


# CHAMINADE UNIVERSITY

## COURSE SYLLABUS

**COURSE TITLE:** BU 200,  
**TERM:** January 18- May 11, 2000  
**TIME AND PLACE:** Tuesday and Thursday, 9:30 -10:50, H-107

### INSTRUCTORS:

: 739-4689; ([world@lava.net](mailto:world@lava.net))  
395-0541 (home)  
Office: Kieffer #4  
WAYNE TANNA: 739-4606 [wtanna@chaminade.edu](mailto: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                                | 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:

1) *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. For groups of **six** members, the remaining group member will be responsible for writing and submitting one of the group Internet exercises.

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

- |    |                    |                  |
|----|--------------------|------------------|
| #1 | <b>February 15</b> | <b>(Tuesday)</b> |
| #2 | March 9            | (Thursday)       |
| #3 | March 23           | (Thursday)       |
| #4 | April 13           | (Thursday)       |
| #5 | May 2              | (Tuesday)        |

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. You do not need to submit the written answers to these questions UNLESS you are in a group of six members. Five members will write up Threshold reports, and the ~~sixth~~ will be **responsible for leading the research** for one of the Internet exercises and submitting a written report with the team's 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.

## **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.

## **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. 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 end of the semester

You will need to submit one written report of about three pages on these workshops. The form for this paper will be distributed one month before the paper is due. All students will also be required to submit a resume. You may 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. The resumes will be due by the end of the semester. Everyone will be required to submit a rough draft and a final version of their **resume**.

## **CHAPTER QUIZZES (14%)**

There will be a **quiz** given for each of the fourteen chapters that we will cover during the semester. Each quiz will count for **1%** of your course grade. Make ups will only be given upon a showing of good cause (**e.g.** doctors notice). The instructors reserve the right to determine whether any make ups will be allowed.

If there is any student in this class who has need for special accommodations, please feel free to come and discuss\_ this\_ with your instructors.

## **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. The instructors reserve the right to issue a grade

of "F" or to otherwise adjust the grade of any student who misses more than 20% of the scheduled class sessions.

## BU 200: 2000 SCHEDULE AND ASSIGNMENTS

Week #1: Tuesday, January 18 and Thursday, January 20, 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, January 25 and Thursday, January 27, 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"

Week #3: Tuesday, February 1 and Thursday, February 3, 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"

Week #4: Tuesday, February 8 and Thursday, February 10, 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**, February 15 and **Thursday, February** 17, 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, February 22 and Thursday, February 24, 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, February 28 and Thursday, March 1, 2000

Review for Midterm

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, March 7 and Thursday**, March 9, 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. (Thursday)

Week #9: Tuesday, March 14 and Thursday, March 16, 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 US Corporations"

Week #10: Tuesday, March 21 and Thursday, March 23, 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)

SPRING BREAK

Week #11: Tuesday, April 4 and Thursday, April 6, 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"

Week #12: Tuesday, April 11 and Thursday, April 13, 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, April 18 and Thursday, April 20, 2000**

**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"

**Week #14: Tuesday, April 25 and Thursday, April 27, 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"

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**Week #15: Tuesday, May 2 and Thursday, May 4, 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)**

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**FINAL EXAMINATION WEEK IS MAY 8-11.**



January 18, 2000

Dear Student,

Teaching classes in business **administration and law** is my **vocation**. Both **business administration** and **my** students are important to me. I work hard at teaching and expect my students to work hard at learning. I am a professor, an attorney, an accountant, a tax and business consultant, an author, and a financial **planner**.

My office phone number is 739-4606 (**Chaminade**). Please use this numbers if you wish to reach me or if you have problems with the homework. You may also email me at wtanna@chaminade.edu.

It is your responsibility to learn the material in all of your classes. It is our responsibility as your instructors to make the learning process as productive as possible. If you miss a class, check the course outline to **determine** what you must do, read the **material in the text, do the homework**, and **call your instructor** or a fellow classmate if you need help.

Tests are like job **interviews** scheduled weeks in advance: treat them as such. Do not **miss** a test. If you do miss a test, be sure that your **instructors** knows about it as soon as you do or they will have to assume **that you are** no longer interested in passing **this** class.

Being a student is not an easy job. It is work. Plan time to attend class, as well as **time** to work on the material outside of class. If I can be of help to you or if you need someone to talk to, call me or see me in my office or just after class.

I have one additional thought for you as we start this semester: If you have something to do, in the words of Nike "JUST DO IT", if not, relax and have some fun. **HAVE A GOOD SEMESTER.**

**Very truly** yours,

Wayne, your instructor

P.S. I have a teaching assistant that usually accompanies me to class. His name is R.P. Orange, the Reasonably Prudent (a term of great legal significance) Orangutan. You may have previously seen or heard of him. In reality, he is a stuffed animal. However, it is what he stands for that is important. There are three things that he is in class to promote: First, there is more to life than what is in any single class or classroom (priorities); Second, grades are not everything (it is what you learn or the knowledge that is gained that really matters); and Third, if you need a hug or something to make you take yourself (instructor included) less seriously, R.P. Orange is there for you.

**Now**, write a letter to me, Wayne, your instructor, telling me who you are. Tell me of your strengths, weaknesses, fears, and goals. Discuss your world and how your roles in this world might affect your performance in your classes. Speak of your personal and academic background. Discuss how college might play a role in your future.

Tell me what I might do to help you achieve your goals for this class. Include in your letter a statement that you have read and understood the institutional and academic policies and the academic dishonesty policy of the **university**. This letter must be emailed to me at **wtanna@chaminade.edu** by Thursday January 27,2000.