

CHAMINADE UNIVERSITY  
COURSE SYLLABUS

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**COURSE TITLE:** BU 200,  
**TERM:** January 11- May 6, 1999  
**TIMES:** Tuesday and Thursday, 9:30 -10:50, H-107  
**INSTRUCTORS:** Caryn **Callahan**  
Brock Lawes  
Wayne Tanna  
**OFFICE HOURS:** By Appointment  
**OFFICE:** Caryn Callahan: 739-4689  
Brock Lawes 739-4610  
Wayne Tanna 739-4606

**COURSE DESCRIPTION**

An introduction to the exciting world of business and organizations. Examines the functions and relationships of marketing, human resources, accounting, information systems and law. The language of business is explored. A faculty team from **various** business disciplines **facilitates**. A management simulation on running your own business is featured. Student teams and video cases expedite learning. 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**

<b>Threshold</b> Management Simulation Group Grade	30%
Individual Assignments	35
Group Assignments	35
Attendance and <b>Participation</b>	10
Total	100%

### TEXTBOOKS:

- 1) *Business Today*, Mescon, Bovee, Thill, 9th Edition, 1999.
- 2) *Threshold Competitor*, Anderson, Beveridge, Scott, Hofmeister, 2<sup>nd</sup> Edition, 1998.

### 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.

With the exception of the first week's assignment, it is very important that you read the weekly assignments before you come to class. In other words, the reading assignment for Week 2 should be read before Week 2 begins. You will not be able to do well in this course otherwise.

The textbook was chosen for this course because it is clearly written and easy for students like you to understand on your own. Because your teachers expect you to read and understand the week's assignment beforehand, your teachers will spend very little class time repeating what is in the book. Instead, they will act as a resource to help you to understand and use more **difficult** concepts, to answer your questions, and to provide feedback on learning activities. A major portion of class time will be spent on doing learning activities that reinforce what you learned in the book.

### INDIVIDUAL ASSIGNMENTS AND GROUP ASSIGNMENTS

Each week, you will have one individual written assignment and one written group assignment. These assignments are designed to improve your analytical skills and written communication skills. The group assignment will give you practice working in a team situation.

Unless otherwise indicated, the individual assignments are to be submitted on Tuesday of each week, and the group assignments are to be submitted on Thursday. Unless told otherwise, do not submit less than two *typewritten* pages nor more than three *typewritten* pages for the individual assignments. Assignments will automatically be **penalized** 20% if they are submitted late. Should you need to miss a class, your assignment will be accepted without penalty if it is faxed or e-mailed to your professors *before* the start of the class on the due date.

### MANAGEMENT SIMULATION

Several weeks into the course, students will form teams to compete in **an** online management simulation called *Threshold Competitor*. (*The software* and instruction manual was sold in a package with your textbook. This simulation will allow you to apply concepts that you have learned as you manage your own **simulated** small manufacturing company. Teams will make about 30 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 our company for two to three years of simulated operation (eight to twelve *Threshold* **quarters**).

### TEAMS

During the first week of class, you will form teams of four-to-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 middle and end of the course. (See sample evaluation sheet at the end of this syllabus.)

### 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 participation points whenever you have **an** unexcused absence.

## BU 200:1999 SCHEDULE AND ASSIGNMENTS

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**Week #1:** Tuesday, January 12 and Thursday, January 14, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Foundations and Challenges of Business	All	Tues.
Chapter 6: "Management Fundamentals," First half	Callahan	Thurs.

### **Individual Assignment**

This week the individual assignment is due on Thursday. The assigned exercise is on page 28, "Exploring the Best of the Web." Do Question 2, titled "**Learn** About Your Benefits." This is an extra credit question, counting towards `participation."

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**Week #2:** Tuesday, January 19 and Thursday, January 21, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 6: "Management <b>Fundamentals</b> ," Second half	Callahan	Tues.
	All	Thurs.

### **Individual Assignment**

"On the Job: Meeting Business Challenges at **Microsoft**," pp. 183-184. Answer the questions on page 184 (1-4)

**Internet Exercise**, page 188. "Exploring the Best of the Web." Answer the questions under, "See the Future." (1-3) You do not need to write out your answers for submission. but be prepared to answer orally in class.

### **Group Assignment**

~~"Building Your Business Skills,"~~ page

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**Week #3:** Tuesday, January 26 and Thursday, January 28, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 17: "Accounting,"	Tanna	Tues.
	All	Thurs.

### **Individual Assignment**

Case for Critical Thinking: "Going to the Cleaners," pages 536-537 (1-4)

### **Group Assignment**

Building Your Business Skills, page 537.

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Week #4: Tuesday, February 2 and Thursday, February 4, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 12: "Marketing and Customer Satisfaction,"	Lawes	Tues.
	All	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER.  
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Week #5: Tuesday, February 9 and Thursday, February 11, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 13: "Product and Pricing Decisions,"	Lawes	Tues.
	All	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER.  
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Week #6: Tuesday, February 16 and Thursday, February 18, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 7: "Organization, Teamwork and Communication,"	Callahan	Tues.
	All	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER.  
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Week #7: Tuesday, February 23 and Thursday, February 25, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 3: "Ethical and Social Responsibilities of Business,"	Tanna	Tues.
Chapter A "Government Regulation, Taxation, Business Law"	Tanna	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER  
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**Week #8: Tuesday, March 2 and Thursday, March 4, 1999**

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 9: "Human Relations, Motivation, and Performance"	Callahan	Tues.
	All	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER  
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Week #9: Tuesday, March 9 and Thursday, March 11, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 10: "Human Resource Management,"	Tanna	Tues.
	All	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER.

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Week #10: Tuesday, March 16 and Thursday, March 18, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 14: "Distribution,"	Lawes	Tues.
Chapter 15: "Promotion"	Lawes	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER-

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Tuesday, March 23 and Thursday, March 25, 1999: SPRING BREAK  
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Week #11: Tuesday, March 30 and Thursday, April 1, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Marketing Wrap-up	Lawes	Tues.
Chapter 4: "Forms of Business Ownership,"	Callahan	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER.

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Week #12: Tuesday, April 6 and Thursday, April 8, 1999

<b>Reading</b> Assignment for this Week:	<u>Lead Teacher</u>	
Chapter 18: "Banking and Financial Management,"	Callahan	Tues.

ASSIGNMENTS **WILL** BE ANNOUNCED LATER

Week #13: Tuesday, April 13 and Thursday, April 15, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 5: "Small Business, New Ventures, and Franchises,"	Lawes	Tues.
	All	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER

Week #14: Tuesday, April 20 and Thursday, April 22, 1999

Reading Assignment for this Week:	<u>Lead Teacher</u>	<u>Day</u>
Chapter 11: "Employee-Management Relations,"	Tanna	Tues.
	All	Thurs.

ASSIGNMENTS WILL BE ANNOUNCED LATER.  
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Week #15: Tuesday, April 27 and Thursday, April 29, 1999

Reading Assignment for this Week:

Chapter 8: "Production of Quality Goods and Services,"

Lead Teacher

Lawes

All

Tues.

**Thurs.**

**ASSIGNMENTS WILL BE** ANNOUNCED LATER.