

**KENT STATE UNIVERSITY - STARK CAMPUS****SYLLABUS for Bus 10123 – EXPLORING BUSINESS***REVISED as at 1/24/2011***SPRING 2011: January 10 through April 30, 2011***[Exam Week May 2 through May 7, 2011]*

| CREDITS | SECTION | CRN   | DAYS THAT CLASS MEETS | TIME THAT CLASS MEETS | ROOM   |
|---------|---------|-------|-----------------------|-----------------------|--------|
| 3       | 603     | 18540 | Mondays & Wednesdays  | 3:30 - 4:45 pm        | FA 214 |
| 3       | 602     | 18488 | Mondays & Wednesdays  | 5:30 - 6:45 pm        | FA 216 |

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| "I am the master of my fate, I am the captain of my soul" <i>William Ernest Henley</i> |
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**A. ADMINISTRATIVE**

**Instructor:** Greg Blundell B.Com MBA ABD  
**Work Phone:** (330) 244-5177 or (330) 535-3377 Ext. 5177 [Akron Callers]  
**Primary email:** [gblundel@kent.edu](mailto:gblundel@kent.edu) **Alternate email:** [ksu\\_stark@hotmail.com](mailto:ksu_stark@hotmail.com)  
**Website:** <http://www.personal.kent.edu/~gblundel> [Please note only 1 "l" in blundel]

**Office:** Room 150P (in the new Fine Arts Addition), entrance from Campus Center pathway.

**Office Hours:**

| Monday                           | Tuesday       | Wednesday                        | Thursday      | Friday         | All other times          |
|----------------------------------|---------------|----------------------------------|---------------|----------------|--------------------------|
| 10:00 – 10:55 &<br>12:30 – 15:25 | 10:00 – 17:25 | 10:00 – 10:55 &<br>12:30 – 15:25 | 10:00 – 17:25 | By Appointment | by appointment<br>please |

**Class Hours:**

| Day   | Course 1   | Room/Time               | Course 2                                       | Room/Time                                | Course 3                            | Room/Time               |
|-------|--|-------------------------|--|--|-------------------------------------|-------------------------|
| M & W | Business<br>Policy & Strategy<br>MIS 44285/600           | FA 210<br>11:00 – 12:15 | Exploring Business<br>BUS 10123/603            | FA 214<br>15:30 – 16:45                  | Exploring Business<br>BUS 10123/602 | FA 216<br>17:30 – 18:45 |
| T & R | Using IS to Solve<br>Business Problems<br>M&IS 44285/600 | FA 30<br>17:30 – 18:45  | Business<br>Policy & Strategy<br>MIS 44285/601 | FA 216<br>18:55 – 21:35<br>THURSDAY ONLY |                                     |                         |

**B. TEXTBOOK AND RELATED STUDY MATERIALS**

- REQUIRED:**
- Foundations of Business, 2<sup>nd</sup> Edition by William M. Pride; Robert J. Hughes; Jack R. Kapoor;**  
*Please note that this book is linked to Cengage NOW [CNOW], which is a comprehensive Learning Management System.*  
 (a) Book with CNOW printed access card [ISBN: 111124582 — Available only from our Stark Campus Bookstore]  
 (b) e-Book with CNOW printed access card [ISBN: 9780538451574 — Available from CENGAGE BRAIN:  
<http://www.cengagebrain.com/shop/en/US/storefront/US?cmd=CLHeaderSearch&fieldValue=9780538451574>  
*Please Note: the **CNOW Code** gives students access to the CENGAGENOW Study Tools website, including all Quizzes.*  
*Please also note: No refunds can be issued on any e-book once the student has activated the Code or accessed the material.*
  - e-Mail Subscription to Business Week Online [More detail follows in the BLOG Project on Page 17]**  
*Please go to <http://www.businessweek.com/newsletters.htm>, and complete your registration by filling in all your details. You are welcome to select as many of their communications as you like but please select at least **BW Insider** and **Investing Intelligence** from the list available. We will discuss at least one event each week, oftentimes more than one. I will select students at random to share their observations as it is expected of you to be up to speed on current events insofar as it affects the business world around us.*

**Recommended:** Please refer to the **Suggested Additional Reading List** on page 11 for further information.

**C. COURSE CATALOG DESCRIPTION**

*Exploring Business* is an introduction to the basic functional areas of business with an integrated perspective on how those various areas work together. Technological competencies and communicative skills will be developed, and team building opportunities will be promoted.

**Prerequisite:** This course should be taken in the first Semester of enrollment if a student is pursuing or expecting to pursue a major in the College of Business Administration. However, this course is open to any major.

**D. LEARNING OBJECTIVES**

In business today, it is all too common for employees to rise through their own organization or function and to remain oblivious to the interdependency between one area and another in achieving overall business success. Rivalries and feuds between departments can arise out of not knowing what the other team is doing nor why they are doing it. In this course, the student will gain an appreciation for the importance of building relationships between individuals in different departments and, in so doing, increase your knowledge of how business works.

## **D. LEARNING OBJECTIVES [continued]**

Each business is somewhat unique and each industry has its own peculiarities. Value factors critical to one business may not be important to another, and vice versa.

Many people think that all you need to start a business is one good idea. While that can sometimes be true, the best foundation for business success is to have several possibilities for creating profits. If the main idea does not test out well, an alternative is available to be tried. It is a worthwhile exercise to explore additional products, services, procedures and processes that may enhance your initial idea.

But in order to get to this point, one needs to get to grips with the “basics”. We need to be able to identify and discuss those elements of an organization, such that a thorough appreciation is vested in each student of the core-concepts of business.

The principal objective of this Course is to get the student to a point where he/she has a practical and theoretical understanding and appreciation for the whole business, *i.e. from point of entry through to the point of exit.*

In summary, the learning objectives include;

- ☆ *To increase students' awareness of the synergy and inter-relationships between different departments of the business,*
- ☆ *To show how different departments within the business contribute to the overall success of the company/organization,*
- ☆ *To provide an overview of the future plans and strategy of the company, and how they relate to the environment within which these companies operate,*
- ☆ *To identify key “drivers” and performance measures within businesses, and ultimately,*
- ☆ *To develop potential entrepreneurial businessmen and women.*

*“For every job, there is an appropriate tool. Hammers are great for pounding nails. You could also use a hammer to cut a 2x4, but it would leave a lot of rough edges. For that particular job, there is a better tool. To build effectively, you need a variety of tools and the knowledge of how to use them”*

*Paul Hersey, Ken Blanchard & Dewey Johnson.*

## **E. TEACHING PHILOSOPHY**

I am honored to present this Course and I believe that I have 3 principle responsibilities;

### **1. Firstly, to You the Student;**

To educate you to the best of my ability and to the full extent of all the available material on this subject. I will instill in you the same passion that burns within me in the pursuit and accumulation of continuous knowledge. Further, I plan to make and keep the classroom sessions very interactive, by injecting my own quirky brand of humor and anecdotal accounts of my experience. This is done in order to make the learning experience fun and a permanent deposit into your memory banks. However, I caution you to not interpret the moments of light-heartedness as an effort to undermine or downplay the seriousness and importance of this course, since the required level of professionalism will always be maintained. Within this context, prepare thoroughly for each class and you will be the catalyst for making the learning experience fun.

### **2. Secondly, to Kent State University;**

To honor the dictum, constitution, code of conduct and history of this fine academic institution by upholding my commitment to provide only the highest level of instruction. I will be fully prepared for each session, by drawing upon all the available resources, and by being prompt and professional at all times. I too will ensure that all the stated course objectives are met, and above all, that no question remains unanswered.

### **3. Lastly, to Myself;**

By never knowingly laying claim to a level of competence and knowledge that I do not possess and at all times exercising competence at least to the level I claim. To always act with complete discretion when entrusted with confidential information, and to act with impartiality when purporting to give independent advice. Further, I will never seek personal advantage to the detriment of the University and will never exercise any form of discrimination on the basis of race, sex, creed, color, country of origin, ability, age and/or religion.

## **F. COURSE METHODOLOGY**

In this course you will be tasked with extensive in-class and at-home reading, assignments and projects. You will be required to tackle each of these tasks as you would work that you will present as your own and of which you take pride in. Individual and group discussions will be held throughout the semester enabling you to receive adequate and regular feedback and availing you with ample opportunity to sharpen your skills from the feedback, as given. Furthermore, instead of being strictly a one-directional classroom delivery format, I will more often than not follow the format of inviting and inciting discussion. Class interaction is a product of preparation which is facilitated by you reading the prescribed material before the class takes place. I cannot stress how much more you will benefit from your University experience if you come to each class prepared.

**This course requires that nothing is ever printed out and all submissions are via email. Please note that the application software standard at Kent State University at Stark is Microsoft Office version 2007. All work for submission must be completed as follows; Documents in [MS Word 2007](#), Spreadsheets in [MS-Excel](#), Databases in [MS-Access 2007](#) and Presentations in [MS-PowerPoint 2007](#). Assignments received in any other software format cannot be accessed, therefore will not be accepted.**

**G. STUDENT EVALUATION**

Student evaluation in this course includes emphasis on both practical and written instruments. These may take the form of case analyses, quizzes, discussion questions, problem solving, combined written and presented projects via group and individual efforts. To be capable of writing an analysis and interpretation of an event is a great skill. To be able to discuss, debate, and defend the written investigation adds considerable value to the process. A breakdown of the relative value of each grading instrument and a description of each along with the schedule for final grading allocation in this Course, follows;

| GRADE COMPONENTS [TOTAL 100%]  |     | COURSE GRADING |         |  |
|--|-----|----------------|---------|--|
| Multiple Choice Online Quizzes – <i>taken online through CENGAGE NOW; (15 Chapter Quizzes @ 3% each)</i><br><i>[These are not cumulative Quizzes, i.e. each Quiz will include 20 T/F &amp; Multiple Choice Questions and cover only the Chapter in question]</i> | 45% | A              | 90-100% | Aim here, be inspired, goal-driven and achievement oriented                |
| Semester Writing Projects:<br>Weekly Industry Blog [Pages 16, 17 & 18] 20%<br>Industry Blog Summary Report [Page 19] 10%<br>Industry Blog Summary Presentation [Page 19] 10%   | 40% | B              | 80-89%  | Admirable, but with just a little more effort you could be up a level      |
| Stock Portfolio Project [Pages 14 & 15]  | 15% | C              | 70-79%  | Average – who wants to be seen as average?                                 |
|  |     | D              | 60-69%  | Yes, you and I both know that this level of performance is not indicative. |
|  |     | F              | < 60%   | Say no more  |

**1. Chapter Quizzes**

- All Chapter Quizzes will be taken online through CENGAGENOW – please see above, under the heading **B. TEXTBOOK AND MATERIALS** for specific instructions of how to get hold of the necessary code to permit you access to this website.
- The process to be followed in order to **get you registered with CENGAGE NOW is detailed on pages 12 and 13.**
- Each Chapter Quiz consists of **20 Questions** – both Multiple Choice and True/False.
- The time limit is **20 minutes** per Quiz and you will have **ONLY ONE** opportunity to take each Quiz. **You would be well advised to take the practice quizzes on CNOW prior to taking each graded Chapter Quiz.**
- Students are expected to take the Quizzes during the scheduled dates [**Please see Appendix 1 on Page 20 for the Tentative Schedule**]. These “window” dates will not be before we have completed the relevant Chapter in class and will be available to you for one calendar week thereafter. Your responses and correct answers will be available at 8:00 a.m. on the morning following the closing day of each Chapter Quiz.
- Given the extensive window period for the Quizzes, no excuses will be accepted for missing a Quiz. While I understand that computer problems are inevitable, if you choose to wait until the last minute and one occurs. If your computer crashes, you need to email me directly and I will reset it. **NB!! I will not reset the Quiz beyond its scheduled deadline - Please don't ask me to do so.**
- Missed Examinations/Quizzes for all other reasons will be dealt with on an individual basis, and representation for consideration must be submitted in writing, preferably via email – see more detail under **I. ATTENDANCE** on page 4, below.
  - Absolutely no extensions will be granted**, so please do not compromise yourself by asking for one.
  - Failure to take each Quiz within the scheduled time will result in a zero for that Quiz.**
  - Challenging your incorrect answers:** Should you wish to, you may challenge your answers if incorrect. To do this, you need to refer to the specific context in your Book by stating the context and relevant page number// and then providing a plausible explanation citing your experience and justifying why you answered as you did. Should your challenge be found probable, you will earn the point back for each challenge.

