

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

<b>Time and place</b>	<b>Time:</b> Daily 10:30 am <b>Room:</b> R 202
<b>Contact</b>	Telephone: 425-564-4063 Email: <a href="mailto:llum@bcc.ctc.edu">llum@bcc.ctc.edu</a> Office mail: A242
<b>Office hours</b>	Office Location A255 <b>Office Hours:</b> Tuesday, Wednesday and Thursday 9:30 to 10:20 pm or by appointment
<b>Website</b>	<a href="http://facweb.bcc.ctc.edu/llum">http://facweb.bcc.ctc.edu/llum</a>
<b>Reading</b>	All readings are provided on my website.
<b>Optional Text</b>	<u>Understanding Business</u> , Nickels, McHugh and McHugh, McGraw Hill I optional
<b>Other Requirements</b>	Calculator
<b>Goals</b>	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
<b>Resources</b>	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: <a href="mailto:lyris@list.bcc.ctc.edu">lyris@list.bcc.ctc.edu</a> . In the body of your message write SUBSCRIBE bccbusiness.

**How to succeed in this course**

- Attend ALL classes. Over 20% of the grade is based on homework and in-class assignments.
- 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.
- Find a buddy or team to work with in the class. Get their contact information so that you can ask about assignments.

---

Class Buddy \_\_\_\_\_ email \_\_\_\_\_

---

Class Buddy \_\_\_\_\_ email \_\_\_\_\_

**Course requirements**

Exams (50 points each)	200
Company Analysis and presentation	150
Completion of class exercises and homework	100
Writing Assignments (Timed writing and short essay papers)	50
<b>TOTAL</b>	<b>500</b>

**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 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.**

**Special  
Accommodations**

Student requiring any special accommodations for the class should make arrangements at the beginning of the term through advisors/counselors in B233, Student Services Building or by calling 641-2498.

**Policy Regarding  
Plagiarism, Stealing  
and Cheating**

Cheating includes, but is not limited to, copying answers on exams, glancing at nearby exams, turning in assignments or papers that have been used in other classes, and giving or receiving help during an exam. Cheating includes, but is not limited to, purchasing or selling notes, assignments or examination materials.

Stealing includes, but is not limited to, taking the text, notes, exams, library books or other personal property of others without their permission.

Plagiarism is presenting the words, ideas, and/or work of others as if it is an individual's own work. It includes, but is not limited to, using other's papers as one's own and including parts of published works without giving credit where credit is due. If you plagiarize any part of the company analysis, you will receive a zero for the paper.

If you choose to cheat, steal or plagiarize, the following actions may be taken:

You will receive a failing grade for the course.

A report of the incident will be forwarded to the Dean of Student Services. He/she may file the report in your permanent record and/or take further disciplinary action.

If you feel you have been unfairly accused of any of the above, you may appeal. For a description of due process, see WAC 132H-120, available in the Dean's office.

**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.

**GBUS 101 Schedule – Spring 2009 - Leslie Lum**

<b>Week of:</b>	<b>Material Covered – Key terminology</b>	<b>DUE</b>
<b>April 1</b>	American Business - The economy (GDP, nominal and real GDP growth rates), inflation (CPI), business cycle, Interest rates, federal budget, deficit/surplus, Federal Reserve, economic indicators Readings: Economy, Economic Indicators. GDP Primer	Personal Resume with digital picture and questions answered due <b>April 3</b>
<b>April 6</b>	The Global Economy - Country GDP's, GDP growth rates, GDP per capita, trade, government, country analysis Writing for business – voice and self assessment Video: Commanding Heights. Readings: Costco Case, Writing	First timed write <b>April 10</b>
<b>April 13</b>	Ethical Environment – Legal, ethical, social responsibility, Evolution of businesses Doing business research Readings: Boeing Case, Business Evolution	<b>April 17</b> - Company Analysis selection paper due
<b>April 20</b>	Legal forms of businesses (Sole proprietorships, partnerships, corporations, LLCs, Sub S) entrepreneurship, business plans, breakeven analysis, time value of money <b>Speaker April 22 – Kate Constanza – MulvannyG2</b> <b>No class April 23</b> Readings: Entrepreneurship	<b>April 24</b> - Exam 1 - American and Global businesses, businesses and entrepreneurship
<b>April 27</b>	Markets: Market size, market share, demographics Products: Product development, product adoption cycle, product life cycle, brand, pricing	<b>May 1</b> - Company Analysis Research due
<b>May 4</b>	<b>May 8 – no class</b> Customer: Segmentation, psychographics, customer life cycle Marketing Mix: Advertising, promotion, sales and public relations Video: The Persuaders Readings: Multicultural Markets, Marketing	<b>May 6</b> - Exam No. 2 – Marketing <b>May 7</b> - Company Analysis marketing paper due in turnitin.com
<b>May 11</b>	Personal finances – present value, future value, annuity, credit Accounting (Income statement, balance sheet, financial ratios) Reading: Financial analysis	
<b>May 18</b>	Money and financial institutions (Deposits, loans, reserve requirements, Federal Reserve) Reading: Federal Reserve Today Financial markets – stocks, bonds, mutual funds, SEC Readings: Your financial life	<b>May 22</b> - Company Analysis financial paper due in turnitin.com
<b>May 25</b>	Management (corporate mission, culture)and developing human capital Reading: Steven Jobs	<b>May 29</b> - Exam No. 3 - Accounting and financial management.

