



BUAD 201x: Introduction to Business for Non-Majors Spring 2017 Syllabus

Instructor:	Lien Denoo	Class: T 5:00- 8:20 PM	Room: JFF 416
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	4.0 units		

I am very happy to schedule an individual meeting with you. Please contact me by email (lien.denoo@marshall.usc.edu) to schedule.

I. PURPOSE OF THE COURSE

This course provides students with an insight as to how a business is managed, whether it is large or small. There are many factors that determine a company's success including marketing, operations, finance and leadership, to name a few. This course will give students the basics for understanding how these different departments work independently yet are reliant on each other for a company to prosper.

II. LEARNING OBJECTIVES

In this course, you will develop your conceptual and practical knowledge of operating a business and the resources needed to sustain and grow that business. Specifically, you will:

1. Be able to understand how various departments of a business operate both independently yet work together to add to a company's profitability.
2. Read and analyze financial statements.
3. Learn how a for-profit business can have a social mission.
4. Understand the importance of operational efficiency and customer service.
5. Gain knowledge of how to market and promote a company's product or service.
6. Expand your awareness of how to finance the launch and expansion of a business.

In addition, the course provides an opportunity for you to develop your personal capabilities. Specifically, you will develop:

1. Analytical skills: thinking, problem solving, and decision-making:
 - Demonstrate primary and secondary research skills
 - Analyze and critically evaluate alternative courses of action
 - Find and use resources to answer your questions
 - Form conclusions and recommendations supported by logic and evidence
2. Oral and written communication skills including your ability to:
 - Deliver oral presentations to a large audience
 - Ask questions and present viewpoints in discussions
 - Write well-structured, clear, and concise documents



To achieve these objectives, a combination of methods will be used in the course, including lectures, case studies, individual projects, student presentations, in-class exercises, and guest lectures.

GUEST SPEAKERS: During the semester, entrepreneurs and experts in their fields will be guest speakers – you will have opportunity to learn from them. Attendance at these sessions is encouraged.

III. COURSE MATERIALS

Required Materials:

- Boone, Kurtz & Berston, 2016. *Contemporary business, 17th Edition*. John Wiley & Sons. (Electronic version available on Amazon: ISBN-13: 978-1-119-32038-8; <http://tinyurl.com/BUAD201x14489>).
- Berman, Karen, Knight, Joe, and Case, John. 2008. *Financial Intelligence for Entrepreneurs*. Harvard Business Press.

Optional Materials:

- Fisher, Roger and Ury, William. 1981. *Getting to Yes; Negotiating Agreement Without Giving In*. Penguin Books
- Gitomer, Jeffrey. 2005. *Little Red Book of Selling; 12.5 Principles of Sales Greatness; How to make sales FOREVER*. Bard Press

IV. PARTICIPATION AND CLASS ASSIGNMENTS

Your responsibilities for all classes are to:

1. Complete all assigned projects.
2. Analyze what role you've played in the project.
3. Participate actively on the team and in classroom discussions.

Participation is 10% of the total grade and evaluated based on your level of involvement in class discussions and in-class exercises.

In order to effectively participate in class discussions and get the most out of each session, it is very important that you complete all assignments for the class. Effective class participation consists of analyzing, commenting, questioning, discussing, and building on others' contributions; it is not repeating factors, or monopolizing class time. The ability to present one's ideas concisely and persuasively and to respond effectively to the ideas of others is a key entrepreneurial skill. One of the goals of this course is to help you sharpen that ability.

V. ASSIGNMENTS AND GRADING DETAIL

GRADING

Due	Assignment	Points	Percentage
January 17	About me questionnaire	-	-
January 31	Where Do I Locate My Plant?*	200	10%



February 14	CSR*	200	10%
March 7	Marketing Strategy*	200	10%
March 28	Analyzing Financial Statements*	200	10%
April 25	Final project presentations	200	10%
April 25	2 Minute video	100	5%
April 25	Final project reports	450	22.5%
Weekly	Thank you letters	50 (5x10)	2.5%
Final exam date	Self-reflective paper	200	10%
	Participation	200	10%
No later than April 11	GO TO's	Extra credit	
	TOTAL FOR CLASS	2000	100%

* For these assignments, you can turn in a revision of your work based on the feedback received no more than seven (7) days after you got your feedback and points for this assignment back from me. This is not mandatory, but you can choose to do this to improve your points for this assignment. Your final score will be the average score of your first and second assignment submission.

Final project presentations and reports: Information on assignment will be disclosed later. Everyone needs to present during the final presentation. Everyone should also be able to answer questions on each aspect of the presentation. It is ok if you come up with roles and divide tasks when making the assignment, but in a real life business project, everyone needs to have a basic understanding of all aspects of the project.