**2. Semester Individual Writing Assignments [Please refer to pages 14/15, 16 & 19]**

- All assigned submissions will be collected, via email or other, for formal evaluation, and will be scored, where applicable, as per the Mark Memoranda, attached to this Syllabus (**Appendix 2 on page 21**).

**H. STUDENT RESPONSIBILITIES**

It goes without saying that each student is personally responsible for completing all assigned readings and internalizing all the material presented in the classroom, which may or may not originate from the required Textbook.

Further, students will be responsible for all other material covered in the classroom lectures; other assigned readings, presentations, and any and all pertinent homework and other assignments whether or not covered in the class lectures.

It is a student's responsibility to catch up on all work missed. Absence from class does not excuse a student from not being in the possession of any briefs/documentation handed out or shared in the classroom.

**I strongly encourage you, that if you do not understand any of the topics we discuss in class or you read about, please do not be afraid to ask either during the lesson, after class during my office hours or via email.**

**PLEASE NOTE WELL** – the dates of Examinations, Assignments, Projects, Presentations and any other submission materials are not negotiable they will take place on the dates as scheduled. **I do not accept late or incomplete work; please do not make that mistaken assumption.**

**FERPA Regulations prohibit the distribution of Grades other than face-to-face with the respective student or via Web for Students. PLEASE DO NOT ASK FOR GRADES OVER THE PHONE OR TO BE SENT VIA EMAIL. If you need to determine your progress throughout the semester, please visit me during my scheduled office hours.**

**BUS 10123 - EXPLORING BUSINESS**

Email must be used in all cases where a physical submission is required – **you never need to print anything out for this Course.**

In consideration of your fellow classmates, **please turn off all cell phones, beepers, PDA's, and any other electronic equipment emitting sound** for the duration of the Classroom sessions. I can and will accommodate emergency situations, if notified in advance. If you should choose to answer a cell phone in my class, without forewarning me of your emergency, and you will definitely fail.

**I. ATTENDANCE**

**YOUR REGULAR CLASS PREPARATION AND ATTENDANCE IS NOT ONLY EXPECTED BUT REQUIRED.** As per University Policy, an Attendance Register will be taken each time the Class meets and your respective attendance recorded.

(Please review the Policy at <http://www.kent.edu/policyreg/chap3/3-01-2.cfm>).

Your unexcused absence from class, including your regular tardiness and/or leaving class early will negatively affect your final grade, which will be calculated as follows;

| Classes meeting <b>3 TIMES</b> a week |               | Classes meeting <b>TWICE</b> a week |               | Classes meeting <b>ONCE</b> a week |               |
|---------------------------------------|---------------|-------------------------------------|---------------|------------------------------------|---------------|
| Perfect attendance                    | 0 % deducted  | Perfect attendance                  | 0 % deducted  | Perfect attendance                 | 0 % deducted  |
| Miss ≤ 2                              | 3 % deducted  | Miss 1                              | 3 % deducted  | Miss 1                             | 7 % deducted  |
| Miss >2 but ≤ 5                       | 7 % deducted  | Miss 2 or 3                         | 7 % deducted  | Miss >1                            | 10 % deducted |
| Miss ≥ 6                              | 10 % deducted | Miss ≥ 4                            | 10 % deducted |                                    |               |
| Miss ≥ 9 classes                      | Failing Grade | Miss ≥ 6 classes                    | Failing Grade | Miss ≥ 3 classes                   | Failing Grade |

**Please note that these penalties are NOT NEGOTIABLE – please do not embarrass yourself asking for concession.**

If you are unable to attend class for whatever reason, you should consult with me before the Class meets. Contact can be made via telephone, email or in person. Apologies received after the specific class/es in question has/have concluded will not be accepted, unless accompanied by an official written document.

Please see **Appendix 3 on page 23** for a list of acceptable and unacceptable reasons for missing class.

**Bottom Line: No make-up Examinations/Quizzes or Attendance relief will be granted without an official written document.**

**Class Cancellations – Campus Closings:** Announcements of class cancellations and/or campus closings will be made on the campus home page. In the case of an emergency, weather-related or otherwise, please check the web page at [www.stark.kent.edu](http://www.stark.kent.edu) for information on the buildings and times of the closing. While information may be broadcast by radio and television, this should be confirmed by the web page, which is the official announcement of the campus and which will be the information used to determine issues related to student attendance, rescheduling of tests, and other concerns.

**J. ACADEMIC HONESTY**

You are an adult and a college student. You should know that claiming someone else's work as your own is nothing other than cheating. Although it is often said that doing this is a means of only cheating yourself, this is a truism that needs to be understood, not simply glossed over. The official KSU policy is:

*"Use of the intellectual property of others without attributing it to them is considered a serious academic offense. Cheating or plagiarism will result in a failing grade for the work or for the entire course. Repeat offenses result in dismissal from the University. University guidelines require that all infractions be reported to the Student Conduct Officer on our campus."*

**K. ENROLLMENT:**

**Students have the responsibility to ensure they are properly enrolled in classes.** You are advised to review your official Class schedule once you have registered to ensure you are properly enrolled in the correct courses and sections. Should you find an error in your class schedule, you have until the second week of the semester to correct it with your advising officer. If registration errors are not corrected by this time and you continue to attend and participate in Classes for which you are not officially enrolled, you are advised now that you will not receive a grade at the conclusion of the semester.

*If you are considering withdrawing from this course, please consult with a staff member in the Student Services Office, 134 Main Hall. Withdrawal from a course can affect financial aid, student status, or progress within your major.*

For withdrawal deadlines, please refer to [http://www.registrars.kent.edu/home/TermUpdate/sche\\_adj.htm](http://www.registrars.kent.edu/home/TermUpdate/sche_adj.htm).

**L. STUDENTS WITH ISSUES THAT COULD INHIBIT THEIR ACADEMIC SUCCESS**

Kent State University recognizes its responsibility for creating an institution atmosphere in which students with disabilities can succeed. In accordance with University Policy Subpart E...104.44, if you have a documented disability, you may request accommodations to obtain equal access in this class.

Please contact the accessibility coordinator on campus, **Suzanne Savickas** in [Student Accessibility Services](#), located in the Academic Success Center, situated on the lower level of the Campus Center, phone (330) 244-5047, or [ssavicka@kent.edu](mailto:ssavicka@kent.edu)

After your eligibility for accommodation is determined, you will be given a letter which, when presented to instructors, will help us know best how to assist you.

**M. OTHER KSU STARK CAMPUS STUDENT-RELATED RESOURCES & SERVICES**

Please click on the following link for a campus map: <http://www.stark.kent.edu/about/upload/starkb-wmap.pdf>

1. **ACADEMIC SUCCESS CENTER [ASC] (Tutoring & Testing):** [Contact Person Lisa Hart]  
**Place:** Lower Level Campus Center **Phone:** (330) 244-5042 **Email:** [lhart@kent.edu](mailto:lhart@kent.edu)  
*For specific Hours of Business please consult <http://www.stark.kent.edu/CurrentStudents/ASC.cfm>*  
*Tutoring: Free, walk-in math tutoring is available 8 a.m.-7 p.m. Monday through Thursday and 8 a.m.- 3 p.m. Friday in the Academic Success Center in the lower level of Campus Center. Subject-area tutoring is available by appointment and can be arranged in person in the Academic Success Center or by completing a form online located at <http://www.stark.kent.edu/student/resources/testing.cfm>. Online tutoring in math, statistics, chemistry, and accounting can also be accessed from this page.*
2. **CAMPUS STUDENT COMPLAINT OFFICER:** [Contact Person Rob Kairis]  
**Place:** Learning Resources Center **Phone:** (330) 244-3326 **Email:** [rkairis@kent.edu](mailto:rkairis@kent.edu)
3. **INTERFAITH CAMPUS MINISTRY:** [Contact Person Michael Gleason]  
**Place:** Lower Level Campus Center **Phone:** (330) 244-3281/2 **Email:** [mfgleason@kent.edu](mailto:mfgleason@kent.edu)
4. **WRITING CENTER:** [Contact Person Jay Sloan]  
**Place:** Room 202 in Main Hall **Phone:** (330) 244-3299 **Email:** [writing\\_GST@kent.edu](mailto:writing_GST@kent.edu)  
*Please consult their website at: <http://www.stark.kent.edu/student/resources/writing/index.cfm>*
5. **CAMPUS SECURITY:** [Contact Person Mark Elliott]  
**Place:** Lower Level Main Hall **Phone:** (330) 244-3226 **Email:** [mellio12@kent.edu](mailto:mellio12@kent.edu)  
**Cell-Phone:** 330-705-0430 [or if on campus, 53123 from a campus phone. Alternatively please phone 911]

**N. STARK CAREER SERVICES CENTRE**

The mission of the SCSC is to provide centralized, comprehensive career education, career employment, student employment and academic testing services to Kent State University and global communities.

In support of this, and the University mission, we are committed to:

- ☆ *empowering individuals to prepare for satisfying careers by providing education, counseling and employment opportunities.*
- ☆ *forging valued partnerships and relationships through effective communication and collaboration.*
- ☆ *servicing as the benchmark for career center excellence by embracing innovation, technology and personalized service.*

**Career Education Services:** Career Education Services consists of six different areas:

- ☆ *career counseling*
- ☆ *career exploration course*
- ☆ *Graduate School Preparation*
- ☆ *career presentations*
- ☆ *Alumni Services*
- ☆ *Career Research Library*

Career counseling is available to students on an appointment or walk-in basis, and students are welcome to utilize the wealth of information available in the Career Research Library. The Job Seekers Companion, a job search resource, is available on-line, as are a number of career resources.

**Contact Details:**

**Person:** Chris Paveloi  
**Place:** Academic Success Center (lower level of Campus Center)  
**Phone:** (330) 244-5043 **e-mail:** [cpaveloi@kent.edu](mailto:cpaveloi@kent.edu)  
**Business Hours:** Monday through Friday 8:00 a.m. - 5:00 p.m.

**O. RECYCLING**

**KSU Stark recycles. Recycling saves energy, which is currently generated by expensive and vanishing fossil fuels.**

Recycling one aluminum can saves enough energy to run a TV for three hours!

Please take a few seconds to separate your trash. Aluminum cans and plastic and glass bottles may be placed in the blue recycling bins, and all types of paper may be placed in the blue recycling trash cans.

All other waste may be placed in the black or blue trash cans placed around campus.

