

BUS& 101 – Introduction to Business
Leslie Lum
Fall 2009 Course Syllabus

Time and place	Time: Daily 10:30 am Room: A 109
Contact	Telephone: 425-564-4063 Email: llum@bellevuecollege.edu <u>PUT BUS101 IN THE SUBJECT LINE OF YOUR EMAIL TO GET A TIMELY RESPONSE.</u> Office mail: A242 Mail box outside office for after hour deposit.
Office hours	Office Location A255 Office Hours: Monday, Tuesday, Wednesday and Thursday 11:30 to 12:20 pm or by appointment
Website	http://personal.bellevuecollege.edu/llum
Reading	All readings are provided on my website via the course schedule.
Other Requirements	Calculator
Goals	Learn business concepts: Economy, industry, competition, marketing, finance, human resources, management, culture and more. Develop information literacy (research) and research synthesis skills Develop quantitative skills Apply critical thinking to business issues Write at college level in a business voice Make a presentation for a business audience
Resources	This course requires that you demonstrate and develop your writing and research skills. All drafts of your papers must be submitted and you will be required to do a self assessment. If you intend to and have not already done so, declare your business major. Make sure you have consulted with an advisor and laid out your courses. The Business Division recommends that you subscribe to the Business listserv which provides notices of application deadlines and events. To subscribe to the listserv, individuals should send a message to: lyris@list.bellevuecollege.edu . In the body of your message write SUBSCRIBE bccbusiness.

How to succeed in this course

- Attend ALL classes.
- Read the appropriate articles before class.
- Start early on your company analysis and research thoroughly.
- Submit drafts of your paper to the instructor or writing center before the due date.
- Use your instructor office hours.
- You will be assigned to teams and the team will be tracking attendance and your progress. You are responsible for the success of all your team mates.

Course requirements

Exams (50 points each)	200
Company Analysis and presentation	150
Team class exercises and homework	100
Writing Assignments (Timed writing and short essay papers)	50
TOTAL	500

Assignment Policies

10% OF THE TOTAL POSSIBLE POINTS FOR EACH ASSIGNMENT WILL BE DEDUCTED FOR EACH DAY THAT THE ASSIGNMENT IS LATE.

Assignments may be submitted by email, however a printed copy must be submitted the next morning IN CLASS or to my mail box in A242.

Grading

95 - 100%	A	4
90 - 94	A-	3.7
86 - 89	B+	3.3
83 - 85	B	3.0
80 - 82	B-	2.7
76 - 79	C+	2.3
73 - 75	C	2.0
70 - 72	C-	1.7
66 - 69	D+	1.3
60 - 65	D	1.0
Below 60	F	0

A pass grade will not be given unless all requirements of the course are completed.

Student Code

“Cheating, stealing and plagiarizing (using the ideas or words of another as one’s own without crediting the source) and inappropriate/disruptive classroom behavior are violations of the Student Code of Conduct at Bellevue College. Examples of unacceptable behavior include, but are not limited to: talking out of turn, arriving late or leaving early without a valid reason, allowing cell phones/pagers to ring, and inappropriate behavior toward the

instructor or classmates. The instructor can refer any violation of the Student Code of Conduct to the Vice President of Student Services for possible probation or suspension from Bellevue College. Specific student rights, responsibilities and appeal procedures are listed in the Student Code of Conduct, available in the office of the Vice President of Student Services.” The Student Code, Policy 2050, in its entirety is located at:
http://bellevuecollege.edu/policies/2/2050_Student_Code.asp

Disability Resources

The Disability Resource Center serves students with a wide array of learning challenges and disabilities. If you are a student who has a disability or learning challenge for which you have documentation or have seen someone for treatment and if you feel you may need accommodations in order to be successful in college, please contact DRC as soon as possible.

If you are a person who requires assistance in case of an emergency situation, such as a fire, earthquake, etc, please meet with your individual instructors to develop a safety plan within the first week of the quarter.

The DRC office is located in B 132 or you can call at 425.564.2498. Deaf students can reach us by video phone at 425-440-2025 or by TTY at 425-564-4110. Application information and other helpful links at
www.bellevuecollege.edu/drc

Public Safety

The Bellevue College (BC) Public Safety provides personal safety, security, crime prevention, preliminary investigations, and other services to the campus community, 24 hours per day, 7 days per week. Their phone number is 425.564.2400. Public Safety is located in K100 and on the web at:
<http://bellevuecollege.edu/publicsafety/> for campus emergency preparedness information, campus closure announcements and critical information in the event of an emergency.

