

Santa Rosa Junior College

BAD 10

Joy Dalavidao-Hermesen

Spring 2018

American Business in its Global Context

Course Description:

American business as an institution and organization is considered in its natural, social and political/legal technological and global economic environment. This class includes an overview of the principle functions undertaken by the business firm including: goals and strategy, financial management, marketing, computing technologies, telecommunications and information sciences.

Text Required:

BUSN 7, 7th Edition, Marcella Kelly & Chuck Williams, published 2015 by Cengage Learning

Reading Assignments:

The reading assignments in this class will involve chapters from the text, as well as articles and other materials. The topics of the class discussion, assignments and test and quizzes will be taken from the reading. It is imperative that students **read the assigned material before the class period.** Specific reading assignments are shown in the course outline (attached).

Book Review:

Students are to read a book of their choice on an appropriate business topic and then write a review of the book. The book review is worth 100 points. **The book review is to be a minimum of 20" in length (3 pages), single spaced 12 point Arial font.** Papers less than 20" will receive a maximum of 50 points. **Late work will not be accepted.**

Quizzes:

There will be 16 quizzes each worth 10 points. Quizzes are a combination of multiple choice and true/false questions. **There will be no make-up quizzes.** I will drop your lowest quiz score. Total points for the quizzes are 150.

Final Exam:

There will be a cumulative final exam at the end of class. The final will be taken from all sections of the book and will be made up largely from prior exams. The final will be true and false and multiple choice. The final is worth 200 points.

Investment Assignment:

During the semester, we will work on an Investment Exercise. In this exercise, students will select public traded equities and will monitor their performance over a 12 week period. A booklet will be provided with explanations and information for the exercise will be supplied to students. The investment exercise is worth 50 points. **Late work will not be accepted.**

Attendance at Class Meetings:

Attendance will be taken at the beginning of the class. A sign in sheet will be handed out at the beginning class. It is the student's responsibility to find and sign the sheet. Students will be awarded a bonus of 20 points if they have perfect attendance (no missed classes for any reason) as demonstrated by signing the role sheet. There is no penalty for missing class. Late arriving students may not be admitted to class. If for some reason you find that you can not arrive to class on time please see me so that we may make some accommodation.

Comportment:

This is college class and as such you are expected to arrive on time be prepared and participate in the class discussions and activities. The quality of your educational experience depends on active participation, not only for your benefit but that of your fellow students. If you find for some reason that you can not act in an appropriate manner you will be asked to leave the classroom.

Academic Integrity:

Santa Rosa Junior College holds that its primary function is the development of intellectual curiosity, and accomplishment in an atmosphere that upholds the principles of academic freedom. All members of the academic community, students, faculty, staff and administrators must assume responsibility for providing an environment of the highest standards, characterized by a spirit of academic honesty and mutual respect. Because personal accountability is inherent in an academic community of integrity, this institution will not tolerate or ignore any form of academic dishonesty. The full SRJC policy on Academic Integrity is posted on the SRJC website at <https://rightsresponsibilities.santarosa.edu/academic-integrity>.

ACADEMIC INTEGRITY - STUDENT RESPONSIBILITIES

1. Conduct yourself in a manner that encourages mutual respect, honorable behavior, and learning, thereby promoting student success and discouraging academic dishonesty.
2. Learn and understand the course requirements, grading procedures, and rules and expectations for acceptable conduct and behavior in each of your classes, including definitions of plagiarism and the ethical use of technology.
3. Learn and understand SRJC policy (3.11) on Academic Integrity and the Student Conduct Code, which is in the SRJC catalog and part of Policy 8.2.8, Student Discipline and how these policies will be applied in your classes.
4. Learn and understand your rights to due process should you wish to contest an allegation or penalty made by an instructor or other representative of the college.

Grading:

	Points Possible
Quizzes (10 points each, 15 chapters)	150
Book Review	100
Investment Exercise	50
Final Examination	200

Total Available points

500 + 20 for perfect attendance

A = 450 or greater

B = 400 - 449

C = 350 - 399

D = 300 - 349

F = <300

CR = 350 or greater

NC = < 350

Contact Information:

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Faculty Offices Maggini Hall

Office Hours:

Thursdays 8:30 – 9:00 a.m. in class

and by appointment

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Book Review Assignment

Assignment: you are to choose an approved book about business management (see attached list), read the book, and write a report about it. You can choose any business area that interests you, including biographies, self help or individual topic. Note any “unusual books” will require approval in advance. To receive maximum credit for the assignment, the report must be a minimum of 20” (20 inches) in total length (not including the title or bibliography), single spaced with no more than a 12 point Arial font. Papers less than 20” will receive no more than 50 points.

The report should be structured as follows:

Introduction: Describe the book, including why it appeals to you and how you think the book will add to your general business knowledge.

About the author: Who is the author, what is it about their nationality, political persuasion, training, intellectual interests, personal history, and experience that make them a unique contributor to this business field.

Main Idea of the Book: In the body of your report, describe two or three major themes of the book. Cite examples that the author uses to illustrate their points. Add you own experiences and examples about the content and how you think it may connect to your situation.

Summary and Conclusion: Was the author successful in explaining the topic? Did they persuade you that their information and approach is valuable? Do their ideas run counter to conventional thinking and if so are they suggesting a new paradigm to describe the subject area.

Bibliography: Cite the book you reviewed and any other text or web based information that you used in preparing the review.