**BUS 10123 - EXPLORING BUSINESS****Page 1: DRAFT CLASS SCHEDULE: BUS 10123 Exploring Business**

I reserve the right to make changes to this schedule; and whenever possible the changes will be announced in advance. In all cases, the Syllabus will be updated on my [Webpage](#).

| Date                                   | Day | W | L  | Assignment                              | SCOPE OF WORK TO BE COVERED [Please Prepare before Class]   |
|--|-----|---|--|---|---|
| Through Tuesday January 4              |     |   | Payment for Registration Activity: Visit <a href="http://www.kent.edu/bursar/">www.kent.edu/bursar/</a> for payment dates & schedule.  |   |   |
| 10                                     | Mon | 1 | 1  | Overview                                | Introductions, Syllabus & Schedule Review, Prescribed book and Business Week Online subscription, discuss <b>CENGAGE NOW [Pages 12/13]</b> , <b>Stock Portfolio Project [Pages 14/15]</b> , <b>Weekly Industry Blog [Pages 16, 17 &amp; 18]</b> , <b>Industry Blog Summary Report [Page 19]</b> & <b>Presentation [Page 19]</b> , and any other pertinent Issues  |
| Monday January 10 to Sunday January 16 |     |   | Late Registration and Schedule Adjustment: Available using FlashFAST in FlashLine/Student Tools. Visit <a href="http://www.kent.edu/bursar/">www.kent.edu/bursar/</a> for tuition payment dates and billing schedule.  |   |   |
| 12                                     | Wed | 1 | 2  | At-home reading and in-class discussion | <b>Chapter 1: Exploring the World of Business and Economics (pp. 1-17)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS: IBM Reinvents Its Future</b></li> <li>▪ <i>Your Future in the Changing World of Business (pp. 3-8)</i></li> <li>▪ <i>Managing Your Career: Interviewing the Interviewer (p. 5)</i></li> <li>▪ <i>Business: A Definition (pp. 8-10)</i></li> <li>▪ <i>Types of Economic Systems (pp. 10-15)</i></li> <li>▪ <i>Measuring Economic Performance (pp. 15-17)</i></li> </ul>  |
| 17                                     | MON | 2 | CAMPUS CLOSED  |   | CAMPUS CLOSED on account of Dr. Martin Luther King, Jr. Day   |
| Monday January 17 to Sunday January 23 |     |   | Late Registration - \$100 Non-waivable Late Registration Fee. Available using FlashFAST in FlashLine/Student Tools. Schedule Adjustment - No Late Registration Fee Assessed. Courses may not be added or P/F/AU or credit hour options be changed after Sep 12. Visit <a href="http://www.kent.edu/bursar/">www.kent.edu/bursar/</a> for tuition payment dates and billing schedule. |   |   |
| 19                                     | Wed | 2 | 3  | Submission                              | <b>STOCK PORTFOLIO PROJECT [refer to Pages 14/15] SUBMISSION VIA EMAIL</b>  |
|  |     |   |  | DEADLINE                                | <b>Establishing your BLOG and inviting me to be an Author of it. [please refer to Pages 16, 17 &amp; 18]</b>  |
|  |     |   |  | At-home reading and in-class discussion | <b>Chapter 1: Exploring the World of Business and Economics (pp. 18-32)</b> <ul style="list-style-type: none"> <li>▪ <i>Global Economic Challenges: Cycling through the Business Cycle (p. 18)</i></li> <li>▪ <i>The Business Cycle (pp. 18-20)</i></li> <li>▪ <i>Types of Competition (pp. 20-23)</i></li> <li>• <i>American Business Today (pp. 23-28)</i></li> </ul>   |
| 24                                     | Mon | 3 | 4  | At-home reading and in-class discussion | <b>Chapter 2: Being Ethical and Socially Responsible (pp. 33-60)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS: FedEx Delivers Corporate Citizenship</b></li> <li>▪ <i>Business Ethics Defined (p. 35)</i></li> <li>▪ <i>Ethical Issues (pp. 35-37)</i></li> <li>▪ <b>Is It Ethical?: Who Says? (p. 37)</b></li> <li>▪ <i>Factors Affecting Ethical Behavior (pp. 37-39)</i></li> <li>▪ <i>Encouraging Ethical Behavior (pp. 39-42)</i></li> <li>▪ <i>Social Responsibility (pp. 42-47)</i></li> <li>▪ <i>Global Economic Challenges: How economy affects Social Responsibility (p. 44)</i></li> <li>▪ <i>The Evolution of Social Responsibility in Business (pp. 47-48)</i></li> <li>▪ <i>Two Views of Social Responsibility (pp. 48-50)</i></li> <li>▪ <i>Consumerism (pp. 51-54)</i></li> <li>▪ <i>Employment Practices (pp. 54-56)</i></li> <li>▪ <i>Concern for the Environment (pp. 56-59)</i></li> <li>▪ <i>Implementing a Program of Social Responsibility (pp. 59-60)</i></li> </ul> |
| 26                                     | Wed | 3 | 5  | At-home reading and in-class discussion | <b>Chapter 3: Exploring Global Business (pp. 66-89)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS: Global Growth Tops the McDonald's Menu</b></li> <li>▪ <i>The Basis for International Business (pp. 68-71)</i></li> <li>▪ <i>Restrictions to International Business (pp. 71-74)</i></li> <li>▪ <i>The Extent of International Business (pp. 74-78)</i></li> <li>▪ <b>Is It Ethical?: WHO vs. Tobacco (p. 76)</b></li> <li>▪ <i>International Trade Agreements (pp. 78-82)</i></li> <li>▪ <i>Methods of Entering International Business (pp. 82-87)</i></li> <li>▪ <i>Sources of Export Assistance (p. 87)</i></li> <li>▪ <i>Financing International Business (pp. 87-89)</i></li> <li>▪ <i>The Entrepreneurial Spirit: Building a Business Around Expatriates (p. 89)</i></li> </ul>  |
| Sunday January 23                      |     |   | Last day to withdraw from Any or All before a grade of "W" is assigned. View the Processing Dates for Classes link at <a href="http://www.registrars.kent.edu">http://www.registrars.kent.edu</a> for deadlines for flexibly scheduled courses.  |   |   |

**BUS 10123 - EXPLORING BUSINESS****Page 2: DRAFT CLASS SCHEDULE: BUS 10123 Exploring Business**

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| Date   | Day | W | L  | Assignment                              | SCOPE OF WORK TO BE COVERED [Please Prepare before Class]  |
|--------|-----|---|----|---|--|
| JAN 31 | Mon | 4 | 6  | At-home reading and in-class discussion | <b>Chapter 4: Choosing a Form of Business Ownership (pp. 100-115)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> Entertainment Giants Tune Into Hulu</li> <li>▪ Sole Proprietorships (pp. 101-104)</li> <li>▪ Partnerships (pp. 104-109)</li> <li>▪ Corporations (pp. 109-115)</li> </ul>  |
| FEB 2  | Wed | 4 | 7  | At-home reading and in-class discussion | <b>Chapter 4: Choosing a Form of Business Ownership (pp. 115-126)</b> <ul style="list-style-type: none"> <li>▪ Special Types of Business Ownership (pp. 115-116)</li> <li>▪ Cooperatives, Joint Ventures, and Syndicates (p. 117)</li> <li>▪ Corporate Growth (pp. 117-121)</li> <li>▪ <b>Is It Ethical?:</b> Yogurt Responsibility (p. 118)</li> <li>▪ Global Economic Challenges: Economics of Multinational Mergers (p. 121)</li> </ul>   |
| 7      | Mon | 5 | 8  | At-home reading and in-class discussion | <b>Chapter 5: Small Business, Entrepreneurship &amp; Franchises (pp. 127-137)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> Calling All App Entrepreneurs</li> <li>▪ Small Business: A Profile (pp. 128-131)</li> <li>▪ Going Green: Local Businesses Build on Slow Food (p. 131)</li> <li>▪ The People in Small Businesses: The Entrepreneurs (pp. 132-135)</li> <li>▪ The Importance of Small Businesses in Our Economy (pp. 135-136)</li> <li>▪ The Pros and Cons of Smallness (pp. 136-139)</li> <li>▪ The Entrepreneurial Spirit: Artsy Etsy (p. 137)</li> </ul>   |
| 9      | Wed | 5 | 9  | At-home reading and in-class discussion | <b>Chapter 5: Small Business, Entrepreneurship &amp; Franchises (pp. 139-157)</b> <ul style="list-style-type: none"> <li>▪ Developing a Business Plan (pp. 139-141)</li> <li>▪ The Small Business Administration (pp. 141-144) Franchising (pp. 144-149)</li> <li>▪ Global Perspectives in Small Business (pp. 149-150)</li> <li>▪ End of Chapter Review (pp. 150-157)</li> </ul>  |
| 14     | Mon | 6 | 10 | At-home reading and in-class discussion | <b>APPRAISAL</b><br><b>First Formal Appraisal of your Weekly Industry BLOG</b><br><b>Chapter 6: Understanding the Management Process (pp. 158-179)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> Xerox: Managing for the Future</li> <li>▪ What Is Management? (pp. 159-160)</li> <li>▪ Basic Management Functions (pp. 161-165)</li> <li>▪ Kinds of Managers (pp. 165-167)</li> <li>▪ Going Green: Ford's Green Future (p. 166)</li> <li>▪ Managing Your Career: Moving Into First-Line Management (p. 167)</li> <li>▪ What Makes Effective Managers? (pp. 167-169)</li> <li>▪ Leadership (pp. 169-170)</li> <li>▪ Managerial Decision Making (pp. 170-172)</li> <li>▪ Managing Total Quality (pp. 172-173)</li> <li>▪ What It Takes to Become a Successful Manager Today (pp. 173-174)</li> </ul> |
| 16     | Wed | 6 | 11 | At-home reading and in-class discussion | <b>Chapter 7: Creating a Flexible Organization (pp. 180-203)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> Creating the Future at Hewlett-Packard</li> <li>▪ What Is an Organization? (pp. 181-184)</li> <li>▪ Job Design (pp. 184-185)</li> <li>▪ Departmentalization (pp. 185-186)</li> <li>▪ Delegation, Decentralization, and Centralization (pp. 186-188)</li> <li>▪ Is It Ethical?: Is an Employee Just a Number? (p. 187)</li> <li>▪ The Span of Management (pp. 188-189)</li> <li>▪ Chain of Command: Line and Staff Management (pp. 190-191)</li> <li>▪ Forms of Organizational Structure (pp. 191-194)</li> <li>▪ Additional Factors That Influence an Organization (pp. 194-198)</li> <li>▪ The Entrepreneurial Spirit: Intrapreneurship: An Inside Job (p. 196)</li> </ul>              |
| 21     | Mon | 7 | 12 | At-home reading and in-class discussion | <b>Chapter 8: Producing Quality Goods and Services (pp. 204-231)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> Award-Winning Quality at Cargill Corn Milling</li> <li>▪ What Is Production? (pp. 205-207)</li> <li>▪ The Conversion Process (pp. 207-210)</li> <li>▪ Where Do New Products and Services Come From? (pp. 210-211)</li> <li>▪ Going Green: Peterbilt Trucks Go Green (p. 211)</li> <li>▪ How Do Managers Plan Production? (pp. 211-216)</li> <li>▪ Operations Control (pp. 216-220)</li> <li>▪ <b>Is It Ethical?:</b> Keeping Buyers Free from Influence (p. 219)</li> <li>▪ Management of Productivity and Technology (pp. 220-223)</li> </ul>   |

