

BU 200, Introduction to Management
FALL 2002 TR 09:30 –10:50, H-107

INSTRUCTOR: Wayne Tanna: 739-4606 (wtanna@chaminade.edu)
Office: Kieffer #20

OFFICE HOURS: MWF 10:30-12:30

COURSE DESCRIPTION

An introduction to the world of business and organizations. Examines the functions and relationships of marketing, human resources, accounting, information systems and law. The language of business is explored. A faculty team from various business disciplines facilitates. A management simulation on running your own business is featured. Student teams and video cases expedite learning. Business community leaders serve as resource persons.

TEXTBOOKS:

- 1) *Business Today*, Mescon, Bovee, Thill, 9th Edition, 1999.

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

Midterm Examination	25%
Final Examination	25
Individual Assignments	20 (Credit/Non-Credit)
Group Cases	10
Quizzes	20
Total	100%

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

80% = B 65% = C 50% = D

To get an "A" in this course you will need to get at least 80% and do one of the following options:

OPTION One a 15 page business ethics report on the recent Enron WorldCom and so forth situation. You must first receive my approval for the topic and the company. Due November 21, 2002.

OPTION Two service learning project (20 hours actual service, will not include training time). Subject to my approval of project. You must start this project before September 17, 2002. Lots of time and writing required.

MIDTERM AND FINAL EXAMINATIONS (25% EACH)

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. The midterm will be on Thursday, October 14 and the final will be during the regularly-scheduled exam week.

GROUP PRESENTATION (10%)

There will be two group reports (each worth 5 points) due during the semester. Each team member will be responsible for writing the reports. If a report is not turned in the entire team will receive 0 points for that report. The reports are to be based on input from the 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. 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.

A WORD ON GROUP DYNAMICS

During the first week of class, you will form teams of five 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 evaluation sheet will be distributed).

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 (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 can not receive a grade for this class higher than a "C."

INDIVIDUAL ASSIGNMENTS (20% Pass/Fail)

One of the parts of the mission of Chaminade University is "to prepare its students for life work and service...." 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. One point deduction for each day you fail to submit the paper beyond the announced deadlines. 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 Susan or April 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.
- 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., etc.

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.

SCHEDULE AND ASSIGNMENTS

Week #1: Chapters 1 & 2

Week #2: Chapter 3

Week #3: Chapter 4

Week #4: Chapter 5

Week #5: Chapter 6

Week #6: Chapter 7 & 8

Week #7: Chapter 9

Thursday: MIDTERM EXAMINATION

Week #8: Chapter 10

Week #9: Chapter 11

Week #10: Chapter 12 & 13

Week #11: Chapter 14 & 15

Week #12: Chapter 16

Week #13: Chapter 17

Week #14: THURSDAY IS THE THANKSGIVING HOLIDAY

Week #15: Chapter 18

FINAL EXAMINATION WEEK IS DECEMBER 9- 12

SERVICE LEARNING ASSIGNMENT ONE

Your first service learning assignment will require you to investigate possible placements, choose one that you will be willing to stay with for the duration of the semester or the project's required time commitment (whichever is longer) and to make your first visit or orientation meeting.

1. You may get assistance from others on campus to locate an agency to serve with. However, please remember that I must approve both the agency and the kind of work that is to be done at that agency.
 2. Investigate each of the possible projects that interest you with respect to:
 - a. Practical issues--can you get there and back at the times the agency requires your time and service (do you have transportation, does the time fit into your schedule)?
 - b. Personal issues--will you be working with a population or in a situation that is comfortable for you? Can you work there effectively or will this whole situation get you stressed out?
 - c. Course related issues--is the agency and the service to be performed the type of activity that relates to law or accounting; will the project meet with my approval?
- You may be able to talk with other students that have volunteered with the agency you are thinking about working with. You may want to interview the volunteer coordinator at the site you are thinking about working at. You may also try to talk with other instructors or administrators at our school that are involved with service learning in order to find out more about possible opportunities that may work for you.
3. Set up your first visit and plan a regular schedule when you are ready to proceed with your service learning project.

Your first written report (1-2 typed pages) is **DUE: September 19, 2002** and should include:

- a. A discussion of the place you have selected and your rationale for choosing the one you did. How does this fit in with the subject you are studying?
- b. A discussion of the things you did to check out the agency that you are thinking about working with.

August 27, 2002

Dear Student,

Teaching classes in business administration and law is my vocation. Both business administration and my students are important to me. I work hard at teaching and expect my students to work hard at learning. I am a parent, a professor, an attorney, an accountant, a tax and business consultant, an author, and a financial planner.

My office phone number is 739-4606 (Chaminade). Please use this number or Email me at wtanna@chaminade.edu if you wish to reach me or if you have problems with the homework. No cell phone in class.

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, do the homework, and call if you need help.

Tests are like job interviews scheduled weeks in 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 knowledge of the law is cumulative. Do not fall behind in your reading. Work all assignments. And while you are in class please set all of your cell phones and pagers to a non-audible mode. I will penalize students who disrupt class (especially during exams) with their pagers and cell phones.

I have one additional thought for you as we start this semester: If you have something to do, in the 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 (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 business background. Discuss how this class 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. This letter must be typed. **Due Tuesday September 3, 2002.**