

CHAMINADE UNIVERSITY  
COURSE SYLLABUS

\*\*\*\*\*

**COURSE TITLE:** BU 200  
**TERM:** August 26-December 12, 2002  
**TIME AND PLACE:** Monday, Wednesday and Friday 9:00–9:50  
**INSTRUCTOR:** CARYN CALLAHAN  
    **Phone:** 735-4715 (Office); 395-0541 (home).  
    **E-mail:** [world@hawaii.rr.com](mailto:world@hawaii.rr.com)  
    **Office Hours:** MWF 11:00–12:00; Kieffer Hall

\*\*\*\*\*

**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 workshops on career planning, presentations, 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:

- ❑ To understand and apply the basic principles of what is called “promotion” in marketing.
- ❑ To understand and apply the basic principles of organization, teamwork and communications.
- ❑ To understand the basic principles of the forms of business ownership.
- ❑ To understand and apply the basic principles of total quality production and other methods of producing quality goods and services.
- ❑ To understand and apply the basic principles of human resource management.
- ❑ To understand and apply basic knowledge about small businesses , new ventures and franchises.
- ❑ To understand and apply the basic principles of the legal side of employee-management relations.
- ❑ To understand and apply the basic principles of motivation.
- ❑ To understand and apply the basic principles of banking and financial management.
- ❑ To understand and apply the basic principles of global business.
- ❑ To understand and apply the basic principles of a job search (writing a resume, interviewing, etc.)
- ❑ 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**

<b>Midterm Examination</b>	<b>20%</b>
<b>Final Examination</b>	<b>20</b>
<b>Quizzes</b>	<b>24</b>
<b>Research Project</b>	<b>15</b>
<b>Individual Career Assignments</b>	<b>15 (Credit/Non-Credit)</b>
<b>Group Cases</b>	<b><u>6</u></b>
<b><u>Total</u></b>	<b>100%</b>

**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 (20) AND FINAL (20%) 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.**

## **WEEKLY QUIZZES (24%)**

**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 10-to-20 questions and will generally be held on Wednesday at the end of class (exact dates are in the syllabus below). There will be 12 quizzes.**

## **GROUP PROJECTS**

**Students will be formed into about seven teams of about five members each in order to do two group projects, a research project and a case presentation (described below.) After the teams are formed, you will work with your team for the rest of the semester for all the group assignments. Together, these group assignments will count for 21% of your grade.**

## **GROUP RESEARCH PROJECT (15%)**

**Each group should analyze in depth one issue in contemporary management. Please write up your oral report, including Bibliography, in the format of a research report and submit it for grading. Length should be ten-to-fifteen pages. Your team will also need to do an oral presentation of about 10 minutes in length to report your findings to the class. The oral presentation should be professionally prepared and delivered. You will be expected to use PowerPoint or to prepare visual aids and handouts. Once the dates of the presentations are announced, you will be penalized if you do not give one week's notice if you want to change the date of your presentation.**

**The report should not repeat material from our textbook or any other textbook. Please use books, magazines or journals and the Internet to do your research rather than use textbooks. You must use a variety of sources. At a MINIMUM your report must include citations from two books and two magazines or journals and two Internet sites.**

**After your group has chosen a topic, please get your instructors' approval before you begin work. Our textbook covers a wealth of topics and you may choose to study one of these in more**

depth. In order to give you an idea of the sort of topic that is acceptable, you may be interested to know that previous groups have chosen such topics as work place surveillance, Internet marketing, telecommuting, ADA compliance by business, entrepreneurship among native Hawaiians, sexual harassment in the workplace, virtual teams, total quality management, downsizing, the impact of the Euro on U.S. multinationals, and many other topics.

In order to give all students the same amount of preparation time, the written reports are all due by or on the last day of class, Friday, May 3, rather than on the date that the groups make their presentations.

**GROUP CASE ANALYSIS (6%)**

Each team will write up and submit a case analysis of an assigned case from our textbook. Your group write up should not exceed six pages in length. 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.

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.

After your oral 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 they 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 by 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 fully addresses the question.

**GROUP DYNAMICS**

Because teamwork is so important to your grade, let us discuss how your performance in the team will be evaluated and what to do if your group has problems working together.

**Peer Evaluation:** At the end of the semester, you will be asked to evaluate each member of your team on a form distributed by your instructors. In this peer evaluation, each member of your group will evaluate your participation in the group, and you will evaluate each of their performances. Results will be kept confidential by your instructors. The Peer Evaluation results affect your final grade in the course since your individual grade on the group assignments 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. Please discuss the issue with your instructors before taking action.

Because teamwork is so important to your grade, let us first discuss how your performance in the team will be evaluated before describing the projects.

### **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 explore career activities. This exploration will happen in two ways. The first way will be through several career workshops that will be presented 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 papers 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 unacceptable, you will get zero points for that portion of the assignment. Here are the topics of those five papers. Due dates will be announced.

- 1) **Resume.** All students will also be required to submit a resume. You can receive assistance with the resume from 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:** (1) a cover letter to accompany your resume when you apply for a job and, (2) 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." A list of similar questions will be distributed, and you should prepare written answers so that you will be prepared for a real interview.
- 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).
- 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.

