

# CHAMINADE UNIVERSITY

## COURSE SYLLABUS

COURSE TITLE: BU 200  
 TERM: August 27 -December 13, 2001  
 TIME AND PLACE: Monday, Wednesday and Friday, 8:00 - 8:50, H-107

INSTRUCTOR:

CARYN CALLAHAN: 395-0541 (home); My **office** phone is not yet [connected](#).  
**(world@hawaii.rr.com)**  
**Office:** Kieffer Hall

OFFICE HOURS: To be announced. Also 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 course 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, and resume-writing exercises as well as the more-traditional textbook and case approach.

### OBJECTIVES

The main objectives of this course are to enable the student to:

- o 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.
- a 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.
- o 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	19
Management Simulation Group Grade	20
Individual Assignments	15 Credit/Non-Credit
Group Cases	10
Quizzes	18
Total	100%

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

## TEXTBOOK:

*Business Today*, Mescon, Bovee, Thill, 10th Edition, 2001.

## COMPANION WEBSITE

Prentice Hall's Learning on the Internet Partnership/Companion Web Site  
<http://cw.prenhall.com/mescon/>

## MIDTERM (18%) AND FINAL (19%) EXAMINATIONS

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.

## MANAGEMENT SIMULATION GROUP PROJECT (20%)

Students will form teams of **five** or six members each to compete in an online management simulation. The simulation will allow you to apply concepts that you have learned as you manage your own simulated company. Teams will make a number of managerial decisions for their company for each period of operation of the simulation.

There will be five group written reports (each worth 4 points) due during the **semester**, based on the **ongoing simulation**. **End 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 | October 3   | (Wednesday) |
| #2 | October 17  | (Wednesday) |
| #3 | November 2  | (Friday)    |
| #4 | November 16 | (Friday)    |
| #5 | November 28 | (Wednesday) |

### INDIVIDUAL ASSIGNMENTS AND PRESENTATION (15%)

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 during** regularly scheduled class sessions. The schedule for these workshops will be distributed later

The second part is a series of five **papers**, about 2-3 pages in length, which you will submit at varying due dates throughout the semester (the schedule is below.) The papers will count for 15% 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. 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. Due on Friday, September 28.
- 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. Due on Friday, October 19.
- 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." There is a list of similar questions at the end of this syllabus, and you should prepare written answers so that you will be prepared for a real interview. Due on Friday, November 2.
- 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). Due on Friday, November 9.
- 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., and so on. Due on Monday, November 19.

### GROUP PRESENTATION (10%)

Each student will join a team, which will write up and submit a case analysis of two of the **end-of-chapter** cases. **You team will also make** OD oral presentation of about 10 minutes in length to the class presenting your analysis. You will be expected to use PowerPoint to present your findings.

Your team's cases will be assigned after classes begin. All students are expected to read the weekly cases, which are listed in the syllabus under each week's heading, and be prepared to discuss them orally, but only the assigned team will make a presentation and submit a written case analysis. Your group write up should not exceed six pages in length.

See the attached document, "How to Write an Abbreviated Case Analysis" for a format that you can use for your case analysis. If you would prefer to use a different format, please feel free to do so. In addition to the analysis, your team must also provide written answers to the questions that follow the case.

We want you to work as a team on these exercises. After your presentation, your teacher 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

Visuals	Your PowerPoint slides will be evaluated on two dimensions: How well they look (design). How informative the 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 b all and should speak in an animated voice, not a monotone.
Content	How well you 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 fu addresses the question.

#### WEEKLY QUIZZES (18%)

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 Wednesday at the end of class (exact dates are in the syllabus below). There will be twelve quizzes in total.

#### 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 the group, 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: 2001 SCHEDULE AND ASSIGNMENTS

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**WEEK 1:** Monday, August 27; Wednesday, August 29; and Friday, August 31

Reading Assignment for this Week:

Chapter 6: "Functions and **Skills** of Management."

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**WEEK 2:** Wednesday, September 5; and Friday, September 7

Monday, September 3 is the Labor Day holiday

Reading Assignment for this Week:

Chapter 16: "Accounting."

CLASSROOM EXERCISE (Friday):

Case in Chapter 16: Perking Up Profits at Better Brew and Perfect Blend," p. 450.

Wednesday: Quiz #1 on Chapter 6.