Affirmation of Inclusion

Bellevue Community College is committed to maintaining an environment in which every member of the campus community feels welcome to participate in the life of the college, free from harassment and discrimination. We value our different backgrounds at BCC, and students, faculty, staff members, and administrators are to treat one another with dignity and respect.

Code of Honor

By being a student in this course you acknowledge that you are a part of a learning community at Bellevue College that is committed to the highest academic standards. As a part of this community, you pledge to uphold the fundamental standards of honesty, respect, and integrity, and accept the responsibility to encourage others to adhere to these standards.

Week of:	Material Covered <u>READINGS AND VIDEOS ARE LINKED ON MY WEBSITE</u>	Class Exercises - THIS SCHEDULE IS SUBJECT TO CHANGE	Assignments and Exams
1 - MODULE ONE - ECONOMY AND GLOBAL - Sept. 21 MODULE	<p>The economy provides the context in which businesses operate. Topics: The economy (GDP, nominal and real GDP growth rates), inflation (CPI), business cycle, Interest rates, federal budget, deficit/surplus, Federal Reserve, economic indicators. Industries.</p> <p>Readings: Economy</p> <p>About the federal deficit Frontline Video: Ten Trillion</p> <p>We have an excellent opportunity to relate current events to our study of the economy:</p> <p>Optional Video: Inside the Meltdown</p>	<p>Brainstorm in groups the nature of business, the context in which it operates, its inputs and outputs.</p> <p>Ice breaker: Create a 30-second commercial about yourself (also called the elevator speech). You have 30 seconds to tell a complete stranger about yourself:</p> <ul style="list-style-type: none"> ▪ Give your name. ▪ Characterize your experience. ▪ In one or two sentences, describe the unique focus of your experience. How are you different from other people? ▪ Give your goal. <p>Each student will be required to present their 30-second commercial in class.</p> <p>Practice the most important formula in business: growth rate.</p> <p>Research economic indicators in groups and present your findings to the class.</p>	Friday: Resume
2 - MODULE ONE - ECONOMY AND GLOBAL - Sept. 28	<p>The Global Economy - Country GDP's, GDP growth rates, GDP per capita, trade, government, country analysis</p> <p>Video shown in class: Commanding Heights Chapters 5 -15.</p> <p>Readings: Costco Case</p>	<p>Discussion on the Commanding Heights video and its relevance to today. Watch the Frontline video: Inside the Meltdown or read articles in the New York Times on the recent financial crisis.</p> <p>Compare and contrast the Asian flu to the current situation.</p> <p>Costco case: Preparation for day 1, read the Costco 10K and answer the questions. Preparation for day 2, do research on your country and present to class.</p>	Friday - Timed write on the economy

