

F-D'00
pm

CHAMINADE UNIVERSITY

COURSE SYLLABUS

COURSE TITLE: BU 200
TERM: August 28 -December 14, 2000
TIME AND PLACE: Tuesday and Thursday, 8:00-9:20, 9:30 -10:50, H-107

INSTRUCTORS:

CARYN CALLAHAN: 739-4689 **(office)**; 395-0541 (home)
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OFFICE HOURS: By Appointment

COURSE DESCRIPTION

This course provides an introduction to the world of business and examines the functions and relationships of marketing, human resources, accounting, information systems and law. The class is team-taught by faculty from two 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 enable the student to:

- ❑ To understand and apply the basic principles of what is called "promotion" in marketing.
- o To understand and apply the basic principles of organization, teamwork and communications.
- ❑ To understand the basic principles of the forms of business ownership.
- ❑ To understand and apply the basic principles of total quality production and other methods of producing **quality** goods and **services**.
- a To understand and apply the basic principles of human resource management.
- o To understand and apply basic knowledge about small businesses, new ventures and franchises.
- a To understand and apply the basic principles of the legal side of employee-management relations.
- ❑ To understand and apply the basic principles of motivation.

- o To understand and apply the basic principles of banking and financial management.
- o To understand and apply the basic principles of global business.
- ❑ To understand and apply the basic principles of a job search (writing a resume, interviewing, etc.)
- o To understand the basic concepts of managerial procedures.
- ❑ To have a basic understanding of what is required for further study in the field of management.

GRADING

Midterm Examination	18%
Final Examination	18
<i>Threshold</i> Management Simulation Group Grade	20
Individual Assignments	20
Group Internet Presentation	10
Quizzes	14
Total	100%

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

TEXTBOOK:

Business Today, Mescon, Bovee, Thill, 9th Edition, 1999.

COMPANION WEBSITE

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

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

MIDTERM AND FINAL EXAMINATIONS (18% 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.

THRESHOLD MANAGEMENT SIMULATION GROUP PROJECT (20%)

Students will form teams of five 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 over a year of simulated operation (five *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. There is a late penalty of 1 point per day for late submissions. 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. For groups of six members, the remaining group member should contact the instructor for an alternate assignment.

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

- | | | |
|-----------|---------------------|-------------------|
| #1 | September 28 | (Thursday) |
| #2 | October 19 | (Thursday) |
| #3 | November 2 | (Thursday) |
| #4 | November 16 | (Thursday) |
| #5 | December 5 | (Tuesday) |

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 be given an opportunity to **explore career activities. This exploration will happen in one of two ways. The first way will be through career workshops that will be presented throughout the semester. The schedule for these workshops **will** be distributed later**

The second part is a series of five papers, most about 2-3 pages in length, which you will submit at varying due dates throughout the semester (the schedule will be announced later.) Here are the topics of those five papers:

- 1) Resume. All students will also be required to submit a resume. You can receive assistance with the resume from Nancy Oide in the Career Services Office. You may also want to start a career file in the Career Services Office during this semester. Your resume may be only one page long, but be sure it looks professional.**
- 2) Two sample letters. One is a cover letter to go with your resume when you apply for a job. The other is a "Thank You" letter that you would send after a job interview.**
- 3) Your answers to a list of typical interview questions. Interviewers have some favorite questions, such as "Where do you see yourself in five years" or "What is your greatest strength." We will give you a list of similar questions and have you prepare written answers so that you will be prepared for a real interview.**
- 4) A description of your ideal job. Be sure to describe how the job allows you to combine your interests with your abilities. It is not enough to say you would love to be a TV star (interest). You have to describe why you think you have the abilities to succeed at that job (abilities). It's not enough to pick a job that you can do well (ability). You have to explain why you like that job (interest).**
- 5) Pick a company where you would like to interview, and write a two-to-three page briefing about that company. What is their business? What is their most recent level of success? Who are their top managers? How many locations do they have in the U.S., etc.**

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 one 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**. you will need to submit the written answers to these questions. You will be expected to use PowerPoint to present your findings.

The Internet 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 team's assigned exercise and follow the directions.

We want you to work as a team on these exercises. After your presentation, your teachers will each give your team some instant feedback while you are still in front of the class about how well you did in the **following** areas:

EVALUATION OF ORAL PRESENTATION

Appearance	Aloha wear is fine . Grunge is not. Dress as you might if you were in to work at an office job .
Visuals	Your PowerPoint slides will be evaluated on two dimensions: How well they look (design). How informative they are (content).
Delivery	We expect all students to look at the audience, not at notes. You will lose points if you read your presentation rather than deliver it looking at the audience. You must also project your voice loudly enough to be heard by all and should speak in an animated voice, not a monotone.
Content	How well <u>you</u> answer the questions in the assignments .
Consistency of Viewpoint.	We expect you to coordinate your presentation beforehand so that what each member says is consistent with other members, is not repetitious and fully addresses the question .