Videos: The videos should represent your new marketing campaign. This can be a video in which you act or can be an animated marketing campaign. Grading criteria will be uploaded on Blackboard.

GOTOs: Students are urged to make a presentation in class of special business “extras” encountered. This may be an article, an event you attended, a short interview/biography on an entrepreneur, etc. Your GOTO presentation will be approximately 2 minutes. There are only a limited number of GOTO slots available (maximum 1 per person per semester and 6 per class; GOTO presentations cannot be done in some weeks, see course schedule for details). Email lien.denoo@marshall.usc.edu at least one day before the scheduled class for clearance and schedule. Your bonus points (maximum 20) will be based on the quality of the learning and the discussion it engenders. The final class during which GOTOs can be presented is the class on April 11.

Thank you letters: Students are expected to write formal business letters to guest speakers after their presentation in class. We will have seven guest speakers, but students will only get points for the first five letters that they write and send. Letters should be sent via email and should cc the instructor. They should be sent no more than seven (7) days after the lecture. Each letter will count for 10 points, and a maximum of 50 points can be obtained from writing letters. Students can choose which guest speakers to send letters to (e.g. to the first or last five guest speakers, or to guest speakers 1, 3, 4, 5, 7 etc.).

Self-reflective paper: Write a 3-page paper on how the concepts learned in this class will impact your future career, what you have learned in this class and how this class was useful and/or changed your view on business and/or on your future career. Should be turned in using Turnitin during the final exam time.



Extra credit: During the semester, I will provide some opportunities to get extra credit (e.g. GO TO presentation, in-class competition). Students may not use this extra credit to compensate for late/incomplete assignments and readings. Extra credit will only be added to the final grade contingent on the on-time submission of all assignments, thank you letters, readings and other tasks.

Questions to prepare for readings

Our readings are important and help to reinforce the teachings and discussions we have in class. A list of questions has been prepared for each reading assignment. Please take the time to answer the questions and submit them on Blackboard before class. One page typed with your clear, concise and thoughtful answers will be fine. Feel free to use headings, bullet points, or other simple ways to convey your point of view.

Contemporary Business (Kurtz)

Chapters 3 & 4 (minus section 4.4)

DUE: 1/17

- Explain the difference between micro- and macroeconomics and give some examples of micro- and macroeconomic problems/issues.
- Explain the difference between inflation and deflation.
- What is the difference between an absolute and a comparative advantage when exporting?
- Rank the different levels of involvement a company can have in another country and shortly describe why the level of involvement increases with each different type.

Chapter 10

DUE: 1/24

- What are nine factors in choosing a location?
- Describe the different steps in the production control process.
- Discuss the make, buy, or lease decision.

Chapter 2

DUE: 2/7

- Aside from earning a profit, what responsibilities should business managers have and why?
- What are the business responsibilities that should be provided to the general public?

Chapter 16

DUE: 2/14

- Describe the role of the Federal Reserve System.
- What is the difference between primary and secondary financial markets?
- Which methods are used to regulate banks?

Chapter 11-12-13

DUE: 2/21

- Describe the four types of utility that are involved in or necessary for a buy/sell transaction.
- What is market research and what are reasons to do it?
- What are the marketing implications of each stage of the product life cycle?
- Describe the different pricing objectives in the marketing mix.

Financial Intelligence (Berman, Knight, & Case)

Part 1-2-3-4-5

DUE: 3/21

- What is the difference between costs of goods sold and operating expenses?
- Why does the balance sheet even out?



- How can you have cash without profit and profit without cash?
- Why are ratios so important?
- What are the four main categories of ratios and what are they used for?

Contemporary Business (Kurtz)

Chapter 8-9

DUE: 4/4

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- Compare and describe the different theories on what motivates people.
 - What are the advantages and disadvantages of teams?
 - Describe the importance of effective communication.

Details on all other projects will be provided later.