	No class May 25	
June 1	Human resources, benefits, diversity. Recruiting, training, compensation. Unions. Readings: Employee Benefits Overview, Resume writing	
June 8	Company Presentations starting June 9, 10, 11, 12, 15	June 8 - Company Analysis management paper due in turnitin.com Thursday, 6/18, 9:30-11:20 am Exam 4 - Human Resources and Management

# 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 April 17, 2009**

Companies you **cannot** choose: Costco, Raytheon, Starbucks, Apple

<b>Selected a publicly held company.</b>	<b>2</b>
<b>Provided four business reasons for selecting the company that did not include personal statements.</b>	<b>4</b>
<b>Writing in a business voice.</b>	<b>2</b>
<b>Attached drafts and did writing self assessment</b>	<b>2</b>
	<b>10</b>

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 May 1, 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.

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

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.

<b>Credibility</b>	
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
<b>Accuracy</b>	
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
<b>Reasonableness</b>	
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
<b>Support</b>	
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 May 7, 2009**

- **Turn your paper in at [www.turnitin.com](http://www.turnitin.com)**
- **Class ID: 2677752**
- **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 drafts and your writing self assessment.

---

<b>Give a description of all brands, products and services. 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 product life cycles?</b>	<b>9</b>
--	----------

<b>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?</b>	<b>10</b>
--	-----------

<b>Describe two to three competitors (size, quality, products, etc.) and how your company competes in the marketplace. What is its competitive advantage?</b>	<b>6</b>
---	----------

<b>Growth strategy – How does the company plan to grow? What marketing strategy is used?</b>	<b>5</b>
--	----------

<b>Use at least one effective visual display. Use subheadings to show that you have covered all the requirements.</b>	<b>3</b>
---	----------

<b>Attach all your drafts and complete a self assessment of your writing.</b>	<b>2</b>
---	----------

---

**35**

---

## Company Financial Analysis:

1200 words minimum

**Due May 22, 2009**

- **Turn your paper in at [www.turnitin.com](http://www.turnitin.com)**
- **Class ID: 2677752**
- **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.

<b>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.</b>	<b>9</b>
<b>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.</b>	<b>3</b>
<b>Provide the following data for the competitor: Market value or capitalization, net profit margin, return on equity and total debt to equity.</b>	<b>3</b>
<b>Provide an evaluation of the company versus the competitor on all of the measures noted including growth rates.</b>	<b>10</b>
<b>Writing in correct business format with subheadings with at least one visual display (graph) that was created by you. Attach all drafts.</b>	<b>3</b>
<b>Attach all your drafts and complete a self assessment of your writing.</b>	<b>2</b>
<b>Total Points</b>	<b>30</b>

### Company Management Paper:

1200 words minimum

**Due June 8, 2009**

- **Turn your paper in at [www.turnitin.com](http://www.turnitin.com)**
- **Class ID: 2677752**
- **Enrollment password: Bus101**
- **Turn in hard copy with drafts to instructor**

Management. Who are the key managers in the company? What are their backgrounds? How are they doing as managers?	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 all your drafts and complete a self assessment of your writing.	2
<b>Total Points</b>	<b>25</b>

### Company Presentation

**June 9, 10, 11, 12, 15**

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 and printed copy of Executive summary (Presentation slides) and attendance at all presentations.	15
<b>Total Points</b>	<b>30</b>

**Total Points 150**