

Chaminade University
BU 200 **Course** Syllabus
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Course Title: Introduction to Management
Term Dates: Spring Evening; April 3rd to March 25th
Place: Schofield Bks.
Time: 12:30-16:40
Instructor: James Moses
Office Hours: By Appointment
Telephone: 739-4612 (**Office:** MBA Office, Kieffer Hall, Room 11)
Email: **Office:** jmoses@chaminade.edu or home. mosesj002@hawaii.rr.com

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 group cases, internet **exercises**, discussions on career planning, as well as the **more-traditional textbook** and case **approach**.

OBJECTIVES OF THE COURSE :

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.

REQUIRED TEXT:

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

GRADING:

Midterm Examination	35%
Final Examination	35%
Oral Presentation/Write up	30%

MIDTERM AND FINAL EXAMINATIONS:

The midterm and final examinations will focus on the material covered in the textbook. The format will be mainly objective, with some short definitions and descriptions.

ORAL **PRESENTATION/WRITE** UP:

Each student will do an oral presentation 15 minutes in length. Each presentation should analyze in depth one issue in contemporary management. The oral presentation should be professionally prepared and delivered. You will be expected to prepare visual aids and handouts. You must notify the **instructor** a week in advance of any changes (days or topic) after the dates of the presentations are announced. Please **write** up your oral report, including bibliography, and submit it for grading. Length should be five to eight pages. Written reports are due June 10, 2000.

SCHEDULE AND ASSIGNMENTS

April 8 th	Chapter 1, Foundations And Challenges of Business Chapter 2, On Global Business Case Exercises: Molex: The Billion-Dollar Globetrotter, p. 26 Entrepreneurs Clean up in South Africa, p. 58
April 15 th	Chapter 3, Ethical And Social Responsibilities of Business Chapter 4, Forms of Business Ownership Case Exercises: Dialing Up Social Responsibility, p. 92 Shareholder Protection or Legal Opportunism? p. 126
April 22 nd	Chapter 5, Small Business, New Ventures, And Franchises Chapter 6, Management Fundamentals Case Exercise: Growing Pains, p. 155 New Management Techniques for Electrifying Performance at GE, p. 186
April 29 th	Chapter 7, Organization , Teamwork, And Communication Chapter 8, Production of Quality Goods and Services Case Exercise: Revving Up a New Organization at Chrysler, p. 221 Companies Compete on Customer Service, p. 252
May 6 th	MIDTERM EXAM Chapter 9, Human Relations, Motivation, And Performance Case Exercise: Flying High on Employee Morale, p. 284
May 13 th	CLASS PRESENTATIONS BEGIN THIS WEEK Chapter 10, Human Resource Management Chapter 11, Employee-Management Relations Case Exercise: Serving Billions Around the World, p. 321 Labor And Management <i>Bury</i> the Hatchet, p. 352
May 20 th	Chapter 12, Marketing And Customer Satisfaction Chapter 13, Product And Pricing Decisions Case Exercises: Homebuilders Find a Profitable Way to Satisfy Customers, p. 379 Coffee , Tea, and On-Time Arrival: Turning Around Continental Airlines, p. 410
May 27 th	Chapter 14, Distribution Chapter 15, Promotion Case Exercises: Sears: From Turnaround to Transformation, p. 440 America Online: Losing the Battles, but Winning the War, p. 470
June P	Chapter 16, Computer And Information Technology Chapter 17, Accounting Case Exercises: High Tech Time Bomb: The Spread of Computer Viruses-and Their Prevention, p. 504 Going to the Cleaners, p. 536
June 17 th	FINAL EXAM AND WRITTEN REPORT DUE