WEEKLY QUIZZES (14%)

There will be a quiz every week on the material covered in the course in the previous week. The quiz, in multiple-choice format will contain **20-to-30 questions** and will generally be held on Tuesday at the end of class.

A WORD ON GROUP DYNAMICS

During the first week of class, you will form teams of five or six 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.

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: 2000 SCHEDULE AND ASSIGNMENTS

Week #1: Tuesday, August 29 and Thursday, August 31, 2000

Reading Assignment for this Week:

Chapter 6: "Management Fundamentals," Callahan

CLASSROOM EXERCISE: Business Today Web site is:

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

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

Week #2: Tuesday, September 5 and Thursday, September 7, 2000

Reading Assignment for this Week:

Chapter 17: "Accounting," Tanna

CLASSROOM EXERCISE (Tuesday)

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

Exercise in Chapter 6 titled, "Total Quality Management"

MINI-WORKSHOP ON DIVERSITY--Wayne Tanna

Week #3: Tuesday, September 12 and Thursday, September 14, 2000

Reading Assignment for this Week:

Chapter 13 "Product and Pricing Decisions," Callahan

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 #1 (Tuesday)

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

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

MINI-WORKSHOP ON TEAMWORK-Caryn Callahan

Week #4: Tuesday, September 19 and Thursday, September 21, 2000

Reading Assignment for this Week:

Chapter 3: "Ethical and Social Responsibilities of Business," Tanna

GROUP INTERNET PRESENTATION #2 (Tuesday)

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

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

Week #5: Tuesday, September 26 and Thursday, September 28, 2000

Reading Assignment for this Week:

Chapter 15: "Promotion," Callahan

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 #3 (Tuesday)

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

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

FIRST MANAGEMENT SIMULATION REPORT IS DUE. **(Thursday)**

Week #6: Tuesday, October 3 and Thursday, October 5, 2000

Reading Assignment for this Week:

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

GROUP INTERNET PRESENTATION #4 (Tuesday)

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

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

Week #7: Tuesday, October 10 and Thursday, October 12, 2000

Reading Assignment for this Week:

Appendix A, pp. 607-623, Tanna

GROUP INTERNET PRESENTATION #5 (Tuesday)

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

Exercise in Chapter 14 titled, "Mattel and Hasbro: The Internet as a Marketing Strategy."

Thursday: MIDTERM EXAMINATION

Week #8: Tuesday, October 17 and Thursday, October 19, 2000

Reading Assignment for this Week:

Chapter 4: "Forms of Business Ownership," Tanna

GROUP INTERNET PRESENTATION #6 **(Tuesday)**

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

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

SECOND MANAGEMENT SIMULATION REPORT IS DUE. **(Tuesday)**

Week #9: Tuesday, October 24 and Thursday, October 26, 2000

Reading Assignment for this Week:

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

GROUP INTERNET PRESENTATION #7 (Tuesday)

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

Exercise in Chapter 4 titled, "The Changing Face of Corporate Governance in U.S. Corporations"

Week #10: Tuesday, October 31 and Thursday, November 2, 2000

Reading Assignment for this Week:

Chapter 10: "Human Resource Management," Tanna

GROUP INTERNET PRESENTATION #8 (Tuesday)

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

Exercise in Chapter 5 titled, "Small Business Establishment, Development, and Management."

THIRD MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

Week #11: Thursday, November 9, 2000

Reading Assignment for this Week:

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

GROUP INTERNET **PRESENTATION #9** (Tuesday)

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

Exercise in Chapter 5 titled, "Evaluating the Characteristics of **Franchises**"

Tuesday, November 7 is a holiday (Election Day)

Week #12: Tuesday, November 14 and Thursday, November 16, 2000

Reading Assignment for this Week:

Chapter 11: "Employee-Management Relations," Tanna

GROUP INTERNET PRESENTATION #10 (Tuesday)

Business Today Web site: <http://cw.prenhall.com/bookbind/pubbooks/robbins3/>

This is not our usual Website. Go to Chapter 2 and do the exercise titled, "Job Search is Work."

FOURTH MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

Week #13: Tuesday, November 21

Reading Assignment for this Week:

Chapter 9 "Human Relations, Motivation and Performance," Callahan

GROUP INTERNET PRESENTATION #11 (Tuesday)

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

Thursday is a holiday (Thanksgiving Day).

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Week #14: Tuesday, November 28 and Thursday, November 30, 2000

Reading Assignment for this Week:

Chapter 18: "Banking and Financial Management," Tanna

GROUP INTERNET PRESENTATION #12 (Tuesday)

Business Today Web site: <http://cw.prenhall.com/mescon/Exercise> in Chapter 9 titled, "Telecommuting."

GROUP INTERNET PRESENTATION #13 (Thursday)

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

Week #15: Tuesday, December 5 and **Thursday**, December 7, 2000

Reading Assignment for this Week:

Chapter 2: "Global Business," Callahan

GROUP INTERNET PRESENTATION #14 (Tuesday)

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

FIFTH MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

FINAL EXAMINATION WEEK IS MAY 8-11.
