

F D'01

# CHAMINADE UNIVERSITY

## COURSE SYLLABUS

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COURSE TITLE: BU 200  
TERM: Fall 2001  
TIME AND PLACE: **Tuesday** and Thursday, 15:30-16:50, H-102

INSTRUCTOR:

WAYNE TANNA: 739-4606  
wtannan@chaminade.edu  
Office: Kieffer 14GG

OFFICE HOURS: TR 08:30-11:00, **1WF** 16:00-17:00

### 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: -

- 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.
- 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
  - a 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.
  - a To understand and apply the basic principles of **motivation**.
  - a 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.)
- a To understand the basic concepts of managerial procedures.
- o To **have** a basic understanding of what is required for further study in the field of management.

## GRADING

<u>Midterm Examination</u>	18%
<u>Final Examination</u>	19
<u>Management Simulation Group Grade</u>	20
<u>Individual Assignments</u>	15 (Credit/Non-Credit)
<u>Group Cases</u>	10
<u>Quizzes</u>	18
<u>Total</u>	100%

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

## TEXTBOOK:

*Business Today*, Mescon, Bovee, Thill, tenth Edition, 2002.

## COMPANION WEBSITE

Prentice Hall's Learning on the Internet Partnership/Companion Web Site  
<http://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.

MAKE-UP EXAMINATIONS will be given only at the option of the instructor; immediate arrangements must be personally made by any student that misses an exam, and there must be aing of wood cause be fore any make-up test will be allowed.

(If there is any student in this class who has need for special accommodations for test-taking or note-taking, please feel free to come and discuss this with me.)

## MANAGEMENT SIMULATION GROUP PROJECT (20%)

Students **will** be in 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. 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. This component is subject to change in the event that the **software** is unavailable or defective. An alternate assignment will be added in the event that the simulation becomes unworkable.

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

- |    |             |            |
|----|-------------|------------|
| #1 | October 4   | (Thursday) |
| #2 | October 18  | (Thursday) |
| #3 | November 1  | (Thursday) |
| #4 | November 15 | (Thursday) |
| #5 | November 29 | (Thursday) |

#### **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 will be announced later.) 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.
- 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.  
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.?

#### **GROUP PRESENTATIONS (10%)**

Each student will be assigned a team which will write up and submit a case analysis of two of the end-of-chapter cases. You team will also make an 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.

The format that you should use in **your** case **analysis** **will** be discussed In class during the practice case discussion. 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** 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

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

### WEEKLY QUIZZES (18%)

There will be a quiz **every** sleek on the material covered in the course in the previous **week**. The quiz, in multiple-choice format **will** contain 10-to- questions and **will** generally be held on **Tuesday** at the end of class. 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**, (A sample sheet **will** be distributed before the **first** group assignment.)

#### 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. Your individual grade will be a **weighted** number reflecting your **assigned** 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 do all the remaining group **work** as a team-of-one. The highest possible grade **any** student in this **situation** may receive in this course will be a "B" another

way of saying this is that I will impose a one grade reduction to your **overall** course grade if you get fired from a group.

### **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 instructor **reserves** the right to issue an automatic "F" grade to **any** student that is chronically absent. This **will** occur if a student neglects to explain to the instructor the reasons for the absences.

August 26, 2001

Dear Student,

Teaching classes in accounting & law is my vocation. Both accounting & law 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, a tax and business consultant, an author, and a financial planner.

My office phone number is 79-4606 (Chaminade). Please use this number if you wish to reach me or if you have problems with the homework.

It is your responsibility to learn the material. It is my responsibility 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, go to the homework, and call if you need help.

Tests are like job interviews scheduled weeks to advance; treat them as such. Do not miss a test. If you do miss a test, be sure that I know about it as soon as you do or I 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, call me or see me in my office or just after class. Additionally, please keep in mind that tax knowledge is cumulative. Do not fall behind in your reading. Work all assignments. Additionally, I will impose a grade penalty to any student that has a pager or cellular phone go off in class or during an exam. Please be considerate of your fellow students.

I have one more thought for you as we start this semester: If you have something to do, in the now immortal 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 (this 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 this class. Speak of your **accounting** & business background. Discuss how accounting 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 grading for this class and the academic dishonesty policy of the **university**.

## BL\* 200: 2000 SCHEDULE AND ASSIGNMENTS

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**Week #1:** 9/27 Reading Assignment for this Week:  
Chapter 6: "Functions and Skills of Management"

**Week #2:** 9/3 Reading Assignment for this Week:  
Chapter 16: "Accounting,"

CLASSROOM EXERCISE (Thursday): \_\_  
Case in Chapter 16 "Perking up Profits..." p. 450

Tuesday: Quiz #1 on Chapter 6.