3 - MODULE TWO - ETHICS, LEGAL AND ENTREPRENEURSHIP	<p>Prepare for company analysis: Company Analysis</p> <p>Ethical Environment – Legal, ethical, social responsibility. Readings: Boeing Case</p> <p>Optional video: The Madoff Affair</p>	<p>Boeing case: Answer questions at the beginning of class.</p> <p>Session on writing assessment.</p> <p>Library session on research.</p>	<p>Friday - Timed write on international</p> <p>Company analysis selection paper due Oct 7.</p>
4 MODULE TWO - ETHICS, LEGAL AND ENTREPRENEURSHIP	<p>Legal forms of businesses (Sole proprietorships, partnerships, corporations, LLCs, Sub S) entrepreneurship, business plans, breakeven analysis</p> <p>Readings: Entrepreneurship</p>	<p>Legal forms of business scenarios.</p> <p>Components of business plan and breakeven analysis.</p> <p>Preparing a business plan and presenting it to the class. (2 sessions)</p>	<p>Friday - Timed write on legal forms.</p>
5 - MODULE 3 MARKETING – Oct. 19	<p>Markets: Market size, market share, demographics Customer: Segmentation, (demographics, behavior, psychographics, geographic) customer life cycle Readings: Census Information, Multicultural Markets, Marketing</p>	<p>Research and presentation on multicultural markets (2 sessions). In groups of 4, choose a multicultural market (white, African American, Hispanic, Asian, Native, Mixed Race or other). Describe from the readings and other research what the key demographics are. Identify a real business that you know of that serves that market and describe how it addresses cultural concerns.</p> <p>Mapping the customer life cycle.</p>	<p>EXAM 1 – Oct. 20 Company analysis research paper due Oct. 19 Friday: Timed write multicultural markets.</p>
6 - MODULE 3 MARKETING – Oct. 26	<p>Marketing Mix: Product, price, place and promotion Brand Products: Product development, technology adoption cycle, product life cycle, brand, pricing</p> <p>Video: The Persuaders</p>	<p>Technology product life cycle exercise.</p> <p>Starbucks branding.</p> <p>Seattle radio stations and how they segment.</p> <p>Discuss the video The Persuaders. Did Song adopt the right strategy for getting to consumers in a crowded marketplace?</p>	<p>Friday: Timed write on product and technology adoption cycles.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">7 – MODULE 4 FINANCIAL – Nov. 2</p>	<p>Personal finances – financial goals, budget, net worth, present value, future value, annuity</p> <p>Accounting (Income statement, balance sheet, financial ratios)</p> <p>Reading: Financial analysis</p>	<p>Spending plan, net worth, financial goals, retirement</p> <p>Financial analysis of retail companies. (2 sessions) In groups and choose one of the following companies: The Gap, Abercrombie and Fitch, Limited, Nordstrom, American Eagle Outfitters, Urban Outfitters, Aeropostale. Find their annual income statement and balance sheet on www.smartmoney.com. Then find their financial ratios under Key Stats. Calculate the revenue growth rates, net income growth rates for the past four years (3 growth rates). Find the return on equity, return on sales, and debt to equity. Check out the stock price in the last three years and calculate the growth rate. Post this to the discussion forum.</p>	<p>EXAM 2 – Nov. 6</p> <p>Company Analysis Marketing paper due Nov. 3.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">8 - MODULE 4 FINANCIAL – Nov 9</p>	<p>Money and financial institutions (Deposits, loans, reserve requirements, Federal Reserve, credit)</p> <p>Reading: Federal Reserve Today, Banks</p> <p>Video: The Ascent of Money</p> <p>Optional Video: Breaking the Bank</p> <p>Optional podcast: This American Life: Bad Banks</p> <p>Fortune article: Will the Banks survive</p> <p>Financial markets – stocks, bonds, mutual funds, SEC</p> <p>Readings: Get Smart About Your Money</p> <p>Video: The Ascent of Money</p>	<p>Banking</p> <p>Interest Rate Exercise</p> <p>Review the Credit report and determine how a bank would determine if you or a business is a good credit risk.</p> <p>Risk Return of investments.</p>	<p>Friday: Timed write on financial analysis.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">9 – MODULE 5 MANAGEMENT – Nov. 16</p>	<p>Management (corporate mission, culture) and developing human capital.</p> <p>Reading: Steven Jobs</p> <p>Video: Steve Jobs Commencement Address</p>	<p>Women and management – the glass ceiling</p> <p>Discussion on Steve Jobs case. Steven Jobs is often cited as the most admired CEO. Reading the case and finding other information about him, what do you think that he does well? What do you think are his shortcomings? How does he set the tone for the culture at Apple? Is it conducive to innovation? What is the culture at Apple? Would you agree that he is a good CEO? Why or why not?</p>	<p>EXAM 3 – Nov. 20</p> <p>Company Analysis Financial paper due Nov 16.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">10 MODULE 5 MANAGEMENT – Nov. 23</p>	<p>Human resources, benefits, diversity. Recruiting, training, compensation. Unions. Readings: Employee Benefits Overview, Job Selection, Unions</p>	<p>Interviewing exercise (2 sessions) Revise your resume for the Amazon job and create 6 situational analysis questions.</p> <p>Form a group and design your own benefits plan from the reading Employee Benefits. You must post one substantive comment to presentations that are not your own. Give feedback on whether you agree or disagree, need clarification, question data, etc.</p> <p>UPS Negotiation</p>	<p>Company Analysis Management paper due Nov 25.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">11 – Nov. 30</p>	<p>Company Presentations</p>	<p>Each student presents a power point presentation of his or her company either recommending or not recommending the company for investment. Classmates will grade the presentations.</p>	<p>EXAM 4 – Dec. 9 – 9:30 am</p>

Bus 101 Writing Assignments

RESUME

Submit a resume at the end of the first week of class. This resume will be used on the section on Human Resources. Your resume should include:

- Career goal (Do you plan to transfer to a 4-year college or university? If yes, which one?)
- Proficiency with Word, Excel and Power Point.
- Education including BCC classes taken
- Work experience
- What do you expect to add to your resume from this class?

