting and support for sex discrimination and gender-based violence. Campus Incident Report Form available online.	chaminade.edu/titleix/resources-and-support/
Hazing Prevention	Confidential support, crisis intervention, and reporting for any type of abuse including hazing.	hazingpreventionnetwork.org/athlete-helpline/
Campus Safety / SafeSwords	Security escort service for anyone who feels unsafe walking alone on campus at any time of day. Call security and a professional will escort you to your destination.	chaminade.edu/student-life/security/campus-safeswords-program/
CUH Alert Emergency Notification	Emergency text system. Register your cell number via the Chaminade portal and confirm the text to complete enrollment.	chaminade.edu

Weekly Course Schedule

Note: The instructor reserves the right to modify this schedule. Changes will be announced in class and posted to Canvas.

Wk of	Topics / Readings	Assignment
8/17	Welcome + Project introduction (organization, previous projects, best practices) Research & SWOT Prepare for site visit	Visit https://www.hoea.org/ (learn about the organization and the Unity Prom project) Student profile due 8/21
8/24	Management & Goals Team formation (TBA)	
8/31	Brainstorming Prep for meeting with Hoea	SWOT due 9/4

Wk of	Topics / Readings	Assignment
9/7	9/7 (M) Labor Day holiday (no class) Prep Q for site 9/11 (F) Site visit – TBA	
9/14	Project Timeline + Time management 9/16, Meeting #1 with Hoea	
9/21	Communication: constituents Prepare Milestone update #1	
9/28	Human Resources (flow & responsibilities – schedule) 9/30, Meeting #2 with Hoea	
10/5	Operation – Safety, Flow & Responsibilities Financial leadership (Budget)	
10/12	Fall Wellness Week 10/14 (W) Test review activity	
10/19	How to obtain feedback? Survey, evaluation 10/21, Meeting #3 with Hoea	
10/26	10/27 (T) LEI event Mock Peer eval Prepare survey	
11/2	Prepare Milestone update #2 11/4, Meeting #4 with Hoea	List of schools' requests
11/9	Preparation 11/11 (W) Veteran's Day Holiday (no class)	
11/16	11/16 (M) Set up 11/17 (T) West Oahu Unity Prom – Kroc Center 11/18 (W) Debrief 11/21 (F) Mahalo Day (no class)	
11/23	Follow up (thank you, budget...) 11/27 (F) Thanksgiving holiday (no class)	
11/30	Peer Evaluation + Send thank you & survey Work on Learning report Celebration	Learning Report due 12/4