

INSTRUCTOR: Bruce H. Monahan, MA
Office Hours: Thursday 2:15 – 3:15 or by appointment
Location – School of Business, Kieffer Hall - Room 27

Instructor's Chaminade Phone: 440 - 4253 (dial "253" if calling from campus)
Instructor's e-mail: bmonahan@chaminade.edu

E-mail a Class Requirement: Some of your assignments will require you to submit, "soft – copies" of homework, team presentations, reports, etc. to the instructor. As Chaminade students, each of you is entitled to have a Chaminade Account at the Computer Center. If you prefer, you may use your personal e-mail. If you want me to review draft-materials before you submit a final copy to be graded (such as a term paper), I will be happy to review your inputs and send your written feedback. Please send me an e-mail not later than Friday, 13 September identifying you e-mail address. Thank you. If you have questions, please speak to me personally.

COURSE TITLE: Introduction to Management

TEXT: Business Today, 2001, 10th ed, Mescon, Bovee & Thill

Optional – What Smart Students Know, 1993, Adam Robinson, Three River Press

PURPOSE:

1. Introduce students to the field of business concepts and issues.
2. Provide an overview on:
 - Conducting Business in the Global Economy.
 - Starting and Expanding Small Businesses.
 - Managing Business Information System and Production.
 - Managing Employees.
 - Developing Market Strategies.
 - Managing Accounting and Financial Resources.
 - Fundamental of the Internet and E-Commerce
 - Business Law, Taxes and the U.S. Legal System
 - Risk Management and Insurance
 - Careers in Business and the Employment Search.

APPROACH:

1. Lecture and analysis of materials from the text.
2. Short quizzes on key vocabulary selected from the text (current chapter).
3. Active class participation.
4. Group analysis of Business Cases contained in the textbook.
5. Bring in your own experience and questions. Ask questions that help you with your future career plans, or in starting your own business.

STUDENT DELIVERABLES & GRADES:

1. Each student is expected to learn the key terms listed at the end of each chapter. Study guides will be provided. We will have periodic vocabulary tests throughout the semester. Typically, you will be asked to provide a written definition of selected terms and an example. Each Vocabulary Quiz will be evaluated. The instructor will select from the 18 chapters in the text 10 chapters for a quiz. You may use the notes on the vocabulary you made to assist you in answering the quizzes. Each quiz is worth 10 points, or a total of 100 points.
2. Mid Terms and Final. We will have two mid terms and one final exam. The dates for the mid terms will be announced. The final will be held in accordance with the Chaminade's Final Schedule. Each mid term will be worth 150 points. The final will be worth 200 points. Attendance and participation are worth 50 points.
3. Student Paper. Each of you will prepare an 8 to 10 page paper on a topic area from the text. We will discuss several options in class and grading requirements in class. The paper will count for up to 200 points.

GRADING POLICY:

Course grades will be base on the following:

Scoring Element	Points
1 st Midterm	150
2 nd Midterm	150
Class Paper	200
Attendance/Participation	50
Final Exam	200
Total	750

Grade	Points
A	750 - 675
B	674 - 600
C	599 - 500
D	499 - 300
F	299 or less

COURSE OUTLINE

#	Date	Focus / Reading Assignment	Assignment/Homework Due
1	Aug 27	Initial discussion of objectives and approach.	• Ch 1 Fundamentals of Business & Economics
Part One – CONDUCTING BUSINESS IN THE GLOBAL ECONOMY:			
2	Aug 29	Overview of Ch 1 Fundamentals of Business & Economics – Pg 2.	
3	Sept 03	Component Chapter A – Fundamentals of the Internet and E-Commerce – Pg 30.	• Ch 1 Vocabulary Study Guide due
4	Sept 05	Ch 2, Ethics & Social Responsibility of Business – Pg 42.	
5	Sept 10	Ch 2, Continued	
6	Sept 12	Ch 3, Global Business - Pg 68.	
7	Sept 17	Ch 3, Continued	
Part Two - STATRTING & EXPANDING A SMALL BUSINESS:			
8	Sept 19	Ch 4, Small Business, New Ventures & Franchises - Pg 98.	
9	Sept 24	Ch 4, Continued	
10	Sept 26	Ch 5, Forms of Business Ownership and Business Combinations - Pg 124.	Business Today Quiz 1
Part Three – MANAGING A BUSINESS, INFORMATION SYSTEMS, AND PRODUCTION:			
11	Oct 01	Ch 6, Functions and Skills of Management - Pg 150.	
12	Oct 03	Ch 7, Organization Teamwork and Communication - Pg 176.	
13	Oct 08	Ch 8, Technology and Information Management - Pg 202.	
14	Oct 10	Ch 9, Production of Quality Goods & Services - Pg 230.	
Part Four - MANAGING EMPLOYEES:			
15	Oct 15	Ch 10, Motivation, Today's Workforce, and Employee-Management Relations - Pg 260.	
16	Oct 17	Ch 11, Human Resources Management - Pg 393.	
Part Five - DEVELOPING MARKETING STRATEGIES TO SATISFY CUSTOMERS:			
17	Oct 22	Ch 12, Fundamentals of Marketing and Customer Service - Pg. 316.	
18	Oct 24	Ch 13, Product & Pricing Strategies – P 344	
19	Oct 29	Ch 14, Distribution Strategies – P 368	
20	Oct 31	Ch 15, Promotion Strategies – P 396	

Part Six – MANAGING ACCOUNTING AND FINANCIAL RESOURCES:			
21	Nov 05	Ch 16, Accounting Pg 426.	Business Today Quiz 2 (6 –13)
22	Nov 07	Ch 17, Financial Management & Banking Pg 452.	
23	Nov 12	Ch 18, Securities Pg 478.	
Part Seven – FOCUSING ON SPECIAL TOPICS IN BUSINESS:			
24	Nov 14	Component Chapter B, Business Law, Taxes and the U.S. Legal System Pg 510	
25	Nov 19	Component Chapter C, Risk management and Insurance Pg 524	
26	Nov 21	Component Chapter D, Careers in Business and the Employment Search Pg 535.	
27	Nov 26	Review	
28	Dec 03	Review	
29	Dec 05	Review	
Final Exam			
30	Dec 10	Final Exam 12:30 – 1:50 Tuesday	