### **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: 2002 SCHEDULE AND ASSIGNMENTS**

\*\*\*\*\*

**WEEK 1: Monday, August 26; Wednesday, August 28; Friday, August 30**

**Reading Assignment for this Week:**

- \* Chapter 1: "Fundamentals of Business and Economics"
- \* Chapter 2: "Ethics and Social Responsibility of Business"

\*\*\*\*\*

**WEEK 2: Wednesday, September 4; Friday, September 6 (Note: Monday, September 2 is the Labor Day Holiday.)**

**Reading Assignment for this Week:**

- \* Chapter 3: "Global Business"

**Wednesday: Quiz #1 on Chapters 1 and 2.**

\*\*\*\*\*

**WEEK 3: Monday, September 9; Wednesday, September 11; Friday, September 13**

**Reading Assignment for this Week:**

- \* Chapter 4 "Small Business, New Ventures and Franchises"
- \* Chapter 5: " Forms of Business Ownership and Business Combinations"

**Wednesday: Quiz #2 on Chapter 3.**

**GROUP CASE PRESENTATION (Friday)**

**TEAM 1: "Face Off: FedEx vs. UPS," p. 96**

\*\*\*\*\*

**WEEK 4: Monday, September 16, Wednesday, September 18; Friday, September 20**

**Reading Assignment for this Week:**

- \* Chapter 6: "Functions and Skills of Management"

**Wednesday: Quiz #3 on Chapters 4 and 5.**

**GROUP CASE PRESENTATION (Friday)**

**TEAM 2: "Face Off: Barnsandnoble.com vs. Amazon," p. 148**

\*\*\*\*\*

**WEEK 5: Monday, September 23; Wednesday, September 25; Friday, September 27**

**Reading Assignment for this Week:**

- \* Chapter 7: "Organization, Teamwork, and Communication"
- \* Chapter 8: "Technology and Information Management"

**GROUP RESEARCH PRESENTATION (Friday): TEAM 6.**

**Wednesday: Quiz #4 on Chapter 6.**

\*\*\*\*\*

\*\*\*\*\*

**WEEK 6: Monday, September 30: Wednesday, October 2; Friday, October 4**

**Reading Assignment for this Week:**

- \* **Chapter 9: "Production of Quality Goods and Services"**

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

**GROUP CASE PRESENTATION (Friday)**

**TEAM 3: "Face Off: Colorado or Kentucky?" p. 256.**

\*\*\*\*\*

**WEEK 7: Monday, October 7: Wednesday, October 9; Friday, October 11**

**Reading Assignment for this Week:**

- Appendix D, p. 535, "Careers in Business and the Employment Search"**

**Friday: MIDTERM EXAMINATION (Chapters 1 through 9)**

\*\*\*\*\*

**WEEK 8: Wednesday, October 16; Friday, October 18 (Note: Monday, October 14 is the Columbus Day holiday).**

**Reading Assignment for this Week:**

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

**NO QUIZ THIS WEEK.**

**GROUP RESEARCH PRESENTATION (Friday): TEAM 5.**

\*\*\*\*\*

**WEEK 9: Monday, October 21: Wednesday, October 23; Friday, October 25**

**Reading Assignment for this Week:**

- \* **Chapter 11: "Human Resources Management"**

**Wednesday: Quiz #6 on Chapter 10.**

**GROUP CASE PRESENTATION (Friday)**

**TEAM 4: "Face Off: Wal-Mart vs. the Union," p. 314**

\*\*\*\*\*

**WEEK 10: Monday, October 28: Wednesday, October 30; Friday, November 1**

**Reading Assignment for this Week:**

- \* **Chapter 12: "Fundamentals of Marketing and Customer Service"**
- \* **Chapter 13: "Product and Pricing Strategies"**

**Wednesday: Quiz #7 on Chapter 11.**

**GROUP RESEARCH PRESENTATION (Friday): TEAM 3.**

\*\*\*\*\*

\*\*\*\*\*

**WEEK 11: Monday, November 4; Wednesday, November 6; Friday, November 8**

**Reading Assignment for this Week:**

- \* **Chapter 14: "Distribution Strategies"**

**Wednesday: Quiz #8 on Chapters 12 and 13.**

**GROUP RESEARCH PRESENTATION (Friday): TEAM 4.**

\*\*\*\*\*

**WEEK 12: Wednesday, November 13; Friday, November 15 (Note: Monday, November 11 is the Veterans' Day holiday).**

**Reading Assignment for this Week:**

- \* **Chapter 15: "Promotional Strategies"**

**Wednesday: Quiz #9 on Chapter 14.**

**GROUP CASE PRESENTATION (Friday)**

**TEAM 5: "Face Off: Webvan vs. Traditional Supermarkets," p. 424.**

\*\*\*\*\*

**WEEK 13: Monday, November 19; Wednesday, November 21 and Friday, November 23**

**Reading Assignment for this Week:**

- \* **Chapter 16: "Accounting"**

**Wednesday: Quiz #10 on Chapter 15.**

**GROUP RESEARCH PRESENTATION (Friday): TEAM 2.**

\*\*\*\*\*

**WEEK 14: Monday, November 25; Wednesday, November 27 (Note: Friday, November 29 is part of the Thanksgiving holiday).**

**Reading Assignment for this Week:**

- \* **Chapter 17: "Financial Management and Banking"**

**Wednesday: Quiz #11 on Chapter 16.**

**GROUP RESEARCH PRESENTATION (Friday): TEAM 1.**

\*\*\*\*\*

**WEEK 15: Monday, December 2; Wednesday, December 4; and Friday, December 6**

**Reading Assignment for this Week:**

- \* **Chapter 18: "Securities Markets"**

**Wednesday: Quiz #12 on Chapter 17.**

**GROUP CASE PRESENTATION (Wednesday)**

**TEAM 6: "Face Off: Merrill Lynch vs. Charles Schwab," p. 508.**

\*\*\*\*\*

**Final Exam: Monday, December 9<sup>th</sup>, 10:30-12:30**

\*\*\*\*\*

## 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.

---

### 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.

---

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.