

90
BU 200 ONLINE COURSE SYLLABUS
CHAMINADE UNIVERSITY

COURSE TITLE: BU 200, Fundamentals of Management, Online
TERM: April 7th to June 17th
INSTRUCTOR: James Moses
PHONE: 371-1141 (Call before 9:00 P.M.)
HOME E-MAIL: mosesj002@hawaii.rr.com

EXCEPT FOR OUR FIRST WEEK, OUR ON-LINE WEEK BEGINS ON SUNDAY. SUNDAY IS DAY ONE.

COURSE DESCRIPTION

This course provides an introduction to the world of business and organizations and examines the functions and relationships of marketing, human resources, accounting, information systems and law. A variety of methods will be used to help you learn about business, including group cases, as well as the more-traditional textbook and lecture approach.

COURSE OBJECTIVES

The main objectives of this course are 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.

TEXTBOOK:

Business Today, Mescon, Bovee, Thill, 10th Edition, 2001.

WORKING IN GROUPS

During the first week of class, you will form teams of four or five students each. You will work with these teams for the rest of the semester for the group case and experiential exercise. At the end of the semester, Peer Group Evaluation forms will be distributed to each team member. Each team member will evaluate the other members of his/her team in terms of participation and contribution to the group assignments. Your individual grade will be a weighted number reflecting your straight group grade, weighted by your individual contribution, as determined by your peers.

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.

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.

GRADING AND WEIGHTING OF ASSIGNMENTS

Midterm Examination	15%
Final Examination	16%
Weekly Quizzes (9 quizzes)	18%
Weekly Participation	27%
Group Case/Experiential Exercise Assignments (2)	24%
Total	100%

MIDTERM AND FINAL 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. The midterm and final will be online.

WEEKLY QUIZZES (18%)

Each week your teacher will post a short, objective quiz to the Weekly Quiz conference. These are designed to point you to important points in the text. Since these are open-book quizzes, it should be easy for you to do well. Your answers should

be posted to James Moses's e-mail address, mosesj002@hawaii.rr.com, by midnight on Sunday each week.

PARTICIPATION CREDIT (27 points)

You will be expected to log on at least five days per week and join in the discussions in THE GENERAL DISCUSSION CONFERENCE by leaving messages in response to the posted discussion topics and in response to each other. This is the ONLY conference which counts for participation credit. You can earn 3 points per week (for a total 27 points) by posting notes to this conference on FIVE SEPARATE DAYS, by answering all the questions and by responding to another student's note for each question. To rephrase, this means that you must post ten notes per week (five answers and five responses) and that you must spread those ten notes over five days (any five days of your choice). This conference is designed to resemble a classroom discussion. Just logging on and reading others' comments do not count towards participation. Your comments must be significant to count for participation credit. A significant comment is one that contributes a new insight or topic, or which adds useful comments, suggests alternative solutions or gives good reasons for disagreeing with other's comments in an ongoing discussion. In the course of the ongoing discussion, you may frequently reply with one-phrase comments; however, it does not count towards your participation grade when you just comment, "I agree," or "Good point."

The rule of thumb is to expect to spend 45 minutes online on each of five days of a week. (45 minutes X 5 days = 4 hours, which is the length of our class.) It does not matter which days you log on. You can log on Saturday and Sunday and that will count for two days.

Our online classroom exists only because of active participation by class members. It is entirely created by us. Your comments on one day could generate many responses. The online environment is something like an ongoing conversation. If you only log in on weekends, you are not a part of the ongoing dialog. Preparation of assignments and reading assigned materials online does not count as part of the four hours, since you would be expected to read those things outside of class for an on-ground class.

GROUP CASE/EXPERIENTIAL EXERCISE ASSIGNMENTS (24%)

Students will form teams of four or five students each, and these teams will each be responsible for one assigned end-of-chapter case and one experiential exercise, spread over the semester. These cases and experiential exercises can be found at the end of each chapter in the book. I will assign teams to specific cases and exercises during the first weeks of class.