**BUS 10123 - EXPLORING BUSINESS****Page 3: DRAFT CLASS SCHEDULE: BUS 10123 Exploring Business**

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| Date | Day | W   | L                          | Assignment | SCOPE OF WORK TO BE COVERED [Please Prepare before Class]       |  |
|------|-----|-----|----------------------------|------------|---|--|
| FEB  | 23  | Wed | 7                          | 13         | At-home reading and in-class discussion                         | <b>Chapter 9: Attracting and Retaining the Best Employees (pp. 232-243)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> How Google Grows</li> <li>▪ Human Resources Management: An Overview (pp. 233-234)</li> <li>▪ Human Resources Planning (pp. 235-236)</li> <li>▪ Cultural Diversity in Human Resources (pp. 236-238)</li> <li>▪ Job Analysis (pp. 238-239)</li> <li>▪ Recruiting, Selection, and Orientation (pp. 239-243)</li> </ul>   |
|      | 28  | Mon | 8                          | 14         | At-home reading and in-class discussion                         | <b>Chapter 9: Attracting and Retaining the Best Employees (pp. 243-252)</b> <ul style="list-style-type: none"> <li>▪ The Entrepreneurial Spirit: How Small Businesses Attract Top Talent (p. 240)</li> <li>▪ Compensation and Benefits (pp. 243-247)</li> <li>▪ Training and Development (pp. 247-248)</li> <li>▪ Performance Appraisal (pp. 248-252)</li> <li>▪ Managing Your Career: Off to a Fast Start (p. 249)</li> </ul>   |
| MAR  | 2   | Wed | 8                          | 15         | <b>Grading</b><br>At-home reading and in-class discussion       | <b>Mid-Term Grades Available for Freshmen via Web for Students</b><br><b>Chapter 10: Motivating and Satisfying Employees &amp; Teams (pp. 260-271)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> SAS Zigs When Competitors Zag</li> <li>▪ What Is Motivation? (pp. 261-262)</li> <li>▪ Historical Perspectives on Motivation (pp. 262-269)</li> <li>▪ Contemporary Views on Motivation (pp. 269-271)</li> </ul>   |
|      | 7   | Mon | 9                          | 16         | At-home reading and in-class discussion                         | <b>Chapter 10: Motivating and Satisfying Employees &amp; Teams (pp. 271-278)</b> <ul style="list-style-type: none"> <li>▪ Key Motivation Techniques (pp. 271-277)</li> <li>▪ Managing Your Career: Do You Have What It Takes to Telecommute? (p. 277)</li> <li>▪ Teams and Teamwork (pp. 277-281)</li> <li>▪ <b>Is It Ethical?:</b> The Dark Side of Virtual Teamwork (p. 278)</li> </ul>  |
|      | 9   | Wed | 9                          | 17         | At-home reading and in-class discussion                         | <b>Chapter 11: Building Customer Relationships through Effective Marketing (pp. 289-301)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> How Kimberly- Clark Builds Customer Loyalty</li> <li>▪ Managing Customer Relationships (pp. 291-292)</li> <li>▪ Utility: The Value Added by Marketing (pp. 292-293)</li> <li>▪ The Marketing Concept (pp. 293-295)</li> <li>▪ Markets and Their Classification (pp. 295-296)</li> <li>▪ Developing Marketing Strategies (pp. 296-301)</li> </ul>   |
|      | 14  | Mon | 10                         | 18         | At-home reading and in-class discussion                         | <b>Chapter 11: Building Customer Relationships through Effective Marketing (pp. 301-313)</b> <ul style="list-style-type: none"> <li>▪ Developing a Marketing Plan (pp. 301-302)</li> <li>▪ Market Measurement and Sales Forecasting (p. 302)</li> <li>▪ <b>Is It Ethical?:</b> Does Highly-Targeted Marketing Invade Your Privacy? (p. 304)</li> <li>▪ Types of Buying Behavior (pp. 306-308)</li> <li>▪ Global Economic Challenges: Can Coca-Cola Win Big in China? (p. 308)</li> </ul>   |
|      | 16  | Wed | 10                         | 19         | At-home reading and in-class discussion                         | <b>Chapter 12: Creating and Pricing Products That Satisfy Customers (pp. 314-329)</b> <ul style="list-style-type: none"> <li>▪ <b>INSIDE BUSINESS:</b> How Goya Cooks up Growth</li> <li>▪ Classification of Products (pp. 316-317)</li> <li>▪ The Product Life Cycle (pp. 317-320)</li> <li>▪ Product Line and Product Mix (p. 320)</li> <li>▪ Managing the Product Mix (pp. 320-324)</li> <li>▪ The Entrepreneurial Spirit: Big Innovations from Small Business Partners (p.322)</li> <li>▪ Branding, Packaging, and Labeling (pp. 325-329)</li> </ul> |
|      | 20  | Sun | <b>WITHDRAWAL DEADLINE</b> |            | <b>FINAL DATE TO WITHDRAW FROM ALL COURSES FOR THE SEMESTER</b> |  |
|      | 21  | Mon | <b>NO CLASSES</b>          |            | <b>Campus Closed for SPRING BREAK</b>                           |  |
|      | 27  | Sun |                            |            |   |  |



**BUS 10123 - EXPLORING BUSINESS****Page 4: DRAFT CLASS SCHEDULE: BUS 10123 Exploring Business**

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| Date | Day | W   | L  | Assignment | SCOPE OF WORK TO BE COVERED [Please Prepare before Class]   |   |
|------|-----|-----|----|------------|---|---|
| MAR  | 28  | Mon | 12 | 20         | <b>APPRAISAL</b><br>At-home reading and in-class discussion | <b>Second Formal Appraisal of your Weekly Industry BLOG</b><br><br><b>Chapter 12: Creating and Pricing Products That Satisfy Customers (pp. 330-345)</b> <ul style="list-style-type: none"> <li>Pricing Products (pp. 330-332)</li> <li>Pricing Objectives (pp. 332-333)</li> <li>Pricing Methods (pp. 333-335)</li> <li>Pricing Strategies (pp. 335-340)</li> <li><b>Is It Ethical?: Inside the Rent-to-Own Business</b> (p. 336)</li> <li>Pricing Business Products (p. 340)</li> </ul>   |
|      | 30  | Wed | 12 | 21         | At-home reading and in-class discussion                     | <b>Chapter 13: Distributing and Promoting Products (pp. 347-363)</b> <ul style="list-style-type: none"> <li><b>INSIDE BUSINESS: Best Buy's Burst of Retailing Speed</b></li> <li>Distribution Channels and Market Coverage (pp. 347-350)</li> <li>The Entrepreneurial Spirit: Are You Ready to Own a Store? (p. 349)</li> <li>Partnering through Supply-Chain Management (pp. 350-351)</li> <li>Marketing Intermediaries: Wholesalers (pp. 351-352)</li> <li>Marketing Intermediaries: Retailers (pp. 352-359)</li> <li>Global Economic Challenges: Wrapping the World in Wal-Marts? (p. 355)</li> <li>Physical Distribution (pp. 359-363)</li> </ul> |
| APR  | 4   | Mon | 13 | 22         | At-home reading and in-class discussion                     | <b>Chapter 13: Distributing and Promoting Products (pp. 363-384)</b> <ul style="list-style-type: none"> <li>What Is Integrated Marketing Communications? (p. 363)</li> <li>The Promotion Mix: An Overview (pp. 363-364) Advertising (pp. 364-369)</li> <li>Personal Selling (pp. 369-371)</li> <li>Sales Promotion (pp. 371-374)</li> <li>Public Relations (pp. 374-375)</li> </ul>   |
|      | 6   | Wed | 13 | 23         | At-home reading and in-class discussion                     | <b>Chapter 14: Understanding Information and e-Business (pp. 385-414)</b> <ul style="list-style-type: none"> <li><b>INSIDE BUSINESS: Facebook Faces Privacy Issues</b></li> <li>How Can Information Reduce Risk When Making a Decision? (pp. 387-389)</li> <li>What Is a Management Information System? (pp. 389-390)</li> <li>Going Green: The Future of the Paperless Office (p. 391)</li> <li>How Do Employees Use an Information System? (pp. 391-395)</li> <li>Improving Productivity with the Help of Computers and Technology (pp. 395-398)</li> </ul>   |
|      | 11  | Mon | 14 | 24         | At-home reading and in-class discussion                     | <b>Chapter 14: Understanding Information and e-Business (pp. 385-414)</b> <ul style="list-style-type: none"> <li>Using Computers and the Internet to Obtain Information (pp. 398-401)</li> <li>Managing Your Career: Your Digital Rep (p. 399)</li> <li>Defining e-Business (pp. 401-404)</li> <li>Fundamental Models of e-Business (pp. 404-406)</li> <li>Future of e-Business: Growth, Opportunities, and Challenges (pp. 407-408)</li> </ul>   |
|      | 13  | Wed | 14 | 25         | At-home reading and in-class discussion                     | <b>Chapter 15: Using Accounting Information (pp. 415-424)</b> <ul style="list-style-type: none"> <li><b>INSIDE BUSINESS: PricewaterhouseCoopers Peeks behind the Numbers</b></li> <li>Why Accounting Information Is Important (pp. 417-419)</li> <li>Who Uses Accounting Information (pp. 419-422)</li> <li>The Accounting Process (pp. 422-424)</li> </ul>   |
|      | 18  | Mon | 15 | 26         | At-home reading and in-class discussion                     | <b>Chapter 15: Using Accounting Information (pp. 424-443)</b> <ul style="list-style-type: none"> <li>The Balance Sheet (pp. 424-428)</li> <li>The Entrepreneurial Spirit: Why Startups Need CPAs (p. 427)</li> <li>The Income Statement (pp. 428-431)</li> <li>The Statement of Cash Flows (pp. 431-432)</li> <li>Evaluating Financial Statements (pp. 432-438)</li> <li>Going Green: Annual Reports Go Green (p. 433)</li> </ul>   |

**Page 5: DRAFT CLASS SCHEDULE: BUS 10123 Exploring Business**

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|--------|-----|----|----|---|---|
| APR 20 | Wed | 15 | 27 | At-home reading and in-class discussion                       | <b>Chapter 16: Mastering Financial Management (pp. 444-474)</b> <ul style="list-style-type: none"> <li>INSIDE BUSINESS: Service Corps of Retired Executives (SCORE) "Counselors to America's Small Business"</li> <li>What Is Financial Management? (pp. 446-450)</li> <li>Planning—The Basis of Sound Financial Management (pp. 450-453)</li> <li>Financial Services Provided by Banks/Other Financial Institutions (pp. 453-56)</li> <li>Global Economic Challenges: Microfinance Goes Global (p. 456)</li> </ul> |
| 22     | Fri | 15 | -  | DEADLINE  | FINAL STOCK PORTFOLIO PRICE TRACKING RECORD   |
|        |     |    |    | DEADLINE  | FINAL WEEKLY INDUSTRY BLOG ENTRY  |
| 25     | Mon | 16 | 28 | Submission  | STOCK PORTFOLIO PROJECT DUE VIA EMAIL BEFORE CLASS  |
|        |     |    |    | Submission  | FINAL APPRAISAL OF WEEKLY INDUSTRY BLOG   |
|        |     |    |    | Submission  | INDUSTRY JOURNAL SUMMARY REPORT DUE VIA EMAIL BEFORE CLASS  |
|        |     |    |    | At-home reading and in-class discussion                       | <b>Chapter 16: Mastering Financial Management (pp. 444-474)</b> <ul style="list-style-type: none"> <li>Sources of Short-Term Debt Financing (pp. 456-460)</li> <li>Sources of Equity Financing (pp. 460-463)</li> <li><b>Is It Ethical?:</b> AIG Pays out after the Bailout (p. 461)</li> <li>Sources of Long-Term Debt Financing (pp. 463-466)</li> </ul>  |
| 27     | Wed | 16 | 29 | Brian Bouchet or Pat Olssen<br>Reps from North-Western Mutual | <b>Managing Your Personal Finances</b><br><i>Brian or Pat will share their advice with you on how to establish and manage your long-term financial needs.</i> <ul style="list-style-type: none"> <li>Managing Taxes, Selecting Insurance, Making Investment Decisions, Planning for Retirement, etc.</li> </ul>   |
|        |     |    |    | Chris Minor<br>VP Fifth Third Bank                            | <b>Managing Your Personal Finances</b><br><i>Chris will share his advice with you on how to establish and manage your short-term personal Finances and set a path for a stable financial future.</i> <ul style="list-style-type: none"> <li>Financial Planning, Cash Management &amp; Using Consumer Credit</li> </ul>  |
| MAY 2  | Mon | 17 | -  | SECTION 603   | 3:30 to 5:30: Individual Presentations [Please see page 19]   |
| 4      | Wed | 17 | -  | SECTION 602   | 6:00 to 8:00: Individual Presentations [Please see page 19]   |
| 11     | Wed | 18 |    | FINAL GRADES  | Available via FLASHLINE [STUDENT TOOLS TAB]   |

**Other Suggested Resources/Materials**

In addition to the Required Reading Materials, mentioned on Page 1.