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**Week #3:** 9/10 Reading Assignment for this Week:  
Chapter 13 "Product and Pricing Strategies"

Chapter 12: "Fundamentals of Marketing and Customer Satisfaction" will be discussed in class, but you are responsible for the material in the lecture and to read the chapter.

GROUP CASE PRESENTATION (Tuesday)  
TEAM 1: "Saturn's Bumpy Ride," p. 366, Ch. 13

Tuesday: Quiz #2 on Chapter 16.

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**Week #4:** 9/17 Reading Assignment for this Week:  
Chapter 2: "Ethical and Social Responsibilities of Business,"

GROUP CASE PRESENTATION (Tuesday)  
TEAM 2: "The Shady Side of the Olympics" p. 65, Ch. 2

Tuesday: Quiz #3 on Chapters 12-13.

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**Week #5:** 9/24 Reading Assignment for this Week:  
Chapter 15: "Promotional Strategies,"

Chapter 14, "Distribution," will be discussed in class, you are responsible for the material in the lecture and to read the chapter.

GROUP CASE PRESENTATION (Tuesday)  
TEAM 3: "REI's Perfect Blend....," p. 393, Ch. 14

Tuesday: Quiz #4 on Chapter 2.

**Week #6: 10/1 Reading Assignment for this Week:**

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

**GROUP CASE PRESENTATION (Tuesday)**

**TEAM 4 : "Harley-Davidson....,"** p. 199, Ch. 7

**Tuesday: Quiz #5** on Chapter 15.

**THURSDAY: FIRST MANAGEMENT SIMULATION REPORT IS DUE.**

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**Week #7: 10/8 Reading Assignment for this Week:**

Component Chapters B & C, pp. 510-534.

Tuesday QUIZ #6 on Chapter 7 No group presentation this week.

**Thursday: MIDTERM EXAMINATION**

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**Week #8: 10/15 Reading Assignment for this Week:**

Chapter 5: "Forms of Business **Ownership** and Business Combinations,"

**GROUP CASE PRESENTATION (Tuesday)**

**TEAM 5 : "DaimlerChrysler,"** p. 144, Chapter 5

**NO QUIZ THIS WEEK.**

**THURSDAY: SECOND MANAGEMENT SIMULATION REPORT IS DUE.**

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**Week #9: 10/22 Reading Assignment for this Week:**

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

**GROUP CASE PRESENTATION (Tuesday)**

**TEAM 1 : "Porsche....,"** p. 254, Ch 9

**Tuesday: Quiz #7** on Chapter 5.

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**Week #10: 10/29 Reading Assignment for this Week:**

Chapter 11: "Human Resource **Management**,"

**GROUP CASE PRESENTATION (Tuesday)**

**TEAM 2 : "Brewing up People Policies at Starbucks,"** p. 311, Ch. 11

**TUESDAY: THIRD MANAGEMENT SIMULATION REPORT IS DUE.)**

Tuesday: Quiz #8 on Chapter 10.

**Week #11: 11/5 Reading Assignment for this Week:**

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

**GROUP CASE PRESENTATION (THURSDAY)**

**TEAM 3 : "Why is Papa John's Rolling in Dough?,"** p. 122, Ch. 4

Thursday: Quiz #9 on Chapter 11.



**Week #12:** 11/12 Reading Assignment for this **Week:**

Chapter 10: "**Motivation**, Today's Workforce, and Employee-Management Relations,"

GROUP CASE PRESENTATION (Tuesday)

**TEAM 5** : "Delivering Better Employee-Management Relations at UPS," p. 285, Chapter 10

THURSDAY: FOURTH MANAGEMENT SIMULATION REPORT IS DUE.

Tuesday: Quiz #10 on Chapter 4.

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**Week #13:** 11/19 Reading Assignment for this Week:

Review --- Thanksgiving week- **Maui** Invitational

GROUP CASE PRESENTATION (Tuesday)

TEAM OPEN

Tuesday: Quiz #10 on Chapter 10.

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**Week #14:** 11/26 Reading Assignment for this **Week:**

Chapter 17: "Financial Management and Banking,"

GROUP CASE PRESENTATION (Tuesday)

TEAM OPEN

Tuesday: Quiz #11

THURSDAY: FIFTH MANAGEMENT SIMULATION REPORT IS DUE. (Thursday)

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**Week #15:** 12/3 Reading Assignment for this Week:

Chapter 3: "**Global** Business,"

**GROUP CASE** PRESENTATION (**Tuesday**)

TEAM OPEN

Tuesday: Quiz #12 on Chapter 17

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FINAL EXAMINATION WEEK IS December 10-14