COMPANY ANALYSIS

OBJECTIVES:

- Demonstrate comprehensive business research
- Analyze marketing, financial, and people management in a publicly held company
- Write at college level in a business voice
- Make a professional business presentation

Plagiarism (any and all) will result in a zero in the paper.

Company Selection

250 words

Due OCT. 7, 2009

Companies you **cannot** choose: Costco, Raytheon, Starbucks, Apple either as a main company or competitor

Selected a publicly held company.	2
Provided four business reasons for selecting the company that did not include personal statements.	4
Wrote in a business voice.	2
Attached outline, drafts and did writing self assessment. Your final paper should show improvement over the drafts. They should NOT be the same.	2
	10

A publicly listed company will be selected for you for your company analysis. No two students may choose the same company. Write a 250-word paper on why you selected this company. Expound upon four reasons. These reasons should not be personal. They should related to attributes of the company that you are familiar with. Use the writing self-assessment to guide your writing. Make a claim and then provide evidence for your claim. Attach all drafts of your paper with markings to show that you have used the writing self assessment. The paper will be graded heavily on the writing rubric in the self-assessment guide (see my website).

Common mistakes to avoid on Company Selection paper

1. Do not use the first person. Business papers are more formal and should be written in third

person. Use a business voice. Look at examples such as articles in the Wall St. Journal, or Business Week articles to see what a business voice is.

2. Do not use promotional language such as: Chevrolet makes some of the most dependable and longest lasting trucks on the road today and Cadillac makes some of the most luxurious sports sedans the world over. This is an objective paper. You are not speaking for the company but producing unbiased analysis.
3. Do not use slang or the colloquial in a business paper. Some examples of what not to use are: pretty big, legit company, a ton of, financial wise, etc.
4. Contractions such as don't and can't sound informal and should not be used.
5. Organize your paper using the writing self assessment. Use paragraphs to expound on a topic.
6. Do not use symbols such as #, & or @.
7. When sales or profit is noted, the convention is to use \$3 billion for three billion dollars.
8. For numbers over twenty, use the numbers not words as 35 instead of thirty-five.
9. The possessive is **their** not there. The possessive is **its** not it's.
10. Use subheadings to organize your paper and show that you have covered the topics.
11. All work in this paper must be your own. Any visuals or graphs must be your own (students may include the company logo with citation). Do not copy from the company website.

Company Research

Due OCT 19, 2009

The purpose of this assignment is to get you started early on the research for your company analysis. You will be creating a bibliography for your paper using APA format. Citation machine can be used for this but students find it more helpful to go over the APA handout and use that as a guide.

Bibliography using APA convention	4
Log of research activities including dates and hours spent researching	2
Summary outline of 10K Business Description, Hoovers, Datamonitor, and other articles	5
Summary of company website descriptions including products, management, culture (mission, values), benefits and employee attributes.	3
Print out of smartmoney.com annual income statement, balance sheet and financial ratios.	3
Evaluation of each source using CARS	3

Check List for Evaluating Research

Students typically rate each of their sources on a scale of 1 (low) to 5 (high) for each of the CARS criteria. Then they provide an explanation. For example, if you used a Business Week article and you rated it 4, you would explain that Business Week is a reputable business publication however there may be a little bias in the reporting.

Credibility	
High	Low
Author's education or experience relevant to issue	Anonymous author
Contact information given	No contact information
Organization the author belongs to or the website belongs to is reputable and unbiased on issue	Periodical not well-known
Author has reputable position	Reviews are mostly negative
Author has good reputation	Author is not convincing
Periodical is of good quality in content and presentation	Writing contains bad grammar and numerous misspelled words
Accuracy	
Up-to-date information – dates are current	No date. Old date.
Look at the last year of any historical data – Does it include latest year?	Use of vague or sweeping generalizations
Comprehensive – many sources of data, cites all relevant sources of information	Limited information or sources. Limited coverage of topic
Considers the audience for the information	Hidden messages of persuasion; inappropriate for audience
Reasonableness	
Fair – presents other side	Angry or spiteful tones
Objectivity – control biases, any conflict of interest is disclosed	Conflict of interest
Moderateness – most truths are ordinary. (Some truths are not but check to see if they are real.)	Sweeping statements
Consistency – writer avoids contradictions	Writer exaggerates or over claims
World view –writer identifies his/her religious, political, etc. point of view	Writer obscures his/her biases and viewpoints
Support	
Source of information is cited	No identified source for numbers
Corroboration – May want to triangulate – find three sources of information that agree	Absence of documentation when it is needed
Does it agree with outside sources of information?	Cannot find other sources that agree with information

Company Marketing Analysis:

1200 words minimum

Due NOV 3, 2009

- **Turn your paper in at www.turnitin.com**
- **Class ID: 2869164**
- **Enrollment password: bus101**
- **Turn in hard copy with drafts to instructor**

Don't plagiarize!! It's tempting because there are many write-ups about companies (but I am familiar with all of them). Write in your own words. It will develop your analytical and writing skills.