- In an attempt to keep yourself informed of current events as they relate to business, and to further your participation in class discussions, it is imperative that during the semester and in the future you consult at least the following key sources of information;
  - The **Wall Street Journal** <http://www.wsj.com/>, **The New York Times** <http://www.nytimes.com/>, **Business Week** <http://www.businessweek.com/>, **CNN Money** <http://money.cnn.com/>, **Fortune Magazine** <http://money.cnn.com/magazines/fortune/>, etc.
  - Television & Radio actuality programs, local newspapers and the Internet.
- The **Kent State University Stark Campus Academic Success Centre** [<http://www.stark.kent.edu/student/resources/asc.cfm>] [located on the lower level of the Campus Centre] is an excellent source for tutoring and general course/examination advice and guidance – please feel free to consult with our very helpful Academic Success Center staff for all these needs.
- The **Kent State University Stark Campus Learning Resource Centre** [<http://www.stark.kent.edu/Library/index.cfm>] that you would know as the Library, is located to the north of Main Hall and is an excellent source for business and other such publications – please feel free to consult with our very helpful library staff for all your research needs.
- The **Kent State Stark Writing Centre** [<http://www.stark.kent.edu/student/resources/writing/index.cfm>] [located in Room 202 of Main Hall] is an excellent resource for all your writing needs – please feel free to consult with their staff – it will improve your grade.

**Suggested Additional Reading List**

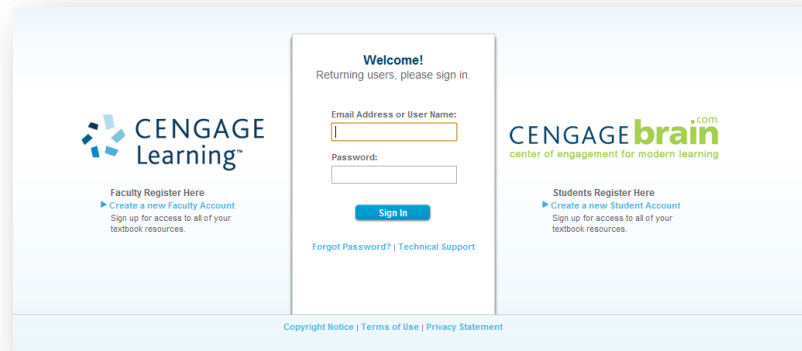
|   |  |
|---|--|
| <p><b><u>UNDERSTANDING BUSINESS</u></b><br/>by William G. G. Nickels James McHugh and Susan McHugh<br/>8<sup>th</sup> Edition, November 2, 2006<br/>McGraw-Hill/Irwin Publishing Co.<br/>ISBN-13: 978-0073105970</p>  | <p>Understanding Business by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, (2) we listen to our customers, and (3) the quality of our supplements package. We consistently look to the experts –full-time faculty members, adjunct instructors, and of course students– to drive the decisions we make about the text itself and the ancillary package.</p>   |
| <p><b><u>WHO MOVED MY CHEESE? An Amazing Way to Deal with Change in Your Work and in Your Life</u></b><br/>by Spencer Johnson [Co-Author of the “One Minute Manager”] and Ken Blanchard<br/>Putnam Pub Group (Paper)<br/>ISBN: 0399144463 (September 1998)</p> <p><b>HIGHLY RECOMMEND</b></p>   | <p>Change can be a blessing or a curse, depending on your perspective. The message of Who Moved My Cheese? is that all can come to see it as a blessing, if they understand the nature of cheese and the role it plays in their lives.</p> <p>Who Moved My Cheese? is a parable that takes place in a maze. Four beings live in that maze: Sniff and Scurry are mice—non-analytical and nonjudgmental, they just want cheese and are willing to do whatever it takes to get it. Hem and Haw are “little people,” mouse-size humans who have an entirely different relationship with cheese. It’s not just sustenance to them; it’s their self-image. Their lives and belief systems are built around the cheese they’ve found.</p> <p>Most of us reading the story will see the cheese as something related to our livelihoods--our jobs, our career paths, the industries we work in--although it can stand for anything, from health to relationships. The point of the story is that we have to be alert to changes in the cheese, and be prepared to go running off in search of new sources of cheese when the cheese we have runs out.</p>   |
| <p><b><u>The Complete Idiot's Guide to Starting Your Own Business</u></b><br/>by Edward Paulson<br/>Alpha Books<br/>5th edition (January 2, 2007)<br/>ISBN-10: 1592575846<br/>ISBN-13: 978-1592575848</p> <p><b>Added value CD-ROM included</b> - featuring 100 commonly requested forms and documents and three bonus chapters on related topics</p> | <p>This is an extensive handbook of small-business basics for those who already have the desire and drive mandatory for launching an individual commercial enterprise--but it does not include all of the specific day-to-day skills that significantly increase its chances for survival. The book begins with plainspoken advice on matters such as choosing a business, setting goals, and initiating the plan that makes it all happen. This is followed by material on sales and marketing and developing business structures, which is bolstered at appropriate intervals with useful definitions, additional resources, and warnings about potential pitfalls. The next two sections on finances and growth, however, may ultimately prove most valuable. The best information here includes sections about evaluating competition and defending against potential incursions; why business bankers reject loan applications and how to make them your allies; and why production plans are critical. This book also looks at the “secrets of success,” suggesting ways to cope with the ups and downs that any entrepreneur will inevitably encounter. Newly revised for the ever-changing world of business, this book offers stress-free guidance for anyone who wants to turn a good idea into a good living. This edition also includes a CD-ROM featuring 100 commonly requested forms and documents essential to business start-ups.</p> <p><b>About the Author:</b> Edward Paulson is a successful entrepreneur, business consultant, college professor, and author with more than 25 years’ experience in setting up and running businesses. The author of more than 15 books and numerous articles, he frequently lectures throughout the United States.</p>  |
| <p><b><u>Hot, Flat, and Crowded: Why We Need a Green Revolution--and How It Can Renew America</u></b><br/>Author: Thomas L. Friedman<br/>Publisher: Farrar, Straus and Giroux<br/>Edition: 1<sup>st</sup> September 8, 2008<br/>ISBN-10: 0374166854<br/>ISBN-13: 978-0374166854</p> <p><b>HIGHLY RECOMMENDED</b></p>                                  | <p>Thomas L. Friedman’s phenomenal number-one bestseller <i>The World Is Flat</i> has helped millions of readers to see the world in a new way. In his brilliant, essential new book, Friedman takes a fresh and provocative look at two of the biggest challenges we face today: America’s surprising loss of focus and national purpose since 9/11; and the global environmental crisis, which is affecting everything from food to fuel to forests. In this groundbreaking account of where we stand now, he shows us how the solutions to these two big problems are linked--how we can restore the world and revive America at the same time.</p> <p>Friedman explains how global warming, rapidly growing populations, and the astonishing expansion of the world’s middle class through globalization have produced a planet that is “hot, flat, and crowded.” Already the earth is being affected in ways that threaten to make it dangerously unstable. In just a few years, it will be too late to fix things--unless the United States steps up now and takes the lead in a worldwide effort to replace our wasteful, inefficient energy practices with a strategy for clean energy, energy efficiency, and conservation that Friedman calls Code Green.</p> <p>This is a great challenge, Friedman explains, but also a great opportunity, and one that America cannot afford to miss. Not only is American leadership the key to the healing of the earth; it is also our best strategy for the renewal of America.</p> <p>In vivid, entertaining chapters, Friedman makes it clear that the green revolution we need is like no revolution the world has seen. It will be the biggest innovation project in American history; it will be hard, not easy; and it will change everything from what you put into your car to what you see on your electric bill. But the payoff for America will be more than just cleaner air. It will inspire Americans to something we haven’t seen in a long time--nation-building in America--by summoning the intelligence, creativity, boldness, and concern for the common good that are our nation’s greatest natural resources.</p> <p><i>Hot, Flat, and Crowded</i> is classic Thomas L. Friedman: fearless, incisive, forward-looking, and rich in surprising common sense about the challenge--and the promise--of the future.</p> |
| <p><b><u>Start Your Own Business</u></b><br/>by Rieva Lesonsky<br/>Publisher: Entrepreneur Press<br/>4<sup>th</sup> edition (March 7, 2007)<br/>ISBN-10: 1599180812<br/>ISBN-13: 978-1599180816</p>   | <p>Get set, go! Entrepreneur Magazine’s Start Your Own Business claims to be “The Only Start-Up Book You’ll Ever Need.”</p> <p>That sounds mighty boastful, but the author’s credentials are strong, the book loaded with business resources and the information is down-to-earth (Everything you need to start a successful business... except the money, But we’ll show you how to get that, too!”)</p> <p>Author Rieva Lesonsky and the staff of Entrepreneur Magazine put together the book which starts with “Are you ready to be an entrepreneur?” and goes on to starting versus buying, choosing the name attracting investors, hiring employees, location, loans, image, leasing versus buying equipment, choosing a phone system, learning from failure - all the nitty-gritty stuff, plus some long-term thinking.</p> <p>Lesonsky, Entrepreneur’s Vice President / Editorial Director, frequently speaks at small-business conferences and appears on TV and radio business programs. -- Genevieve Buck, Chicago Tribune --This text refers to an out of print or unavailable edition of this title.</p>   |

## Getting registered with CENGAGE NOW

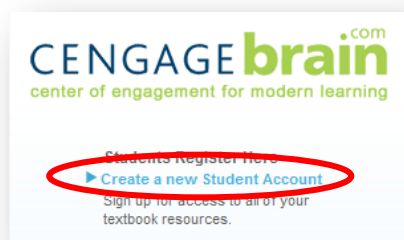
Please log onto the CENGAGE NOW website using the link from my website:

<http://www.personal.kent.edu/~gblundel/html/10123/business.htm>

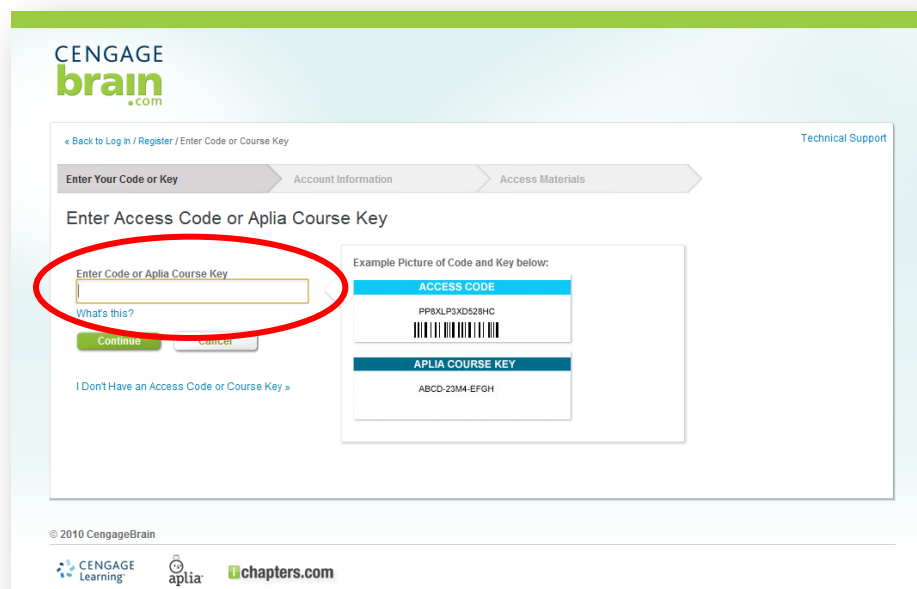
1. The CENGAGE NOW Homepage looks like this:



2. Click on the **Create a new Student Account** button to proceed.



3. Open the cardboard folder that you purchased from the Bookstore and enter the code as it appears therein.



4. Next, please enter all your **personal information**.
  - Please enter your First and Last names with the first letter of each capitalized.
  - **Please use your @kent.edu email address – no other email addresses are permitted.**  
***Accounts created with email addresses other than your Kent email will be deleted***
5. Select your institution. Best is to find it using Zip **44720**  
Then choose **Kent State University Stark Campus**
6. You will eventually get to a screen where it asks you for the **Course Key**, as follows;
 

|                    |  |                             |
|--------------------|--|-----------------------------|
| <b>Section 603</b> | [Mondays & Wednesdays from 3:30 - 4:45 pm] | <b>KEY: E-2NMZ37MP8UUTE</b> |
| <b>Section 602</b> | [Mondays & Wednesdays from 5:30 - 6:45 pm] | <b>KEY: E-252NYC6VMZR3W</b> |
7. When you've completed this process you will be taken to the following screen.