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**WEEK 3:** Monday, September 10; Wednesday, September 12; and Friday, September 14

Reading Assignment for this Week:

Chapter 13 "Product and Pricing Strategies."

Chapter 12: "Fundamentals of Marketing and Customer Service" will be discussed in class, but you are responsible **only** for the material in the lecture and do not need to read the chapter.

GROUP CASE PRESENTATION (Friday)

TEAM 1 : "Saturn's Bumpy Ride," p. 366, Ch. 13

Wednesday: Quiz #2 on Chapter 16.

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**WEEK 4:** Monday, September 17; Wednesday, September 19; and Friday, September 21

Reading Assignment for this Week:

Chapter 2: "Ethical and Social Responsibility of Business."

GROUP CASE PRESENTATION (Friday)

TEAM 2 : "The Shady Side of the Olympics," p. 65, Ch. 2.

Wednesday: Quiz #3 on Chapter 12.

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**WEEK 5:** Monday, September 24; Wednesday, September 26; and Friday, September 28

Reading Assignment for this Week:

Chapter 15: "Promotional Strategies."

Chapter 14, "Distribution Strategies," will be discussed in class, but you are responsible only for the material in the lecture and do not need to read the chapter.

GROUP CASE PRESENTATION (Friday)

TEAM 3 : "Encyclopedia Britannica Writes the Next Edition," p. 421, Ch. 15.

Wednesday: Quiz #4 on Chapter 2.

Resume due on Friday, September 28.

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WEEK 6: Monday, October 1; Wednesday, October 3; and Friday, October 5

Reading Assignment for this Week:

Chapter 7: "Organization, Teamwork and Communication"

GROUP CASE PRESENTATION (Friday)

TEAM 4 : "Harley-Davidson-From Dysfunctional to Cross-Functional," p. 199, Ch. 7.

Wednesday: Quiz #5 on Chapter 15.

WEDNESDAY: FIRST MANAGEMENT SIMULATION REPORT IS DUE.

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**WEEK 7:** Wednesday, October 10; and Friday, October 12

Reading Assignment for this Week:

Appendix A, pp. 607-623.

NO CASE PRESENTATION OR QUIZ THIS WEEK

Wednesday: MIDTERM EXAMINATION

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**WEEK 8:** Monday, October 15; Wednesday, October 17; and Friday, October 19

Reading Assignment for this Week:

Chapter 5: "Forms of Business Ownership."

GROUP CASE PRESENTATION (Friday)

TEAM 5 : **"DaimlerChrysler: Merger of Equals or Global Fender Bender?"**, p. 144, Chapter 5.

NO QUIZ THIS WEEK.

WEDNESDAY: SECOND MANAGEMENT SIMULATION REPORT IS DUE.

Friday: Cover letter and Thank You letter due. (For use in a job interview.)

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**WEEK 9:** Monday, October 22; Wednesday, October 24; and Friday, October 26

Reading Assignment for this Week:

Chapter 9: "Production of Quality Goods and Services."

GROUP CASE PRESENTATION (Friday)

TEAM 6 : "Porsche-Back in the Fast Lane," p. 254, Ch 9.

Wednesday: Quiz #6 on Chapter 5.

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**WEEK 10:** Monday, October 29; Wednesday, October 31; and Friday, November 2

Reading Assignment for this Week:

Chapter 11: "Human Resource Management."

GROUP CASE PRESENTATION (Wednesday)

TEAM 1 : "Brewing Up People Policies at Starbucks," p. 311, Ch. 11.

FRIDAY: THIRD MANAGEMENT SIMULATION REPORT IS DUE.)

Wednesday: Quiz #7 on Chapter 9.

**Friday, November 2: Answers to interview questions** are due.

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WEEK 11: Monday, November 5; Wednesday, November 7; and Friday, November 9

Reading Assignment for this Week:

Chapter 4: "Small Business, New Ventures, and Franchises."

GROUP CASE PRESENTATION (Friday)

TEAM 2 : "Why is Papa John's Rolling in Dough?," p. 122, Ch. 4.

Wednesday: Quiz #8 on Chapter 11.

Friday, November 9: "A description of your ideal job" paper is due.

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**WEEK 12:** Wednesday, November 14; and Friday, November 16

Reading Assignment for this Week:

Ch. 10: "Motivation, Today's Workforce, and Employee-Management Relations."

