

BU 200 ONLINE COURSE SYLLABUS
CHAMINADE UNIVERSITY
July 2-September 7

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OUR ON-LINE WEEK BEGINS ON MONDAY. MONDAY IS DAY ONE.

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. A variety of methods will be used to help you learn about business, including group cases, Career planning exercises, Internet exercises, as well as the more-traditional textbook and lecture approach.

COURSE OBJECTIVES

The main objectives of this course are to:

- u 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.
- o To understand the basic principles of the forms of business ownership.
- o To **understand** and **apply** the basic principles of total quality production and other methods of producing quality goods and services.
- o 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.
- o To understand and apply the basic principles of the legal side of employee-management relations.
- o 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.
- u To understand and apply the basic principles of a job search (writing a resume, interviewing, etc.)

- a To understand the basic concepts of managerial procedures.

TEXTBOOK:

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

WORKING IN GROUPS

During the first week of class, you will form teams of four or five students each. You will work with these teams for the rest of the semester for the group case and experiential exercise. At the end of the semester, Peer Group Evaluation forms will be distributed to each team member. Each team member will evaluate the other members of his/her team in terms of participation and contribution to the group assignments. Your individual grade will be a weighted number reflecting your straight group grade, weighted by your individual contribution, as determined by your peers.

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.**

GRADING AND WEIGHTING OF ASSIGNMENTS

<u>Midterm Examination</u>	11 %
<u>Final Examination</u>	
<u>Weekly Quizzes (8 quizzes)</u>	16%
<u>Weekly Participation</u>	
Weekl Homework <u>Questions</u>	
<u>Career Assignment (Individual)</u>	
roup <u>Case/Experiential Exercise</u>	24%
<u>Assignments (2)</u>	
Total	100%

MIDTERM AND FINAL EXAMINATIONS (11% 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 online; however, you must physically come to Chaminade on June 10th to take a proctored final examination. If you cannot attend at that time, you must make arrangements for your final to be proctored in some alternative location, approved by the instructors.

WEEKLY QUIZZES (16%)

Each week your teacher will post a short, objective quiz to the Weekly Quiz conference. These are designed to point you to important points in the text. Since these are open-book quizzes, it should be easy for you to do well. Your answers should **be posted** to Caryn Callahan's e-mail address, world@hawaii.rr.com, by midnight on Sunday each week.

PARTICIPATION CREDIT (18 points)

You will be expected to log on at least five days per week and join in the discussions in THE GENERAL DISCUSSION CONFERENCE by leaving messages in response to the posted discussion topics and in response to each other. This is the ONLY conference which counts for participation credit. You can earn 2 points per week (for a total 18 points) by posting notes to this conference on FIVE SEPARATE DAYS. This conference is designed to resemble a classroom discussion. Just logging on and reading others' comments does not count towards participation. Your comments must be significant to count for participation credit. A significant comment is one that contributes a new insight or topic, or which adds useful comments, suggests alternative solutions or gives good reasons for disagreeing with other's comments in an ongoing discussion. In the course of the ongoing discussion, you may frequently reply with one-phrase comments; however, it does not count towards your participation grade when you just comment, "I agree," or "Good point."

WEEKLY HOMEWORK QUESTIONS CREDIT

In addition, there is a Weekly Homework Question conference. This conference contains your HOMEWORK assignment. Answering all the questions posted here will earn you an additional 1 point per week (for 9 total possible points over the semester). You can answer these questions on ANY DAYS THAT YOU WISH. These points are SEPARATE from the participation points.

You must do the required work in BOTH THE General Discussion Conference and the Weekly Homework Question Conference to gain the maximum points for the week.

The rule of thumb is to expect to spend 45 minutes online on each of five days of a week. (45 minutes X 5 days = 4 hours, which is the length of our class.) It does not matter which days you log on. You can log on Saturday and Sunday and that will count for two days.

Our online classroom exists only because of active participation by class members. It is entirely created by us. Your comments on one day could generate many responses. The online environment is something like an ongoing conversation. If you only log in on weekends, you are not a part of the ongoing dialog. Preparation of assignments and reading assigned materials online does not count as part of the four hours, since you would be expected to read those things outside of class for an on-ground class.

CAREER ASSIGNMENTS AND PRESENTATION (10%)

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.