LATE SUBMISSIONS

- On-time delivery is on Blackboard (Turnitin) before the beginning of the class meeting (4:59 pm) starting time. If you must be absent for a class meeting, you must also upload your assignment on Blackboard before the beginning of the class meeting (4:59 pm) to have an on-time delivery.
- The following deductions apply for late submission of the course work unless the professor has stated otherwise for any particular assignment:
 - Submission between the beginning & end of class: 10% loss of score
 - Submission between the end of class and 48 hours of the date due: 20% loss of score
 - Submission between 48 hours and 7 days after the date due: 30% loss of score
 - Submission 7 days after date due: NO SCORE

GUEST SPEAKERS

We will have guest speakers this semester who are entrepreneurs in various stages in the development of their businesses as well as others who bring a particular expertise that students can learn from. The guest speakers are one of the most valuable aspects of the course. **Arriving late or walking out during a guest lecture is rude and reflects on all of us.**

Participation requirements

- Classroom participation comes in many forms: adding to the value of the class in the form of comments in class, asking speakers questions, bringing knowledge resources to class, being attentive and courteous.
- Talking in class when the professor, speaker, or other students are supposed to be talking, being distracting or disruptive, showing up late, texting, IMing, will result in deducted participation points that cannot be earned back through extra credit.

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target, but on your performance. Historically, the average grade for this class has been 3.3 (B+). Your final grade will be assigned based on your total points from the evaluation components (listed in the table above), the overall average points within the class, and your ranking among all students in the class.



VI. COURSE POLICIES

Classroom policies

- Please be prompt. Arriving late or leaving early disrupts the class and may affect your class participation scores.
- Remember to turn off cell phones. Texting is not allowed. Class participation points will be deducted if your phone rings while a speaker is talking or if you are texting at any time (if you are having an emergency and need an exception to be made, please tell the professor before class starts).

Greif Center for Entrepreneurial Studies Confidentiality Policy

Throughout The Entrepreneur Program's classes and events, students will be exposed to proprietary information from other students, guest lecturers and faculty. It is the policy of The Entrepreneur Program that all such information is to be treated as confidential except for student presentations and interviews that may be reused for other classes or events (see Copyright section) if the professor gives written permission.

By enrolling in and taking part in The Entrepreneur Program's classes and activities, students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers or faculty, as applicable. Students further agree not to utilize any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party. In addition, students agree that any legal or consulting advice provided without direct fee and in an academic setting will not be relied upon without the enlisted opinion of an outside attorney or consultant, without affiliation to The Program.

Any breach of this policy may subject a student to academic integrity proceedings as described in the University of Southern California University Governance Policies and Procedures as outlined in SCampus, and to the remedies that may be available at law.

The Entrepreneur Program, the Marshall School of Business and the University of Southern California disclaim any responsibility for the protection of intellectual property of students, guest lecturers or faculty who are involved in The Entrepreneur Program classes or events.

Please see the Copyright policy and Filming sections for additional information.

Receipt of this policy and registration in this class is evidence that you understand and will abide by this policy.

Course Communication

Course communication will take place through announcements in class, emails, and Blackboard (<http://blackboard.usc.edu/>). Many of the emails sent by the instructor will go through Blackboard.

As a result, it is imperative that you have a fully operational Blackboard account with an email address posted. Two key points:

- **All material posted by the professor in Blackboard will be assumed communicated to students and they are responsible accordingly.**
- **All papers will be due in a 'hard copy' in class (bring hard copies to each class for**



discussion) as well as posted in Blackboard.

Filming

We may be filming in class sometimes. You may be directly or indirectly in the shots and footage that may be used by the speakers, professor, Greif Center, Marshall School of Business, and/or USC in or outside of class including but not limited to broadcast and archiving on TV, the web, or other media. Please let the professor know at the beginning of class if you do not want to be included in any of the filming and you will be assigned a seat out of the view of the cameras.

Class Notes Policy

Notes or recordings made by students in this class based on my lectures, on discussion group, or on class discussions may only be made for the purposes of individual or group study, or for other non-commercial purposes that reasonably arise from your membership in this class unless the professor has provided permission in writing. Permission to make notes or recordings falls within the professor’s discretion.

Notes and recordings of this class may not be exchanged or distributed by students for any commercial purpose, compensation, or any purpose other than your personal study, this includes all posted lecture notes, PowerPoint files, and other materials provided without written permission from the class’ professor. Unless authorized explicitly and in writing permitted by the professor, commercial or any non-personal use of class notes or recordings constitutes an unauthorized commercial activity in violation of the Student Conduct Code, and students who violate this policy are subject to University discipline. As the instructor in this course, I retain intellectual property rights in the lecture material pursuant to U.S. copyright law and California Civil Code 980(a)(1). Misuse of course notes or recordings derived from lecture material may also subject you to legal proceedings. Third parties including, but not limited to, Trojan CEO Network, Brighter World Consulting, LLC, or Anti-Aging Games, LLC retain the intellectual property rights to all of their lecture material or exercises.

Copyright policy

Please label all of your work with the appropriate copyright information at the end of your work otherwise the professor will assume that it is okay to share it with other students in this and future classes as well as in the public domain. Please see labels below.

