

CHAMINADE UNIVERSITY

COURSE SYLLABUS

COURSE TITLE: BU 200,
TERM: August 30 - December 16, 1999
TIME AND PLACE: Tuesday and Thursday, 9:30 -10:50, H-107

INSTRUCTORS:

CARYN CALLAHAN: 739-4689; (**world@lava.net**)
Office: Kieffer #4
WAYNE TANNA: 739-4606 wtanna@chaminade.edu
Office: Kieffer

OFFICE HOURS: By Appointment

COURSE DESCRIPTION

This course **provides** an introduction to the world of business and organizations **and examines** the functions and relationships of marketing, human resources, accounting, information systems and law. The class is team-taught by faculty from various business disciplines. Your faculty team will use a variety of methods to help you learn about business, including a computer simulation on running your own business, **workshops** on career planning, resume-writing exercises and internet exercises as well as the more-traditional textbook and case approach. Business community leaders serve as resource persons.

OBJECTIVES

The main objectives of this course are to:

1. Provide the student with a basic understanding of managerial concepts and procedures.
2. Provide a background for more informed decision making.
3. Prepare the student for further study in the field of management.

GRADING

Midterm Examination	20%
Final Examination	20
Threshold Management Simulation Group Grade	20
Group Internet Presentation	10
Individual Assignments	20
Presentation	<u>10</u>
Total	100%

Note: You will lose one-half of a percentage point for each unexcused absence.

TEXTBOOKS:

- 1) *Business Today*, Mescon, Bovee, Thill, 9th Edition, 1999.
- 2) *Threshold Competitor*, Anderson, Beveridge, Scott, Hofmeister, 2^d Edition, 1998.

COMPANION WEBSITE

Prentice Hall's Learning on the Internet Partnership/Companion Web Site

<http://cw.prenhall.com/mescon/>

MIDTERM AND FINAL EXAMINATIONS (20% EACH)

The midterm and final examinations will focus on the material covered in the textbook. The format will be mainly objective, with some short essays and descriptions. The midterm will be on Thursday, October 14 and the final will be during the regularly-scheduled exam week.

THRESHOLD MANAGEMENT SIMULATION GROUP PROJECT (20%)

Students will form teams of five members or six members each to compete in an online management simulation called *Threshold Competitor*. The simulation will allow you to apply concepts that you have learned as you manage your own simulated small manufacturing company. Teams will make a number of managerial decisions for their company for each period of operation of the simulation. Each period represents one quarter (i.e., three months) of a calendar year. You will **manage** your company for two to three years of simulated operation (eight to twelve *Threshold* quarters).

There will be five group written reports (each worth 4 points) due during the semester, based on the ongoing simulation. Each team member will be responsible for writing one of those reports, based on input from his/her team. The task of writing the report involves coordinating meetings with the group, gathering input, and putting the ideas expressed by your group into a write up of three-to-five pages. The **report-writer** will be in charge of presenting the group's findings to the class in an oral presentation of about 5 minutes, and will receive 40% of the final grade for each report, while team members will each receive 15% of the grade for that report. There is a late penalty of 1 point per day for late submissions.

The due dates for these five written reports are as follows:

- #1 September 30 (Thursday)
- #2 October 21 (Thursday)
- #3 November 4 (Thursday)
- #4 November 18 (Thursday)
- #5 December 9 (Thursday)

The group is ultimately responsible if the team member in charge fails to submit a report or submits one of poor quality. All will get a zero or a late penalty for the assignment if the student in charge does not submit the report as expected.

GROUP PRESENTATION (10%)

Over the course of the semester, teams will be assigned to make presentations on the Internet exercises posted on the Web site of our textbook.

Each team will be assigned two Internet assignments, and will be allocated about 15 minutes to make each presentation. Each assignment requires You to respond to specific questions. Your presentation will present your answers to these questions. The team will also write up and submit the answers to these questions.

The assignment can be found at the following Web site for our textbook.

<http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Go to the bottom of the home page, and click on the chapter that you want, for example, Chapter 1. After you've made the link, you will see a menu bar on the left side of the page. Click on Internet resources, and see the Internet exercises for each chapter. Click on your assigned exercise and follow the directions.