GROUP CASE PRESENTATION (Friday)

TEAM 3 : "Delivering Better Employee-Management Relations at UPS," p. 285, Chapter 10.

FRIDAY: FOURTH MANAGEMENT SIMULATION REPORT IS DUE.

Wednesday: Quiz #9 on Chapter 4.

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**WEEK 13:** Monday, November 19; Wednesday, November 21

Reading Assignment for this Week:

Chapter 8 "Technology and Information Management."

GROUP CASE PRESENTATION (Friday)

TEAM 4 : "How Nokia Rings Up Profits," p. 227, Chapter 8.

Wednesday: Quiz #10 on Chapter 10.

**Monday, November 19; Two-to-three** page company briefing is due.

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**WEEK 14:** Monday, November 26; Wednesday, November 28; and Friday, November 30

Reading Assignment for this Week: Ch. 17: "Financial Management and Banking."

GROUP CASE PRESENTATION (Friday)

TEAM 5 : "Baking Up Millions at Top of the Tree," p. 475, Ch. 17.

Wednesday: Quiz #11 on Chapter 8.

WEDNESDAY: FIFTH MANAGEMENT SIMULATION REPORT IS DUE.

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**WEEK 15:** Monday, December 3; Wednesday, December 5; and Friday, December 7

Reading Assignment for this Week: Chapter 3: "Global Business."

GROUP CASE PRESENTATION (Friday)

TEAM 6 : "Doing Everybody's **Wash—Whirlpool's** Global Lesson," p. 91, Ch. 3.

Wednesday: Quiz #12 on Chapter 17.

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**Final Exam schedule will be announced.**



## List of Interview Questions

Please answer the following questions as if you were in an interview situation. Interviewers have some favorite questions, and this exercise is designed to give you some practice in answering them.

1. What courses in college did you like most? Least? Why?
2. Do you feel you did the best scholastic work you are capable of?
3. What jobs have you held? Why did you leave?
4. Why did you choose your particular field of work?
5. What personal characteristics do you feel are necessary for success in your chosen field?
6. Have you ever had any difficulty getting along with colleagues or supervisors? Other students?
7. What have you done that shows initiative and willingness to work?
8. What type of boss do you prefer?
9. Do you prefer working with others or by yourself?
10. Tell me where you see yourself in ten years.
11. What is your greatest weakness? Your greatest strength?

## HOW TO WRITE AN ABBREVIATED CASE ANALYSIS

Developing greater ability to identify and solve business problems lies at the heart of successful management. Many of the functions managers perform and roles they fill require a substantial amount of problem solving. Identifying problems and solving them effectively requires that managers put all their skills to work. Case studies are a standard, time-honored method for getting practice in managerial problem solving. The following suggested outline should help you prepare your case study.

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### Abbreviated Case Study Outline

#### Case Summary (1/2 page)

No matter how involved, the relevant case features can usually be summarized in half a page. Your mission is not to rewrite the case, but to solve the problems. Please keep this section as short as possible.

#### Diagnosis 1 page

Summarize the major problems in the case in a problem statement. Writing a diagnosis or problem statement requires you to use a **mix of textbook theories, experience and intuition** to discover what is wrong. You will need to analyze the meaning of a variety of symptoms before formulating a problem statement.

#### Identifying Alternatives (2 pages) and Choosing the Best (1 page)

Solving a problem is a process of identifying alternative solutions to resolve the problem discovered during the diagnosis, and choosing the best one. Organizational problems are often multifaceted and there is usually more than one way to solve a given problem. Managers prescribing solutions must resist the urge to satisfice (to choose the first alternative that seems workable), but must instead push themselves to consider several potential solutions and choose the best available alternative.

#### Action Plan: 1-2 pages

The Action Plan describes how to set in motion a proposed solution. In this step, you must stipulate the specific activities you believe are needed to solve a particular problem, then describe the implementation of these activities. Sometimes it is possible to solve the problem by better implementation of a program already in place. At other times it is **necessary** to start from scratch, creating a new sequence of activities.

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**After you have done your case analysis, answer the questions that appear at the end of each case. Submit both case analysis and end-of-case questions for grading.**

Adapted from Organizational Behavior, Case and Exercise Book, Wagner and Hollenbeck, Prentice Hall, 1998.