Please note that your login and the correct campus is identified – if not please contact me ASAP.

The screenshot displays the Cengage Learning 'My Bookshelf' interface. At the top, the user is logged in as gblunde@kent.edu at Kent State University - Kent. The main content area is divided into several sections:

- My Bookshelf:** Includes a dropdown menu for the current title ('Pride/Hughes/Kapoor, Foundations of Business, 2nd Edition') and a search bar to add new titles.
- Selected Title:** Displays the book cover and details for 'Foundations of Business, 2nd Edition' by William M. Pride, Robert J. Hughes, and Jack R. Kapoor. It includes ISBNs and links for 'About this title', 'Sample Chapter', and 'Request a Sample'.
- My Course:** Lists the course 'CengageNOW for Pride/Hughes/Kapoor's Foundations of Business'. A yellow callout box highlights this link, stating: 'Clicking this link will take you to the Course Management Tool where you can access the Quizzes and the electronic student resources that accompany the book.'
- Additional Resources:** Lists various resources including 'Cengage Learning Newsflow for Pride/Hughes/Kapoor's Business', 'Online Adobe PDF eBook for Pride/Hughes/Kapoor's Foundations of Business', 'CL EBOOK FOUNDATIONS OF BUSINESS', 'Online Interactive Business Plan for Foundations of Business', 'Cengage Teach Business Resources for Foundations of Business', 'Business and Company Resource Center, One Semester Access', 'Instructor Companion Site', and 'Student Companion Site'.
- Helpful Links:** Includes 'Quick Tour', 'CourseCare Digital Solutions Training', and 'Custom Solutions'.

9. **If at any point you get jammed up, please contact me as soon as possible at either [gblundel@kent.edu](mailto:gblundel@kent.edu); [ksu\\_stark@hotmail.com](mailto:ksu_stark@hotmail.com), (330) 244 5177 or in person 150P Fine Arts Building.**

# SPRING 2011 – SEMESTER INDIVIDUAL WRITING PROJECTS

## CHOOSING A SECTOR/INDUSTRY:

In Yahoo Finance you will select an industry from one of the existing **Sectors**, i.e. *Basic Materials, Conglomerates, Consumer Goods, Financial, Healthcare, Industrial Goods, Services, Technology or Utilities*.

Browse through the listing of Industries under each Sector and choose one. Clicking on that Industry link will take you to the relevant page. Here you will find the Industry Center that you can return to each weekday and use the “News” link as a jumping off point.

By selecting the “Company Index” link you are taken to a listing of all companies in this Industry. You need to select at least three for your **Stock Portfolio** – as detailed above on pages 15 & 16, above.

The Industry Sectors Link: [http://biz.yahoo.com/ic/ind\\_index.html](http://biz.yahoo.com/ic/ind_index.html) – also available through my BUS 10123 webpage.

The screenshot shows the Yahoo Finance website interface. At the top, there are navigation tabs for HOME, INVESTING, NEWS & OPINION, and PERSONAL FINANCE. Below these is a search bar and a 'GET QUOTES' button. The main heading is 'INDUSTRY CENTER - NONMETALLIC MINERAL MINING'. A sidebar on the left is titled 'More On This Industry' and contains links for Summary, News, Leaders & Laggards, Company Index, and Industry Browser. The main content area shows 'Nonmetallic Mineral Mining' with a Composite Value of 487.0 and a Today's Change of -3.25%.

## 1. STOCK PORTFOLIO PROJECT [15%]

**PART 1: Due Wednesday, January 19, 2011**

**PARTS 2 & 3: Due Monday, April 25, 2011**

### OBJECTIVES:

- To assist you in creating an awareness and understanding of the basics involved in creating and tracking an investment portfolio consisting of specifically selected shares in publicly traded companies,
- To gain familiarity with using The Wall Street Journal (WSJ), Yahoo Finance and/or other comparable sources of financial information as business tools for decision making. (See a more complete list on Page 11, above and Page 17, below)
- To impart enthusiasm and excitement for business through the use of a competitive Project that facilitates analysis and discussion between students about business, and
- To trace the fluctuation of value caused by internal and external market influences.


### GUIDELINES:

1. Please download the Excel File entitled [STOCK PORTFOLIO MASTER](#) from my website.
2. You have \$60,000 to make an initial “investment” in the stock of three publicly traded companies from your chosen **Industry** [Please see the instructions under the heading **CHOOSING AN INDUSTRY** above]. This will become **PART 1: Initial Stock Portfolio**.
3. You must purchase whole share units. Please do not purchase fractional shares, only whole unit shares. Additional stock purchases during the course of this Project are not permitted. **Please Note: If any one of your chosen companies “changes,” for whatever reason, please see me immediately to arrange a revision of your Project.**
4. Your selected stocks must preferably be listed in the United States. You may choose any three companies that are traded publicly on either the **NYSE** (New York Stock Exchange - <http://www.nyse.com/>) or **NASDAQ** (National Association of Security Dealers Automated Quotation - <http://www.nasdaq.com/>) or **AMEX** (American Stock Exchange - [http://www.nyse.com/attachment/amex\\_landing.htm](http://www.nyse.com/attachment/amex_landing.htm)) – now NYSE Euronext (NYX). (Although brokerage/commission fees will be charged for all purchases, please ignore them for the purposes of this Project.)
5. Stocks will be listed at the individual stock exchange sites, or at Yahoo Finance: <http://finance.yahoo.com>.

**All relevant links can be found at my website: <http://www.personal.kent.edu/~qblundel/html/10123/business.htm>**

### STARTING OUT:

**TAB 1: Part 1: The Initial Stock Portfolio Due via email before class on Wednesday, January 19, 2011:**

1. Select stocks for your **Initial Stock Portfolio** (following the above guidelines) that you believe and hope will increase in value. The principle objective is to amass the highest value for your **Stock Portfolio Project** during this Semester.
2. You will record the closing price of your stocks as listed for the close of the business day, i.e. **after 5:00 p.m. EST**, ending **Friday, January 14, 2011**. This will be the starting date or initial investment date for your **Stock Portfolio Project**.
3. If you haven't already done so, please download the Excel File entitled [STOCK PORTFOLIO MASTER](#) from my website – please see  above – and save it onto your personal computer or jump drive since you'll be updating it weekly.

**BUS 10123 - EXPLORING BUSINESS**

- Enter all your chosen details including your name into the Excel spreadsheet. If you need assistance, please see me during my office hours.
- On **Wednesday, January 19, 2011**, before the start of class, you must email me your **Excel Stock Portfolio file**. Failure to do so will result in a Failing Grade for this Project.
- Your **Part 1: Initial Stock Portfolio** should look something like the image to your right when you have it completed>>>>

**Part 1. - Initial Stock Portfolio:**

Joe Schmo

| SPRING 2011 |  | SECTOR          | SERVICES           |
|-------------|--|-----------------|--------------------|
|             |  | CHOSEN INDUSTRY | Specialty Eateries |

| Company Name                          | Stock Symbol | Stock Exchange | No. Shares Acquired | Fri 1/14/11 Closing Share Value | Initial Stock Portfolio Value |
|---------------------------------------|--------------|----------------|---------------------|---------------------------------|-------------------------------|
| Johnson                               | JHN          | NYSE           | 216                 | \$92.10                         | 19,893.60                     |
| Smith                                 | SMI          | NASDAQ         | 341                 | \$58.60                         | 19,982.60                     |
| Jones                                 | JNS          | NASDAQ         | 462                 | \$43.55                         | 20,120.10                     |
| <b>Total Value of Stock Purchases</b> |              |                |                     | <b>59,996.30</b>                |                               |
| <b>Initial Cash Allocation</b>        |              |                |                     | <b>(60,000.00)</b>              |                               |
| <b>Uninvested Cash Balance</b>        |              |                |                     | <b>(3.70)</b>                   |                               |

**THROUGHOUT THE SEMESTER – Please pay particular attention here**

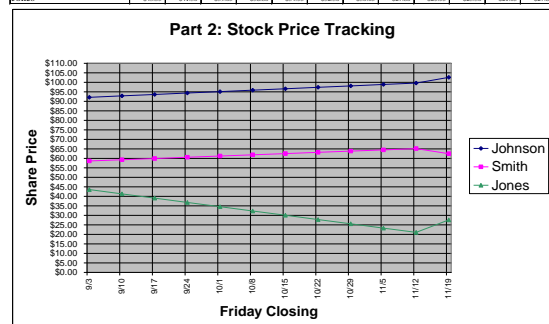
**TAB 2: Part 2: Weekly Stock Price Tracking Table and Chart**

- During the entire course of this Project, you will need to check and record the closing values of the price of your stocks after the close of business trading for each week day until **Friday January 14, 2011**, on **Part 2 – included as the second Tab in the SPM Excel Spreadsheet**.
- At the end of the Project, i.e. on **Friday April 22, 2011**, you will record your last stock prices to **Part 2: Weekly Stock Price Tracking Table**, which will look something like this >>>
- Please record each Friday's closing prices for each of your three chosen companies in your **Weekly Industry BLOG**.

**Part 2. - Weekly Stock Price Tracking Table**

Joe Schmo

| Week Ending Friday | 1       | 2       | 3       | 4       | 5       | 6       | 7       | 8       | 9       | 10      | 11      | 12       |
|--------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| Johnson            | \$92.10 | \$92.85 | \$93.60 | \$94.35 | \$95.10 | \$95.85 | \$96.60 | \$97.35 | \$98.10 | \$98.85 | \$99.60 | \$100.35 |
| Smith              | \$58.60 | \$59.25 | \$59.90 | \$60.55 | \$61.20 | \$61.85 | \$62.50 | \$63.15 | \$63.80 | \$64.45 | \$65.10 | \$65.75  |
| Jones              | \$43.55 | \$44.20 | \$44.85 | \$45.50 | \$46.15 | \$46.80 | \$47.45 | \$48.10 | \$48.75 | \$49.40 | \$50.05 | \$50.70  |



**PROJECT CONCLUSION – Due via email before class on Monday, April 25, 2011.**

**TAB 3: Part 3: The Final Stock Portfolio:**

- As soon after **Friday April 22, 2011** you will record the closing price of your stocks as at that date in the **Part 2: Stock Price Tracking Table**. This will be the closing date of your **Stock Portfolio Project**.
- To find how well your Portfolio performed, you can review **PART 3: Final Stock Portfolio**, included in the Excel Spreadsheet as Tab 3 that you downloaded from my website, and should appear similar to the following example;

**Part 3. - Final Stock Portfolio:**

Joe Schmo

| SPRING 2011 |  | SECTOR          | SERVICES           |
|-------------|--|-----------------|--------------------|
|             |  | CHOSEN INDUSTRY | Specialty Eateries |

| Company Name | Stock Symbol | Stock Exchange | Number of Shares Acquired | Initial Price @ Closing On Fri 1/14/11 | Initial Stock Portfolio Value | Final Price @ Closing On Fri 4/22/11 | Final Stock Portfolio Value | NET GAIN [LOSS]   |
|--------------|--------------|----------------|---------------------------|--|-------------------------------|--------------------------------------|-----------------------------|-------------------|
| Johnson      | JHN          | NYSE           | 216                       | \$92.10                                | \$19,893.60                   | \$94.00                              | \$20,304.00                 | \$410.40          |
| Smith        | SMI          | NASDAQ         | 341                       | \$58.60                                | \$19,982.60                   | \$54.21                              | \$18,485.61                 | (\$1,496.99)      |
| Jones        | JNS          | NASDAQ         | 462                       | \$43.55                                | \$20,120.10                   | \$48.76                              | \$22,527.12                 | \$2,407.02        |
| <b>Total</b> |              |                |                           |  | <b>\$59,996.30</b>            |                                      | <b>\$61,316.73</b>          | <b>\$1,320.43</b> |

- All Projects must be computer generated from the MS-Excel Spreadsheet you downloaded from my website. Under no circumstances will handwritten assignments be accepted and definitely not those in any other software format.
- Once again, I do not accept late or incomplete Project Reports – please don't ask me for concession.