A WORD ON GROUP DYNAMICS

During the first week of class, you will form teams of five students each. You will work with these teams for the rest of the semester for all the group and team assignments. You will be asked to evaluate each member of your team at the end of the course. (See sample evaluation sheet at the end of this syllabus.)

Peer Evaluation

Your group will evaluate your participation in group dynamics, and this will affect your final grade in the course. At the end of the semester, Peer Group Evaluation forms will be distributed to each team member (a copy is attached at the end of the syllabus). Your individual grade will be a weighted number reflecting your straight group grade, weighted by your individual contribution, as determined by your peers.

Dysfunctional Groups

If a group is having trouble with a member who fails to attend group meetings, fails to do his/her share of the work or otherwise disrupts the group process, then the group is empowered to "fire" that member. A member who has been "fired" from a group must either join another group (if one will "hire" him/her) or else must do all the remaining group work as a team-of-one.

INDIVIDUAL ASSIGNMENTS AND PRESENTATION (30%)

One of the three parts of the mission of Chaminade University is "to prepare its students for professional careers...." To further this objective students in this class will have to explore career activities. This exploration will happen in one of two

ways. The first way will be through a series of seminars that will be presented throughout the semester. There will be a series of five (5) **workshops** put on by the career services counselor, Nancy Oide. The schedule for these workshops will be distributed when Ms. Oide comes to speak in class. Additionally, there will be a forum sponsored by Delta Mu Delta, a national honor society in business administration, on Hawaii's Business Climate. There will be a total of six (6) sessions that will be available. You will need to attend 4 of the six sessions that are going to be presented. If you can not attend the required number of sessions you will need to complete a 20-page essay. This essay will be on a mutually agreed upon topic of interest that relates to personal and professional development in the area of business that you are most interested in. This paper will need to be in proper form (see your catalog for **details**) and will be due at the beginning of class on **November 23, 1999**. You will also be required to submit this paper in the event that you do not attend the required number (4) of sessions.

Over the course of the semester individuals will be assigned to make presentations on the sessions they attended. These presentations will be both oral and written. Each individual will be assigned one oral and two written assignments. The oral presentations will take about 2-3 minutes. The written assignments will be from 1-4 pages. All students will be required, as one of the written assignments, to submit a resume. You may receive assistance with the resume from Nancy Oide. You may also want to start a career file in the career services office during this semester. Resumes will be due on November 23, 1999. Everyone will be required to submit a rough draft and a final version of their resume.

HOW TO SUCCEED IN THIS COURSE

The major goal of BU 200 is to teach you the basic principles of business; however, the course has an important secondary goal, which is to develop and refine the key skills that you will need to be successful in business. These include skills in analysis, in oral and written communication and in presentation techniques, as well as the **abilities** to work well in teams and to use information technology with ease. Because these skills are so vital for success, your BU 200 assignments are geared specifically towards improving these skills.

ATTENDANCE AND PARTICIPATION

Much of your learning will take place in the classroom through discussions, role-playing and simulations. Attendance is important and you **will** lose one-half of a point for each unexcused absence.

BU 200:1999 SCHEDULE AND ASSIGNMENTS

Week #1: Tuesday, August 31 and Thursday, September 2, 1999

Reading Assignment for this Week:

Chapter 6: "Management Fundamentals,"

CLASSROOM EXERCISE: Business Today Web site,

<http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 6 titled, "Management Missions, Goals, and Objectives"

Week #2: Tuesday, September 7 and Thursday, September 9, 1999

Reading Assignment for this Week:

Chapter 17: "Accounting"

GROUP INTERNET PRESENTATION #1 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 6 titled, "Quality Customer Service"

Week #3: Tuesday, September 14 and Thursday, September 16, 1999

Reading Assignment for this Week:

Chapter 13 "Product and Pricing Decisions"

Your teachers will discuss Chapter 12: "Marketing and Customer Satisfaction" in class, but you are responsible only for the material in the lecture. You do not need to read the chapter.