Teams will write up and submit the answers to the questions at the end of their assigned cases and carry out the task specified in the experiential exercise. The group's write-up for both case and experiential exercise should be about four-to-five pages in length. All students are expected to read the cases and be prepared to discuss them. A list assigning groups to specific cases and exercises will be posted to WebCT during Week 1.

FORUMS FOR PARTICIPATION

These forums can all be found at the course WebCT. A list follows.

General Discussion conference: (Counts towards participation credit) *This conference is for general discussion of concepts in management. You can earn up to three points per week by participating in this conference. Your instructor will also post current articles and other material here each week for the class to discuss. Students may also post articles of general interest. I hope that the class will have active ongoing discussions in this conference. You must leave messages on FIVE SEPARATE DAYS to get full credit for participation and you MUST ANSWER ALL THE QUESTIONS and RESPOND TO A COLLEAGUE'S NOTE FOR EACH QUESTION (ten notes spread over five days).*

Class Biographies conference: *Please post your autobiography here within the first few days of joining the class. Your bio should be at least 1/2 page in length.*

Lectures: *Your instructor has posted lectures on each assigned chapter at this conference.*

Syllabus: *The syllabus for BU 200 is at this forum on WebCT.*

Chat: *This conference is for chat about topics not related to the subject matter of the course. Posting notes here does not count towards participation credit.*

Case and Experiential Exercise Conference: *This is the place for posting group case write-ups. All students should post their comments and questions about each case here.*

Weekly Quiz conference: *Weekly tests will be posted here. Answers should be sent to James Moses's private e-mail, mosesj002@hawaii.rr.com by Sunday midnight.*

BU 200 ONLINE: 2002 SCHEDULE AND ASSIGNMENTS

Week 1: Schedule and Assignments (Monday, April 7 - Saturday, April 12)

Reading Assignment for this Week:

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

Week 2: Schedule and Assignments (Sunday, April 13 - Saturday, April 19)

Reading Assignment for this Week:

- Chapter 3: "Global Business"
- Chapter 4 "Small Business, New Ventures and Franchises"

Week 3: Schedule and Assignments (Sunday, April 20 - Saturday, April 26)

Reading Assignment for this Week:

- Chapter 5: "Forms of Business Ownership and Business Combinations"
- Chapter 6: "Functions and Skills of Management"

Week 4: Schedule and Assignments (Sunday, April 27 - Saturday, May 3)

Reading Assignment for this Week:

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

Week 5: Schedule and Assignments (Sunday, May 4 - Saturday, May 10)

Reading Assignment for this Week:

- * Chapter 9: "Production of Quality Goods and Services"
- * Chapter 10: "Motivation, Today's Workforce and Employee-Management Relations."

Midterm exam will be posted on February 9 and will be due by midnight on February 15th.

Week 6: Schedule and Assignments (Sunday, May 11 - Saturday, May 17)

Reading Assignment for this Week:

- Chapter 11: "Human Resources Management"
- Chapter 12: "Fundamentals of Marketing and Customer Service"

Week 7: Schedule and Assignments (Sunday, May 18 - Saturday, May 24)

Reading Assignment for this Week:

- Chapter 13: "Product and Pricing Strategies"
- Chapter 14: "Distribution Strategies"

Week 8: Schedule and Assignments (Sunday, May 25 - Saturday, May 31)

Reading Assignment for this Week:

- Chapter 15: "Promotional Strategies"
- Chapter 16: "Accounting"

Week 9: Schedule and Assignments (Sunday, June 1 - Saturday, June 7)

Reading Assignment for this Week:

- **Chapter 17: "Financial Management and Banking"**
- **Chapter 18: "Securities Markets"**

Week 10: Schedule and Assignments (Sunday, June 8 - Saturday, June 14)

REVIEW AND FINALS WEEK

The final exam will be posted on Monday, June 9 and will be due by midnight on Saturday, June 14th. The final exam will cover all chapters assigned since the Midterm.