**Potential Information Sources for your Friday Closing Stock Values and Weekly Industry Blog Analysis:**

**Web Sites:** [finance.yahoo.com](http://finance.yahoo.com)\* [www.news.google.com](http://www.news.google.com)\*  
[www.nyse.com](http://www.nyse.com) [www.nasdaq.com](http://www.nasdaq.com) [www.pcquote.com](http://www.pcquote.com)

**Newspapers:** Wall Street Journal, Plain Dealer, Akron Beacon Journal, Canton Repository, etc.

## **SPRING 2011 – SEMESTER INDIVIDUAL WRITING PROJECTS**

### **2. Weekly Industry BLOG [20%]**

**FORMALLY APPRAISED:** (FIRST) Monday, February 14, (SECOND) Monday March 28 and (FINAL) Monday April 25, 2011

*[The purpose of the two interim appraisals is to ensure that you are staying on track and completing this big value assignment accordingly]  
A register will be circulated during the first week of class where you will choose your Sector/Industry and that will remain your chosen sector/industry for the semester.*

The learning goals of this Weekly Industry BLOG Project, which makes up 20% of your grade, is to enable and encourage you to;

- *Learn how to analyze and interpret current events or real world experiences and then relate their topics to what we discuss in Class,*
- *Develop writing and presentation skills relevant to the world of business, and*
- *Educate your classmates on domestic and international contemporary business issues.*
- *Please remember this is not a report on your three chosen companies, this purpose is served by the Stock Portfolio Project on pages 14/15 above.*

During the course of this semester, beginning on **Friday January 21, 2011** and every Friday thereafter until **Friday April 22, 2011**, you will post a BLOG of all direct and related business activities for your **CHOSEN INDUSTRY for the past week, that you have recorded in a daily journal for that past week**. Each day for each week of the semester, *i.e. Monday through Friday*, you will journal your observations, preferably in MS-WORD 2007, that you have taken from our class discussions, the Business Week emails, reading Yahoo industry news, Google News or CNN, what you've seen on TV, chatted about at work, etc. or any other source for that matter. The stronger your journals, the better your BLOG.

Your **BLOG** should be a summary of your written journal observations for that week across your entire industry, *i.e. the one you've chosen for the semester*. Your first entry in each of your weekly BLOGs will be each Friday's closing prices of your three chosen companies in your Stock Portfolio [*Please see pages 14/15 below*]. Essentially, each BLOG post should be a record of what transpired in your chosen industry for the past week, *i.e. a compilation of each of the 5 day's journal entries for that week*.

**Other items that could be included in your BLOG include;**

- Economic circumstances that have a direct impact on the companies and/or the various stakeholders in your Industry,
- If appropriate, what you believe the companies in your Industry and their key managers should do,
- What lessons you are learning from these events and/or experiences.

Please be forewarned that, in class, I will regularly call on students and have them relate what they have learned about their industry in that past week. Please also note that I will regularly monitor the progress of your **BLOG**. It is important that you keep your **BLOG** up to date at all times. Please liaise with me as and when necessary to ensure that this happens.

**Please Note Well: Blogs regularly posted late and/or those that remain out of date after you've been advised will result in a falling grade for this Project.**



# SPRING 2011 – SEMESTER INDIVIDUAL WRITING PROJECTS

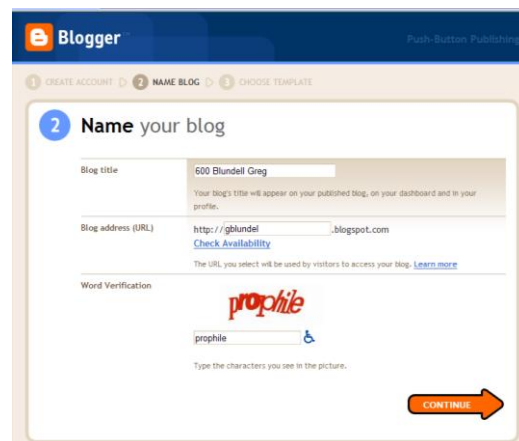
## 2. Weekly Industry BLOG [20%] [Creating your BLOG]

### CREATING YOUR OWN WEEKLY INDUSTRY BLOG:

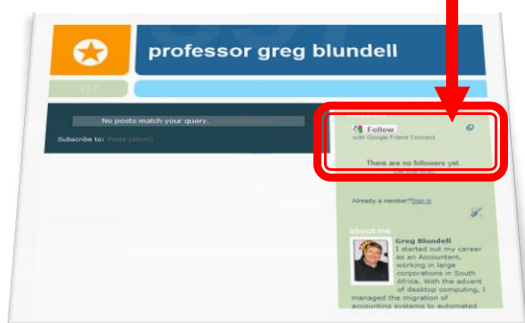
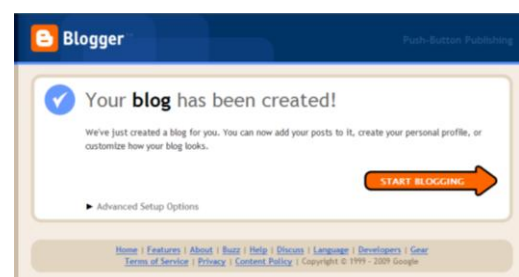
1. Please log on to the following URL: <https://www.blogger.com/start>
2. Click on the following button...



3. Please create a **new Google Account** for you to use with this Course;
  - a. Please use your **Kent email address**, and then continue
    - Title your Blog with your **Section number** and **Last name**, **First name** and full **Title of your chosen Industry**.
    - My Blog would appear as follows;
      - **602 Blundell Greg [Toys & Games]**  
*[Please be consistent with letter case and other notations]*
  - b. For your Blog Address [URL] please use your Kent email prefix, *i.e. for me it would be:* **<http://gblundel.blogspot.com>**



- c. Choose a template and **START BLOGGING!!**
- d. Once you're set up please remember to **make me an AUTHOR of you BLOG (Please see page 18) so that I can follow your BLOG each week**



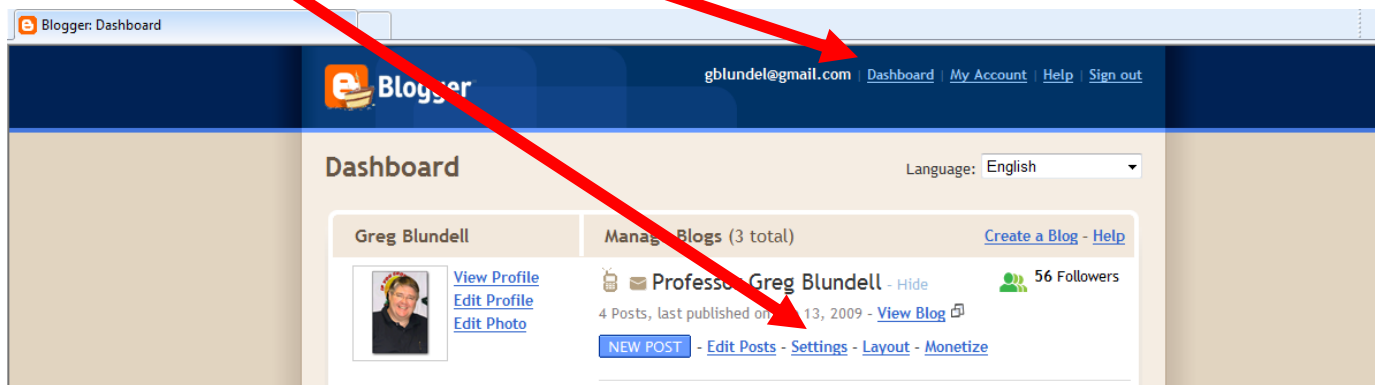
## SPRING 2011 – SEMESTER INDIVIDUAL WRITING PROJECTS

### 2. Weekly Industry BLOG [20%] [Making me an AUTHOR]

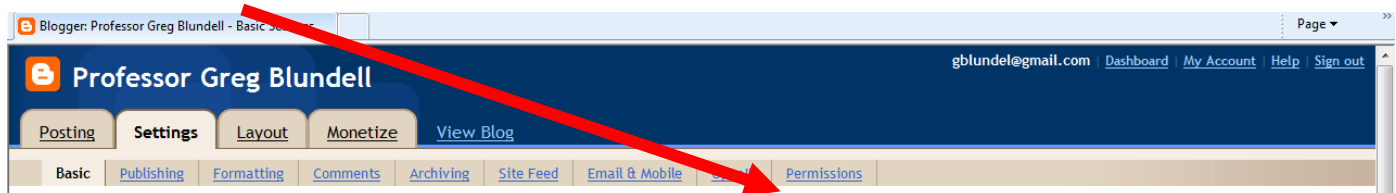
## How to have me follow your Blog as an AUTHOR

1. Please go to your **Blog Dashboard**...

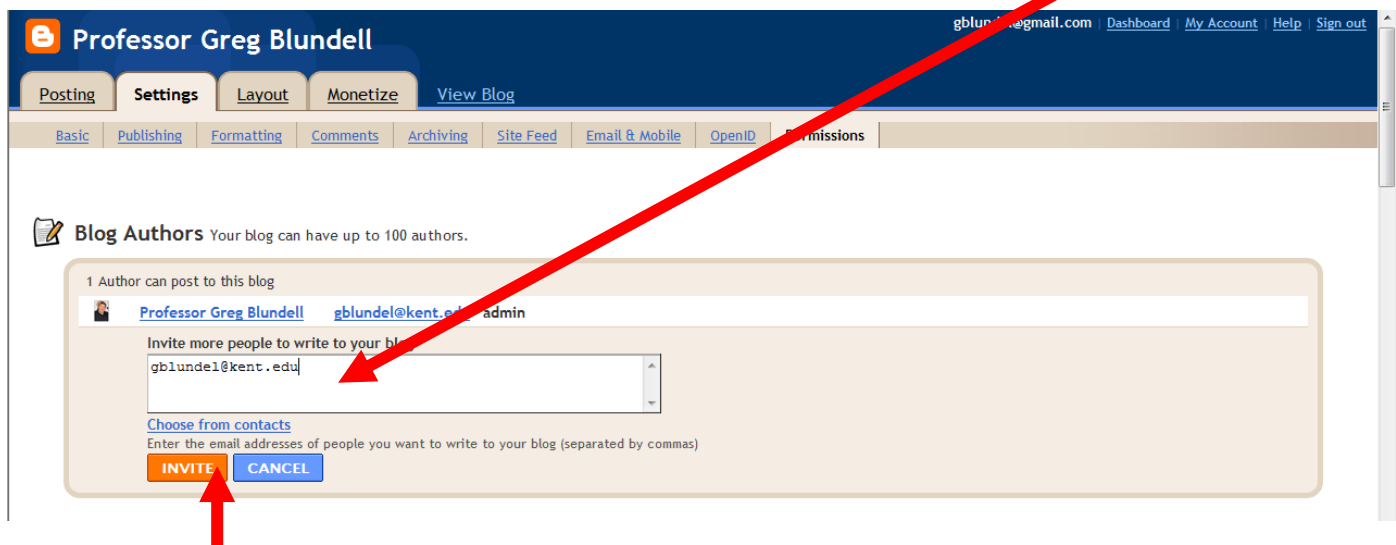
2. Select the link **Settings**...



3. Choose **Permissions**...



4. Under **Blog Authors**, please add me as an author and type in my email address: **gblundel@kent.edu**...



5. By clicking **INVITE**, I will receive an email from you inviting me and once I accept it I will be able to see your Blog in my Dashboard.