GROUP INTERNET PRESENTATION #2 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 17 titled, "Financial Statements: Coca Cola and PepsiCo"

Week #4: Tuesday, September 21 and Thursday, September 23, 1999

Reading Assignment for this Week:

Chapter 3: "Ethical and Social Responsibilities of Business"

GROUP INTERNET PRESENTATION #3 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 3 titled, "Ethics: Employees, Employers and Privacy" -- --

Week #5: Tuesday, September 28 and Thursday, September 30, 1999

Reading Assignment for this Week

Chapter 15: "Promotion"

Your teachers **will discuss Chapter 14, "Distribution," in class**, but you do not **need to read** the chapter-, you are **responsible** only for the **material** in the **lecture**.

GROUP INTERNET PRESENTATION #4 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 3 titled, "Ethics: Business Ethics **and Ethical Behavior**

FIRST MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

Week #6: Tuesday, October 5 and Thursday, October 7, 1999

Reading Assignment for this Week:

Chapter 7: "Organization, **Teamwork** and Communication"

GROUP INTERNET PRESENTATION #5 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 14 titled, "Distribution Internet Shopping-The Future of **Retail Marketing?**"

Week #7: Tuesday, October 12 and Thursday, October 14, 1999

Review for Midterm

GROUP INTERNET PRESENTATION #6 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 7 titled, "**Organization, Teamwork** and Communication"

Thursday: MIDTERM EXAMINATION

Week #8: Tuesday, October 19 and Thursday, October 21, 1999

Reading Assignment for this Week:

Chapter 4: "Forms of Business **Ownership**"

GROUP INTERNET PRESENTATION #7 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/>

Exercise in Chapter 4 titled, "Forms of Business **Ownership**"

SECOND MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

Week #9: Tuesday, October 26 and Thursday, October 28, 1999

Reading Assignment for this Week:

Chapter 5: "Small Business, New Ventures, and Franchises"

GROUP INTERNET PRESENTATION #8 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/Exercise> in Chapter 4 titled, "The Changing Face of Corporate Governance in US Corporations"

Week #10: Tuesday, November 2 and Thursday, November 4, 1999

Reading Assignment for this Week:

Chapter 8: "Production of Quality Goods and Services"

GROUP INTERNET PRESENTATION #9 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/Exercise> in Chapter 5 titled, "Small Business Establishment, Development, and Management."

THIRD MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

Week #11: Tuesday, November 9 and Thursday, November 11, 1999

Reading Assignment for this Week:

Chapter 10: "Human Resource Management"

GROUP INTERNET PRESENTATION #10 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/Exercise> in Chapter 5 titled, "Evaluating the Characteristics of Franchises"

Week #12: Tuesday, November 16 and Thursday, November 18, 1999

Reading Assignment for this Week:

Chapter 11: "Employee-Management Relations,"

GROUP INTERNET PRESENTATION #11 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/Pubbooks/mescon/Exercise> in Chapter 10 titled, "Headhunting for the Millennium"

FOURTH MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

Week #13: Tuesday, November 23

GROUP INTERNET PRESENTATION #12 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/Exercise> in Chapter 10 titled, "Human Resources Management"

THURSDAY IS THE **THANKSGIVING** HOLIDAY

Week #14: Tuesday, November 30 and Thursday, December 2, 1999

Reading Assignment for this Week:
Chapter 2: "Global Business"

GROUP INTERNET PRESENTATION #13 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/Exercise> in Chapter 2 titled, "The Euro"

GROUP INTERNET PRESENTATION #14 (Thursday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/Exercise> in Chapter 2 titled, "The Global Business Environment-The World Trade Organization (WTO)"

Week #15: Tuesday, December 7 and Thursday, December 9, 1999

Reading Assignment for this Week:
Chapter 18: "Banking and Financial Management,"

GROUP INTERNET PRESENTATION #15 (Tuesday)

Business Today Web site, <http://cw.prenhall.com/bookbind/pubbooks/mescon/Exercise> in Chapter 18 titled, "The Securities and Exchange Commission (SEC) and Financial Reporting Requirements for Public Corporations."

FIFTH MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

FINAL EXAMINATION WEEK IS DECEMBER 13-16.