<u>Label</u>	<u>Meaning</u>
© 2017 Your Name. Confidential.	Do not post for other students or others.
© 2017 Your Name. Sharing permitted	You own the copyright but it’s okay to post for others
Public domain	Ok to post anywhere
Please don’t use my name.	Ok to post but take off your name (please send a version without your name on it if you want anonymity)
(Nothing)	Material is in the public domain with or without your name

You agree that if no copyright is included that your work may be shared with other students or organizations without any payment or consideration

ADDITIONAL INFORMATION

Add/Drop Process

We can drop you from our class if you don't attend the first meeting of a class that meets once per week or first two meetings of a class that meets twice per week. If you are dropped from the class you risk not being able to add yourself to another section this semester. Please visit www.usc.edu/soc and note the final deadlines to add/drop.

Retention of Graded Coursework

Final exams and all other graded work which affected the course grade will be retained for one year after the end of the course **if** the graded work has not been returned to you (i.e., if I returned a graded paper to you, it is your responsibility to file it, not mine).

Technology Policy

Internet usage is not permitted during any class. Cell phones, tablets, computers, and Go Pro cameras are not allowed in the classroom. Please safely store them in your backpacks until class is over. Use of these take away from the listening process and retention of what I teach, our class discussions and what your classmates distribute. We also will have guest speakers who need your full attention. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-Pods) must be completely turned off during class time. Upon request, you must comply and put your device on the front table in off mode and FACE DOWN until class is over. Videotaping lectures is not permitted due to copyright infringement regulations. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class only.

Academic Conduct and Integrity

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <https://sarc.usc.edu/reporting-options/> describes reporting options and other resources.

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook,



(www.usc.edu/scampus or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>. Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

Support systems

Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* (www.usc.edu/disability) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* (<http://emergency.usc.edu/>) will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

<p>NOTE: THE INSTRUCTOR MAY ADJUST THE SYLLABUS BASED ON THE NEEDS OF THE CLASS. RECEIPT OF THIS SYLLABUS AND REGISTRATION IN THIS CLASS WILL SERVE AS EVIDENCE THAT YOU UNDERSTAND AND ACCEPT THE REQUIREMENTS OF THIS COURSE.</p>



VII. COURSE SCHEDULE

Please note: The schedule is subject to change throughout the semester.

DATE	SPEAKER/ACTIVITY	TOPIC	READINGS	TURN IN
WEEK 1: JAN 10 2017	/	Introduction to class, about me, discussion of syllabus	No readings	/
WEEK 2: JAN 17 2017	Guest speaker 1: TBD	Economic challenges facing contemporary business	K Chapters 3 & 4	About me questionnaire
WEEK 3: JAN 24 2017	Inventory supply chain game	Production and operations management	K Chapter 10	/
WEEK 4: JAN 31 2017	ELC exercise 1 (no GOTO)	Forms of business ownership	No readings	Where do I locate my plant?
WEEK 5: FEB 7 2017	Guest speaker 2: TBD	Business ethics & CSR	K Chapter 2	/
WEEK 6: FEB 14 2017	Guest speaker 3: TBD	Financial system + financing options for entrepreneurs	K Chapter 16	CSR
WEEK 7: FEB 21 2017	Guest speaker 4: TBD	Marketing (part 1)	K Chapters 11-12-13	/
WEEK 8: FEB 28 2017	ELC exercise 2 (no GOTO)	SWOT analysis	No readings	/
WEEK 9: MAR 7 2017	Guest speaker 5: TBD	Marketing (part 2)	No readings	Marketing assignment
WEEK 10: MAR 14 2017	NO CLASS: SPRING BREAK			
WEEK 11: MAR 21 2017	Guest speaker 6: TBD	Accounting + financial statements and ratios	Financials book (Parts 1-5)	/
WEEK 12: MAR 28 2017	ELC exercise 3 (no GOTO)	Final project assignments	No readings	Analyzing financial statements



WEEK 13: APR 4 2017	Guest speaker 7: TBD	HR	K Chapters 8 & 9	Final project: team + company name
WEEK 14: APR 11 2017	Something ventured (final day for GOTO presentations)	Entrepreneurship	No readings	Team bonding picture
WEEK 15: APR 18 2017	Group meetings to discuss final project + time to work on project		No readings	/
WEEK 16: APR 25 2017	Final project presentations		No readings	2 minute videos + final project presentations + final project reports
WEEK 17: MAY 2 2017	NO CLASS: STUDY DAYS			
WEEK 18: MAY 9 2017	Class discussion on self-reflective paper + feedback on final projects		No readings	Self-reflective paper