



Chaminade University

School of Business and Communication

BU 200 Introduction to Business

Tuesday and Thursday, 8:30-9.50am - Keifer 9

Credits: 3 Term: Fall 2026

Instructor Information

Instructor: Dan Haire, MBA, RN, BSN

Email: daniel.haire@chaminade.edu

Phone: 808-501-5868

Virtual Office: <https://meet.google.com/mjy-vydu-fyp>

Virtual Office Hours: By appointment only

Communication

I am available every day via email, text or phone call. Please allow me 24 hours to respond to any communication.

School & Department Information

School of Business and Communication

Office Location: Keifer Hall, Rm 12

Phone: (808) 739 - 8369

If you have questions regarding the School of Business and Communication, reach out to your Instructor or the School of Business and Communication.

Course Description & Materials

Catalog Course 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.

Time Allocation

This is a three-credit hour course requiring 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Over the 15 weeks of this course, students will spend 37.5 hours in class, 48 hours researching and writing a ten-page essay, 1 hour each week writing reflection papers (15 hours total), and 10.5 hours studying for and taking the final exam. There will be an additional 24 hours of work required beyond what is listed here (course readings, homework assignments, etc.), averaging 1.6 hours each week.

Required 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

Canvas (<https://chaminade.instructure.com>)

Canvas is the online learning platform we use to allow for communication and discussion for our class. You will be required to post discussions and responses to course material each week.

Learning Outcomes

Program Learning Outcomes (PLOs)

Upon completion of this course, the student will be able to:

- 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 (CLOs)

Upon completion of this course, the student will be able to:

- Utilize the appropriate vocabulary, concepts, and terminology of business.
- Describe both the internal and external environment of business, including:
 - choices and processes involved in a business start-up
 - functions and tasks of management, including HR and operations/resources
 - functions and tasks involved in marketing a firm's goods and services

- functions and tasks involved in managing financial information and accounting
- Describe the role of ethics and corporate social responsibility in decision-making processes

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, and integrity of creation.
5. Educate for adaptation and change.

A hallmark of business and leadership is the constant pace of change. This course represents a framework to help the student understand the pace and scope of leadership and business.

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 'Ōlelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

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; pela iho la ka nohana 'ohana ('Ōlelo 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 ('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, 5
PLOs	PL02	PL07	PL02

Course Activities

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 Canvas. 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.

Course Policies

Attendance

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.

Late Work

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.

Changes to the Syllabus

While the provisions of this syllabus are as accurate and complete as possible, your instructor reserves the right to change any provision herein at any time. Every effort will be made to keep you advised of such changes, and information about such changes will be available from your instructor.

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.

Final Grades

Final grades are submitted to [Self-Service](#):

A = 90% and above

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% and below

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.

Nondiscrimination Policy & Notice of Nondiscrimination

Chaminade University of Honolulu does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates, as required by Title IX and its regulations, including in admission and employment. Inquiries about Title IX 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 at the [Chaminade University Title IX Office Contact Information and Confidential Resources website](#). 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](#).

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.

Readings & Due Dates

Week	Dates	Themes	Notes
1	8/18	Introduction, Course Expectation	Wk 1 Article summary & Discussion
	8/20	Ch 1 Business Mindset	Self-intro & Syllabus Affidavit
2	8/25	Ch 2 Economics	Wk 2 Article summary & Discussion
	8/27	SWOT Discussion	Intro to SWOT+ Organization sign-up
3	9/1	Ch 3 Global markets	Wk 3 Article summary
	9/3	SWOT Discussion	Discussion
4	9/8	Ch 4 Ethics & CSR	Wk 4 article summary
	9/10	SWOT Discussion	Discussion
5	9/15	Ch 5 Forms of Ownership	Wk 5 Article summary & Discussion
	9/17	SWOT Discussion	SWOT Draft #1Due

6	9/22 9/24	Ch 6 Entrepreneurship and Small Business Ownership SWOT Discussion	Wk 6 Article summary & Discussion SWOT Draft #2Due
7	9/29 10/1	Ch 7 Management Roles, Functions and Skills SWOT Discussion	Wk 7 Article Summary and Discussion SWOT Draft #3Due
8	10/6 10/8	Ch 8 Organization and Teamwork MIDTERM EXAM 10/8 90 minutes No in person 10/8	Wk 8 Article Summary & Discussion
9	10/20 10/22	Ch 9 Production Systems APA discussion	Wk 9 Article Summary & Discussion SWOT Draft #4Due
10	10/27 10/29	Ch 10 Employee Motivation SWOT Discussion SWOT presentation sign up	Wk 10 Article Summary Discussion

11	11/3 11/5	Ch 11 Human Resource Management	Wk 11 Article Summary Discussion
12	11/10 11/12	Ch 12 Marketing	Wk 12 Article Summary Discussion
13	11/17 11/19	Ch 13 Product Management and Pricing Strategy SWOT presentation week	Wk 13 Article Summary Discussion
14	11/24 11/26	Ch 14 Consumer Communication and Product Distribution SWOT presentation week	Wk 14 Article Summary Discussion
15	12/1 12/3	Ch 15 Financial Management and Financial Markets Final exam prep	Wk 15 Article Summary Discussion
16	12/8	FINAL EXAM – 120 minutes No in-person 12/8	SWOT Analysis Due