In accordance with this objective, students will be required to submit a series of five papers, about 2-3 pages in length, which you will submit at varying due dates throughout the semester (the schedule will be announced later.) The papers will count for **10%** of your grade. This is a pass/fail assignment. If you submit acceptable papers, you will get full points. If one or more of your papers are not acceptable, you will get zero points for that portion of the assignment. Here are the topics of those five papers:

- 1) Resume. All students will also be required to submit a resume. Your resume may be only one page long, but be sure it looks professional.
- 2) 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.
- 3) 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).
- 4) 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 CASE/EXPERIENTIAL EXERCISE _ASSIGNMENTS (24%)

Students will form teams of four or five students each, and these teams will each be responsible for one assigned end-of-chapter case and one experiential exercise, spread over the semester. These cases and experiential exercises can be found at the end of each chapter in the book. I will assign teams to specific cases and exercises during the first weeks of class.

Teams will write up and submit the answers to the questions at the end of their assigned cases and carry out the task specified in the experiential exercise. The group's write-up for both case and experiential exercise should be about four-to-five pages in length. All students are expected to read the cases and be prepared to discuss them. A list assigning groups to specific cases and exercises will be posted to WebBoard during Week 1.

FORUMS FOR PARTICIPATION

These forums can all be found at the course WebBoard. A list follows.

Weekly Homework Question conference: *Your instructor will post weekly homework questions to this conference. You are expected to answer all of these questions to get credit for doing your homework. You can earn up to one point per week. DO NOT post all your replies on the last day, after other students have answered the questions. I will deduct points if you do so. Spread your answers throughout the week.*

General Discussion conference: (Counts towards participation credit) *This conference is for general discussion of concepts in management. You can earn up to two points per week by participating in this conference. Your instructor will also post current articles and other material here each week for the class to discuss. Students may also post articles of general interest. I hope that the class will have active ongoing discussions in this conference, You must leave messages on FIVE SEPARATE DAYS to get full credit for participation.*

Class Biographies conference: *Please post your autobiography here within the first few days of joining the class. Your No should be at least 1/2 Page in length.*

Lectures: *Your instructor has posted lectures on each assigned chapter at this conference.*

Syllabus: *The syllabus for SU 200 is at this forum on WebBoard.*

Chat: *This conference is for chat about topics not related to the subject matter of the course. Posting notes here does not count towards participation credit.*

Case and Experiential Exercise Conference-- *This is the place for posting group case write-ups, All students should post their comments and questions about each case here.*

Weekly Quiz conference: *Weekly tests will be posted here. Answers should be sent to Caryn Callahan's private e-mail, world@hawaii.rr.com by Sunday midnight.*

Career Conference *This conference is for posting your career assignment.*

BU 200 ONLINE: 2000 SCHEDULE AND ASSIGNMENTS

Week 1: Schedule and Assignments (July 2-July 8)

Reading Assignment for this Week:

- Chapter 1: "Foundations and Challenges of Business"
- Chapter 2: "Global Business"

Week 2: Schedule and Assignments (July 9 -July 15)

Reading Assignment for this Week:

- Chapter 3: "Ethical and Social Responsibilities of Business"
- Chapter 4 "Forms of Business Ownership"

GROUP AND INDIVIDUAL ASSIGNMENTS (Names of individuals/groups assigned to each **is posted** at **WebBoard**)

Week 3: Schedule and Assignments (July 16-July 22)

Reading Assignment for this Week:

- Chapter 5: "Small Business, New Ventures, and Franchises"
- Chapter 6: "Management Fundamentals"

Week 4: Schedule and Assignments (July 23-July 29)

Reading Assignment for this Week:

- Chapter 7: "Organization, Teamwork, and Communication"
- Chapter 8: "Production of Quality Goods and Services"

Week 5: Schedule and Assignments (July 30-August 5)

Reading Assignment for this Week:

- Chapter 9: "Human Relations, Motivation, and Performance"
- Chapter 10: "Human Resources Management"

The midterm exam will be posted on July 30 and due by midnight on August 5th.

Week 6: Schedule and Assignments (August 6-August 12)

Reading Assignment for this Week:

- Chapter 11: "Employee-Management Relations"
- Chapter 12: "Marketing and Customer Satisfaction"

Week 7: Schedule and Assignments (August 13-August 19)

Reading Assignment for this Week:

- Chapter 13: "Product and Pricing Decisions"
- Chapter 14: "Distribution"

Week 8: Schedule and Assignments (August 20-August 26)

Reading Assignment for this Week:

- Chapter 15: "Promotion"
- Chapter 17: "Accounting"

Note: We will skip Chapter 16.

Week 9: Schedule and Assignments (August 27-~~September~~ 2)

Reading Assignment for this Week:

- Chapter 18: "Banking and Financial Management"
- Chapter 19: "Securities Markets"

Week 10: Schedule and Assignments (September 3-September 9)

Review week

The final examination will be held at Chaminade on Saturday, September 8th