DUE DATE: April 24, 2018

Points: 100

BAD 10 Spring 2018 Schedule
Section 5299 – Tuesday/Thursday 10:30 a.m. – 12:00 p.m.

Date	Topic	Activity
18-Jan	Chapter 1 Changing Face of Business	
23-Jan	Ch. 1 (cont'd.), Chapter 2 Business Ethics and Social Responsibility	
25-Jan	Chapter 2 Business Ethics and Social Responsibility	Quiz #2
30-Jan	Chapter 3 Economic Challenges Facing Business	Quiz #3
1-Feb	Chapter 3 Economic Challenges Facing Business	
6-Feb	Investment Exercise	
8-Feb	Chapter 4 Competing in World Markets	Quiz #4
13-Feb	Chapter 4 Competing in World Markets	
15-Feb	Mandatory Professional Development Day at SRJC (no Classes)	
20-Feb	Chapter 5 Options to Organizing Business	Quiz #5
22-Feb	Chapter 6 Starting Your Own Business	Quiz #6
27-Feb	Chapter 6 Starting Your Own Business	Business Start-up Exercise
1-Mar	Chapter 7 Management Leadership and the Internal Organization	Quiz #7
6-Mar	Chapter 7 Management Leadership and the Internal Organization	Management Exercise
8-Mar	Chapter 8 Human Resource Management	Quiz #8
13-Mar	Chapter 9 Empowerment and Teamwork	Quiz #9
15-Mar	Chapter 9 Empowerment and Teamwork	
19-25 March	Spring Break	
27-Mar	Chapter 10 Production and Operations Management	Quiz #10
29-Mar	Chapter 10 Production and Operations Management	Airplane Factory Exercise
3-Apr	Chapter 10 Production and Operations Management	Observation Exercise
5-Apr	Chapter 11 Customer-Driven Marketing	
10-Apr	Chapter 11 Customer-Driven Marketing	Quiz #11
12-Apr	Chapter 12 Product and Distribution Strategies	Quiz #12
17-Apr	Chapter 12 Product and Distribution Strategies	
19-Apr	Chapter 13 Promotion and Pricing Strategies	Quiz #13 Product Development Exercise
24-Apr	DUE Book Review /Chapter 13 Promotion and Pricing Strategies	Turn-in Book Review
26-Apr	Chapter 14 Using Technology to Manage Information	Quiz #14
1-May	Chapter 15 Understanding Accounting and Financial Statements	Quiz #15
3-May	Chapter 15 Understanding Accounting and Financial Statements	Accounting Exercise
8-May	Chapter 16 The Financial System	Quiz #16
10-May	Chapter 16 The Financial System	Banking Exercise
15-May	Chapter 17 Financial Management and Securities	Quiz #17
17-May	DUE Investment Exercise Chapter 17 Financial Management and Securities/	Turn-in Investment Exercise
Tuesday, May 22	Final Exam 10:00 AM - 12:45 PM	Final Exam

Note* Schedule Subject to Change

Recommended Book List:

The Power of Habit by Charles Duhigg

Strengthsfinder 2.0 by Tom Rath

Getting Things Done: The Art of Stress-Free Productivity by David Allen

First, Break All the Rules by Marcus Buckingham and Curt Coffman

Now, Discover Your Strengths by Marcus Buckingham

The Art of War, Sun Tzu

Influence: Science and Practice by Dr. Bob Cialdini

Good to Great: Why Some Companies Make the Leap... and Others Don't by Jim Collins

Leadership and Self-Deception: Getting Out of the Box by the Arbinger Institute

Nickel and Dimed: On (Not) Getting By in America by Barbara Ehrenreich

Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success by Kevin Freiberg and Jackie Freiberg

The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell

Blink: The Power of Thinking Without Thinking by Malcolm Gladwell

The Dip: A Little Book That Teaches You When to Quit (and When to Stick), by Seth Godin

Free Prize Inside: The Next Big Marketing Idea by Seth Godin

Purple Cow: Transform Your Business by Being Remarkable by Seth Godin

Everyday Ethics: Inspired Solutions to Real-Life Dilemmas by Joshua Halberstam

Delivering Happiness: A Path to Profits, Passion and Purpose by Tony Hsieh (CEO of Zappos)

The 4-Hour Workweek: Escape 9-5, Live Anywhere and Join the New Rich by Timothy Ferriss

The Last Lecture by Randy Pausch

Made to Stick: Why Some Ideas Survive and Others Die, by Chip and Dan Heath

Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life by Spencer Johnson and Kenneth H. Blanchard

The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything by Guy Kawasaki

Rules For Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services by Guy Kawasaki

The Leadership Challenge, 3rd Edition by James M. Kouzes and Barry Posner

Freakonomics: A Rogue Economist Explores the Hidden Side of Everything by Steven D. Levitt

Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling by Michael Port

The Riddle: Where Ideas Come From and How to Have Better Ones by Andrew Razeghi

The Working Parents Handbook by June Solnit Sale

The Zen of Listening: Mindful Communication in the Age of Distraction by Rebecca Shafir

Uncommon Genius: How Great Ideas are Born by Denise Shekerjian

Fugitive Denim: A Moving Story of People and Pants in the Borderless World of Global Trade by Rachel Louise Snyder

If You Want to Write: A Book about Art, Independence and Spirit by Brenda Ueland

Getting to Yes: Negotiating Agreement Without Giving In by William Ury, Roger Fisher, and Bruce Patton

Getting Past No: Negotiating Your Way from Confrontation to Cooperation by William Ury