## **SPRING 2011 – SEMESTER INDIVIDUAL WRITING PROJECTS**

### **3. Weekly Industry BLOG Summary Report [10%]**

**Your Final Weekly Industry Blog Summary Report is due, via email before class on Monday April 25, 2011**

At the conclusion of the Weekly Industry BLOG Project, i.e. as soon after **Friday April 22, 2011**, you will summarize the contents of your Weekly Industry Blog into a typewritten Report that should contain the following;

- A complete and accurate summary of all your weekdays of journaling as they appear in your **Weekly Industry BLOG**,
- Candid and personal opinions that you have formed over the past weeks about your observations of your industry insofar;
  - *as it relates to other domestic competitors in the same industry,*
  - *as to how your industry relates to others in the Sector, and*
  - *as to how your Sector/Industry relates to the international/global market place, and*
  - *Any other characteristic information you would like to share with me and your fellow students.*

Your Report, prepared in MS-Word 2007, must be emailed to me at [gblundel@kent.edu](mailto:gblundel@kent.edu) and [ksu\\_stark@hotmail.com](mailto:ksu_stark@hotmail.com) no later than the start time of your class on **Monday April 25, 2011**, and must comply with the following formatting guidelines;

- Should appear professional, be proof-read and please – no spelling errors!!!
- Should be single spaced with 1" margins all around and **must be at least 2 pages long**, any shorter and your grade will be compromised accordingly, and
- Should have your Name, Sector and Industry clearly visible in the top right-hand corner.

#### **Please Note Well**

- Your **Individual Weekly Industry BLOG and Summary Report** will be measured upon their respective content, presentation and timely completion.
- Please feel free at any time during the semester to share your thoughts and ideas with me such that your progress towards your Project's completion is continuous rather than a big rush at the end.
- **I do not accept late or incomplete Projects, Reports and/or Presentations. Projects not submitted on the due dates will result in a failing grade.**

## **SPRING 2011 – SEMESTER INDIVIDUAL WRITING PROJECTS**

### **4. Weekly Industry Blog Summary Presentation [10%]**

**Presentations will take place on Monday 2 May, 2011 (SECTION 603 from 3:30 to 5:30 p.m.) and Wednesday 4 May, 2011 (SECTION 602 from 6:00 to 8:00 p.m.)**

Individual Presentations of your Weekly Industry BLOG Project [*essentially a summary snapshot of your Weekly Industry Blog Summary Report – see #3, above*] will be delivered by you on the dates as detailed above, and should not consist of just reading your Summary Report out to the class.

- Please also observe the following;
  - You are presenting to me and your fellow classmates – preparation and practice increases confidence,
  - Students will be given no more than 2 minutes to deliver their presentation and answer questions,
  - Please remember to raise "discussion questions" during your presentation – in other words you need to cover your industry rather extensively but deliver it succinctly, given the 2 minute time constraint so as to, in effect, answer potential questions before they're raised,
  - Overhead transparencies, PowerPoint Slides, Posters and/or other visual aids are strongly recommended, and
  - Above all, have fun!!!!

**QUIZ SCHEDULE FOR CHAPTER QUIZZES – SECTIONS 603/602 [Mon & Wed: 3:30-4:45 & 5:30-6:45]**

REVISED as at 1/24/2011

| SEC. | Start Date | Time      | Due Date | Time       | CHAPTER   |
|------|------------|-----------|----------|------------|---|
| 603  | Wed 1/26   | 8:00 p.m. | Wed 2/02 | 5:30 p.m.  | 2: Being Ethical and Socially Responsible                       |
| 602  | Wed 1/26   | 8:00 p.m. | Wed 2/02 | 5:30 p.m.  |   |
| 603  | Mon 1/31   | 8:00 p.m. | Mon 2/07 | 5:30 p.m.  | 3: Exploring Global Business                                    |
| 602  | Mon 1/31   | 8:00 p.m. | Mon 2/07 | 5:30 p.m.  |   |
| 603  | Wed 2/02   | 8:00 p.m. | Wed 2/09 | 5:30 p.m.  | 4: Choosing a Form of Business Ownership                        |
| 602  | Wed 2/02   | 8:00 p.m. | Wed 2/09 | 5:30 p.m.  |   |
| 603  | Wed 2/09   | 8:00 p.m. | Wed 2/16 | 5:30 p.m.  | 5: Small Business, Entrepreneurship & Franchises                |
| 602  | Wed 2/09   | 8:00 p.m. | Wed 2/16 | 5:30 p.m.  |   |
| 603  | Mon 2/14   | 8:00 p.m. | Mon 2/21 | 5:30 p.m.  | 6: Understanding the Management Process                         |
| 602  | Mon 2/14   | 8:00 p.m. | Mon 2/21 | 5:30 p.m.  |   |
| 603  | Wed 2/16   | 8:00 p.m. | Wed 2/23 | 5:30 p.m.  | 7: Creating a Flexible Organization                             |
| 602  | Wed 2/16   | 8:00 p.m. | Wed 2/23 | 5:30 p.m.  |   |
| 603  | Mon 2/21   | 8:00 p.m. | Mon 2/28 | 5:30 p.m.  | 8: Producing Quality Goods and Services                         |
| 602  | Mon 2/21   | 8:00 p.m. | Mon 2/28 | 5:30 p.m.  |   |
| 603  | Mon 2/28   | 8:00 p.m. | Mon 3/07 | 5:30 p.m.  | 9: Attracting and Retaining the Best Employees                  |
| 602  | Mon 2/28   | 8:00 p.m. | Mon 3/07 | 5:30 p.m.  |   |
| 603  | Mon 3/07   | 8:00 p.m. | Mon 3/14 | 5:30 p.m.  | 10: Motivating & Satisfying Employees & Teams                   |
| 602  | Mon 3/07   | 8:00 p.m. | Mon 3/14 | 5:30 p.m.  |   |
| 603  | Mon 3/14   | 8:00 p.m. | Mon 3/21 | 5:30 p.m.  | 11: Building Customer Relationships through Effective Marketing |
| 602  | Mon 3/14   | 8:00 p.m. | Mon 3/21 | 5:30 p.m.  |   |
| 603  | Mon 3/28   | 8:00 p.m. | Mon 4/04 | 5:30 p.m.  | 12: Creating & Pricing Products That Satisfy Customers          |
| 602  | Mon 3/28   | 8:00 p.m. | Mon 4/04 | 5:30 p.m.  |   |
| 603  | Mon 4/04   | 8:00 p.m. | Mon 4/11 | 5:30 p.m.  | 13: Distributing and Promoting Products                         |
| 602  | Mon 4/04   | 8:00 p.m. | Mon 4/11 | 5:30 p.m.  |   |
| 603  | Mon 4/11   | 8:00 p.m. | Mon 4/18 | 5:30 p.m.  | 14: Understanding Information and e-Business                    |
| 602  | Mon 4/11   | 8:00 p.m. | Mon 4/18 | 5:30 p.m.  |   |
| 603  | Mon 4/18   | 8:00 p.m. | Mon 4/25 | 5:30 p.m.  | 15: Using Accounting Information                                |
| 602  | Mon 4/18   | 8:00 p.m. | Mon 4/25 | 5:30 p.m.  |   |
| 603  | Mon 4/25   | 8:00 p.m. | Mon 5/02 | 5:30 p.m.  | 16: Mastering Financial Management                              |
| 602  | Mon 4/25   | 8:00 p.m. | Mon 5/02 | 5:30 p.m.  |   |
| BOTH | Mon 4/04   | 8:00 a.m. | Fri 4/29 | 10:00 a.m. | BONUS: Chapters 1 through 16                                    |

**PLEASE NOTE:**

This is a tentative Quiz schedule and depending upon our progress through the Chapters, as detailed in the respective Schedules on Pages 6 thru 10, through the semester, it may be subject to change.

Whenever possible the changes will be announced in class and, if necessary, the details of the change/s sent out via email. In all cases, the Quiz Schedule will be updated to the Syllabus on my Web page.

**MARK MEMORANDA: Written Reports**

|                             | Total     | Excellent | Good  | Average | Weak |
|-----------------------------|-----------|-----------|-------|---------|------|
| <b>1. Presentation Mark</b> | <b>20</b> | 20-15     | 10-14 | 5-9     | <5   |

**ASPECTS MEASURED**

*Index, Executive Summary, Organisation, Clear Headings, Referencing and Bibliography.*

|                        | Total     | Excellent | Good  | Average | Weak |
|------------------------|-----------|-----------|-------|---------|------|
| <b>2. Enquiry Mark</b> | <b>40</b> | 31-40     | 21-30 | 11-20   | <10  |

**ASPECTS MEASURED**

*Application/Practicality, Explanation, Understanding, Objective Discussion, Evidence, and Conclusion and/or Recommendation*

|                        | Total     | Excellent | Good  | Average | Weak |
|------------------------|-----------|-----------|-------|---------|------|
| <b>3. Content Mark</b> | <b>30</b> | 22-30     | 15-22 | 8-14    | <7   |

**ASPECTS MEASURED**

*Subject Knowledge, Accuracy and Quality*

|                              | Total     | Excellent | Good | Average | Weak |
|------------------------------|-----------|-----------|------|---------|------|
| <b>4. Overall Impression</b> | <b>10</b> | 9-10      | 7-8  | 5-6     | <5   |

|                        | Total      |
|------------------------|------------|
| <b>5. PROJECT Mark</b> | <b>100</b> |

**MARK MEMORANDA: Presentations**

|                            | Total     | Excellent | Good  | Average | Weak |
|----------------------------|-----------|-----------|-------|---------|------|
| <b>1. Audience Comfort</b> | <b>20</b> | 20-15     | 10-14 | 5-9     | <5   |

**ASPECTS MEASURED**

*Seating Arrangements, Test for Audio and Question & Answer Preference*

|                              | Total     | Excellent | Good  | Average | Weak |
|------------------------------|-----------|-----------|-------|---------|------|
| <b>2. Presentation Style</b> | <b>40</b> | 31-40     | 21-30 | 11-20   | <10  |

**ASPECTS MEASURED**

*Voice Control [Modularity], Pauses for Effect, Maintains Eye Contact, Conducive Body language and Timing/Meter.*

|                                | Total     | Excellent | Good  | Average | Weak |
|--------------------------------|-----------|-----------|-------|---------|------|
| <b>3. Presentation Content</b> | <b>30</b> | 22-30     | 15-22 | 8-14    | <7   |

**ASPECTS MEASURED**

*Executive Summary/Synopsis/Overview/Outline, Use of Audio-Visuals, Subject Knowledge, Audience Participation and Summary, Conclusion & Thank You*

|                              | Total     | Excellent | Good | Average | Weak |
|------------------------------|-----------|-----------|------|---------|------|
| <b>4. Overall Impression</b> | <b>10</b> | 9-10      | 7-8  | 5-6     | <5   |

|                             | Total      |
|-----------------------------|------------|
| <b>5. PRESENTATION Mark</b> | <b>100</b> |

## **LIST OF REASONS FOR MISSING CLASS and/or ASSIGNMENT DEADLINES**

**Acceptable excuses** [accompanied by official documentation specifying dates in question];

- Sickness
- College or school athletic event
- Military responsibility
- Jury Duty
- Motor vehicle accident
- Death in family

**The following excuses will NOT be accepted and will count negatively against your grade;**

- Your Mom will call me to let me know why you intend missing/have missed class
- Your homework ate your dog – *your homework was to catch a crocodile*
- Your alarm didn't go off
- Your kids were sick
- Your parents needed your help
- You had to work
- You forgot that this public holiday wasn't a school closing one
- You check your email regularly, but you don't check Flashline
- Your computer died
- You went to a movie
- Your jump drive will not work or was lost
- The lab was in use by a class, etc.
- Your car quit/ran out of gas/got a flat/etc.
- You had to watch a television show
- You are lazy
- You did not want to do the assignment

**PLEASE NOTE: Any excuse you use that is not listed above, will be one I haven't heard yet, but you can be assured that it will be your contribution to next semester's list.**