You need to include one graph that you created yourself (copy and paste is not allowed). You can hand draw the graph if you don't know how to use Excel. A good graph might be a pie chart of company sales by product categories.

Use subheadings to show that you have covered all the requirements. Don't forget to include your outline, drafts and your writing self assessment.

Give a description of a few key brands, products and services. DO NOT COPY ANY WORDS. THE PAPER MUST BE YOUR OWN DESCRIPTION. What is the brand image of the company and how does the company manage its brand? Describe new product development. How does the company manage its products' life cycles?	9
Give four or five characteristics of the company's target market? What is the customer value proposition? How does the company manage its customer life cycle? What channels does the company use to reach its customers?	10
Describe two to three competitors (size, quality, products, etc.) and how your company competes in the marketplace. What is its competitive advantage?	6
Growth strategy – How does the company plan to grow? What marketing strategy is used?	5
Use at least one effective visual display (CREATED BY YOU-CAN BE HAND DRAWN) that relates to marketing not financial results. Use subheadings to show that you have covered all the requirements.	2
Writing must be grammatically correct and free of mistakes. Attach your outline, drafts and show the evidence sequence. Your final paper must be improved from your drafts.	3
	35

Company Financial Analysis:

1200 words minimum

Due NOV 16, 2009

- **Turn your paper in at www.turnitin.com**
- **Class ID:** 2869164
- **Enrollment password:** bus101
- **Turn in hard copy with drafts to instructor**

Tables work very well for financial data. You might have your company and the competitor side by side to show the ratios. Then you can use paragraphs to explain what the comparison means. Include your copy of the income statement, balance sheet, stock prices, and key ratios.

Calculate year-to-year growth in sales, income and stock price for the past four years (three growth rates). Analyze what growth rates mean for each factor listed. Provide the same data for a competitor.	9
Provide the following data for the company: Market value or capitalization, price to earnings ratio, net profit margin, return on equity and total debt to equity.	3
Provide the following data for the competitor: Market value or capitalization, net profit margin, return on equity and total debt to equity.	3
Provide an evaluation of the company versus the competitor on all of the measures noted including growth rates.	10
Writing in correct business format with subheadings with at least one visual display (graph) that was created by you and that relates to the financial analysis. Attach all drafts.	3
Attach all your source financial statement material, drafts and complete a self assessment of your writing. Your final paper must be improved from your drafts.	2
Total Points	30

Company Management Paper:

1200 words minimum

Due NOV 25, 2009

- **Turn your paper in at www.turnitin.com**
- **Class ID:** 2869164
- **Enrollment password:** bus101
- **Turn in hard copy with drafts to instructor**

Management. Describe two or three key managers in the company and their style of management. DO NOT copy and paste their biographies from websites. DESCRIBE IN YOUR OWN WORDS.	5
Corporate Culture. From your research and the company website, create a description of the company culture. Corporate culture includes what is acceptable and not acceptable in the company. It includes what is valued and not valued in the company.	5
Benefits. Describe the benefits offered to employees at the company. Cite the source for your information.	5
Attributes looked for in an applicant. Given the analysis above, what attributes would this company look for in a candidate? Cite the sources for this section.	5
Writing in correct business format with subheadings.	3
Attach your outline, drafts and show the evidence sequence. Your final paper must be improved from your drafts.	2
Total Points	25

Company Presentation

NOV 30, DEC 1, 2, 3,4

Create a 5 minute presentation that describes the company to the class. The objective is to either recommend or not recommend the company for investment. Use handouts and presentation software. Submit your presentation slides in hard copy. Your classmates will grade your presentation.

Organization – all topics were covered in logical order and finished on time	3
Eye contact with audience – did not read slides	3
Projected voice – could be heard clearly	3
Used appropriate body language – stood straight, did not fidget	3
Vocal variety – well rehearsed	3
Good visual display, no errors, all topics covered (marketing, finance and management) and printed copy of Executive summary (Presentation slides) and attendance at all presentations.	15
Total Points	30

Total Points 150