

~~No Instructor Name~~

Callahan

CIO

BU 200 =INTRODUCTION TO MANAGEMENT

CHAMINADE UNIVERSITY  
SCHOOL OF BUSINESS

Description: A survey of business fields and their interrelationships; principles; functions and practices in management **today; managerial tmls** for analysis; behavior in organizations; practical applications in problem solving and decision-making. (Formerly MGT 300)

- II.Objectives: 1). The student will display an understanding of contemporary business concepts, principles, and practices that explain how businesses are formed, how they operate to accomplish their goals and functions, and why and how their success depends on effective management.  
2).The student will begin building a framework of business terminology  
3).The student will begin to develop research, analytical, and communications skills.

III. Content: The course will consist of lecture, discussions, exercises, case studies - text & video, and a management simulation. Active participation in learning about business management through practical application characterizes the course.

IV: Text: **Business Today, 9<sup>th</sup> ED.** Bovee, Thill, & Mescon, PrenticeHall, '99;  
Study Guide for this text recommended.

V. Grading & Weighting:

100 - 93 = A  
92 - 85 = B  
84 - 77 = C  
76 - 69 = D  
68 - < = F

Attendance/participation	20%
Written assignments	20%
Cases - text & video	20%
midterm	20%
Final	20%
	100%

Attendance & participation, as in any successful organization, is expected. You can't contribute if you're not present.

BU 200 - INTRODUCTION TO,  
MANAGEMENT

**CHAPTER OUTLINE & SEQUENCE**

**PART I INTRODUCING BUSINESS TODAY IN A GLOBAL ENVIRONMENT 1**

*Chapter 1* Foundations and Challenges of Business 1

*Chapter 2* Global Business 30

*Chapter 3* Ethical and Social Responsibilities of Business 62

**PART II STARTING THE BUSINESS 98**

*Chapter 4* Forms of Business Ownership 98

*Chapter 5* Small Business, New Ventures, and Franchises 130

**PART III MANAGING THE BUSINESS 161**

*Chapter 6* Management Fundamentals 160

*Chapter 7* Organization, Teamwork, and Communication 190

*Chapter 8* Production of Quality (Goods and Services) 224

**PART IV MANAGING HUMAN RESOURCES 256**

*Chapter 9* Human Relations, Motivation, and Performance 250

*Chapter 10* Human Resource Management 288

*Chapter 11* Employee-Management Relations 304

**PART V MANAGING MARKETING 356**

*Chapter 12* Marketing and Customer Satisfaction 350

*Chapter 13* Product and Pricing Decisions 383

*Chapter 14* Distribution 413

*Chapter 15* Promotion 444

**PART VI MANAGING INFORMATION SYSTEMS AND ACCOUNTING 474**

*Chapter 16* Computers and Information Technology 474

*Chapter 17* Accounting 508

**PART VII MANAGING FINANCIAL RESOURCES 540**

*Chapter 18* Banking and Financial Management 540

*Chapter 19* Securities Markets 572

**PART VIII FOCUSING ON SPECIAL TOPICS IN BUSINESS 607**

*Component Chapter A* Government Regulations, Taxation, and Business Law 607

*Component Chapter B* Risk Management and Insurance 624

*Component Chapter C* The Internet and Business Success 639

**Video Cases 654**

### **Writing Proficiency**

Writing is an integral part of academic life at Chaminade. Students are expected to write prose that is correct and appropriate to their purpose and audience. Furthermore, by the time of graduation, students are expected to be able to demonstrate competency in communicating in writing to both specialists in their field and to the general public. To this end, all appropriate courses at Chaminade have writing requirements.

### **Writing Across Disciplines**

All work submitted by Chaminade University students is expected to meet the following writing standards:

1. Written assignments should use correctly the **grammar**, spelling, punctuation, and sentence structure of Standard Written **English**.
2. Written assignments should develop ideas, themes, and main points coherently and **concisely**.
3. Written assignments should adopt modes and styles appropriate to their purpose and audience.
4. Written assignments should be clear, complete, and **effective**.
5. Written assignments **containing** material and ideas borrowed from sources should carefully **analyze** and synthesize that material. In addition, the sources of the borrowed material must be correctly acknowledged to avoid **plagiarism**.

### **General Guidelines for Grading Student Papers**

(written out of class)

CUH 198?, rev. 8/00

The following guidelines are ones your instructor will use in grading the formal papers you write for this class. Remember that content, organization, and style work together to create a **successful** paper. It is not enough for your paper to be organized and **free** from error. You must have something worth saying. On the other hand, significant and creative ideas will be lost if they are poorly presented. Appropriate structure, **grammar**, usage, and documentation are necessary for effective communication.

#### **A= Excellent**

This paper has a clearly ~~stated~~ **position** (thesis) with sharp focus consistently maintained. It is well organized into a coherent **structure**. The evidence used clearly supports the position with details arranged logically. Such evidence is specific and convincing. If outside sources have been used, they are carefully documented **with all quotations** and paraphrases incorporated smoothly into the text. Sentences also are smooth and carefully constructed, containing virtually no errors in punctuation, spelling, **grammar**, or usage. **The diction is clear, accurate, and precise. The paper avoids** triteness and unsupported generalizations. The substance indicates some **originality** of thought and the style is suited to both audience and subject. The paper **reflects** critical thinking and comes to logical conclusions. Finally, the paper holds the reader's interest.

#### **B= Good**

This paper has a clearly stated position with sharp focus **maintained**. It is generally well organized, but an occasional **detail** may be out of place or transitions between points may be missing. However, nothing detracts seriously from the coherence of the presentation. Supporting evidence is provided, **but may** not be specific enough or completely convincing. Outside sources are carefully documented but their use may not be incorporated smoothly. Some sentences may be awkwardly phrased **with some errors** in mechanics. The diction may be too general or abstract; it may lack precision. Although the substance may not be as original as that of an "A" paper, the response indicates a **thoughtful** handling of the assignment. None of its weaknesses are glaring or distracting to the reader.

**C= Adequate**

This paper has a position, but lacks sharp focus. The work is basically well organized though individual paragraphs may be disunified or misplaced. Some evidence may not support the thesis or details may be loosely related. Often this evidence is insufficient, overly general or unconvincing. Outside sources are documented but they are awkwardly incorporated, poorly summarized, or relied upon too heavily. The writing is competent but often wordy, general, imprecise, or trite. Sentences may be awkward but their meaning is clear; mechanics will have some errors but these are not highly distracting. The writer demonstrates little original thinking. Substance is weak. The paper may not come to logical conclusions or conclusions may be omitted altogether. The ideas, though understandable, are usually self-evident and do not demonstrate much critical thought.

**D= Acceptable**

This paper may have a recognizable thesis, but poor presentation obscures it. Supporting evidence is extremely limited and unconvincing. Perhaps the paper is a mosaic of quotations and paraphrases from outside sources. The writing is general, vague, or irrelevant; some sentences may be confusing. Words may be imprecise, misused, or trite. In general, however, the paper is understandable even though content is weak and poorly developed. The reader suspects this is a first draft rather than a revised and edited paper.

**F= Plagiarized**

This paper has used outside sources--quotations, paraphrase, or summary--without properly documenting the source. Whether plagiarism was intentional or unintentional, the paper may not be revised. As the Chaminade University catalog states, "the usual penalty for an overt act of academic dishonesty is failure in the course for the first offense and disciplinary action, not to exclude suspension from the University, for the second offense."