



BUAD 201x: Business for Non-Majors
Tuesday & Thursday 2:00 to 3:50 PM

SPRING 2013 SYLLABUS
Version 1.0

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Coaching Hours: By Appointment

Individual appointments – I am very happy to schedule an individual meeting with you. Please contact me by email to schedule. If need be, we can adjust the schedule to fit your needs. Email is the preferred format for messages and setting up appointments.

Introduction and Course Objective

This course provides students with an insight as to how a business is managed. 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.

To accomplish this goal, the course is divided into several major themes:

1. Organization: How should a company be legally organized?
2. Ethics & Social Responsibility
3. Marketing
4. Accounting
5. Operations
6. Finances
7. Management & Leadership
8. Negotiating

Learning Objectives

In this course, you will develop your **conceptual and practical knowledge of managing a small 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, this course also 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, and guest lectures.

Required Materials

Ferrell, O.C., and Hirt, Geoffrey, and Ferrell, Linda. 2008. *Business: A Changing World 7e*. McGraw-Hill Irwin

Berman, Karen, and Night, Joe, and Case, John. 2008. *Financial Intelligence for Entrepreneurs*. Harvard Business Press. Order online at http://www.amazon.com/Financial-Intelligence-Entrepreneurs-Really-Numbers/dp/1422119157/ref=sr_1_1?s=books&ie=UTF8&qid=1358094145&sr=1-1&keywords=financial+intelligence+for+entrepreneurs

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

LIVING CASES: During the semester, entrepreneurs and experts in their fields will be guest speakers – you will have opportunity to learn from the pros. Attendance at these sessions will be critical.

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.**

USC MARSHALL WEP (wireless environment protocol)

Fellow students and the professor deserve your full attention. Only then can a productive learning environment be established.

ANY e-devices (cell phones, PDAs, iPhones, Blackberries, other texting devices, laptops, iPods, iPads) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom.

Please be respectful.

Participation and Class Assignments

The Entrepreneur Program is a real life experience and as such expects real world professionals. The class is treated as a business meeting. The motto is *"treat each other as you would a customer."* Therefore, tardiness and absences without notice are not acceptable. If you have a customer meeting, you will be on time. If you cannot be on time, you will call well in advance. Similar etiquette is required in this program.

Your responsibilities for all classes are to:

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

Participation is 10% of the total grade and evaluated based on your attendance and level of involvement in class discussions and in-class exercises. It is impossible to earn a participation grade if the student is not in class. Students are expected to attend all classes on time and stay until dismissed.

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 facts, 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.

Project Deliverables

All papers, cases will follow the format:

- One inch margins all around – 1½ line space

- 11 or 12 point font size (sans serif font; Arial preferred)
- Stapled if more than 2 pages
- Grader attached to front of all assignments
- Your name and page numbers on each page
- Proper citations (personal interviews much more valuable than web searches)
- Turned in Electronically to Blackboard (Safety Net)
- Hard Copy turned in at beginning of class with Grader attached

Only Hard Copies of assignments with grader stapled to the front will be graded. If you will be excused from class, please turn your assignment into the office beforehand for a proper time stamp.

All PROJECTS and Due Dates are presented in the Class Schedule.

Late Submissions

On-time paper delivery is in class before the beginning of the class meeting (3:59 pm) starting time. Students and teams must also upload assignments to Blackboard.

The following deductions apply for late submission of the course work:

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

If you must be absent for a class meeting, deliver your hard copy of your work to the office at Bridge Hall 1 before the class in order to be considered on time. Assignments will only be accepted in class on the due date. All late submissions need to be turned in to the office to be date and time stamped.

Guest Speakers

We will have many 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 and should not be missed. **Arriving late or leaving early on a speaker date is not acceptable. Walking out during a guest lecture is rude and reflects on all of us.**

Add and Drop Process

In compliance with USC and Marshall's policies classes are open enrollment (R-clearance) through the first week of class. All classes are closed (switched to D-clearance) at the end of the first week. This policy minimizes the complexity of the registration process for students by standardizing across classes. I can drop you from my class if you don't attend the first two sessions. Please note: If you decide to drop, or if you choose not to attend the first two session and are dropped, you risk being not being able to add to another section this semester, since they might reach capacity. You can only add a class after the first week of classes if you receive approval from the instructor.

Marshall Grading Guidelines

Course Grading Policy: Marshall's target mean GPA is 3.0 for required classes and 3.3 for electives. The mean target for graduate classes is 3.3. Assignment/Exam Grading Policy: the instructor determines what qualifies as an accurate grade on an assignment, exam, or other deliverable, and the instructor's

evaluation of the performance of each individual student is the final basis for assigning grades for the course.

Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Academic Integrity

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, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A. <http://www.usc.edu/dept/publications/SCAMPUS/gov/>

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.

Emergency Preparedness

In case of emergency, and travel to campus is difficult, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. Instructors should be prepared to assign students a "Plan B" project that can be completed at a distance. For additional information about maintaining your classes in an emergency please access: <http://cst.usc.edu/services/emergencyprep.html>

Returned Paperwork

All of your assignments will be graded and are available for you to pick up at the Greif Center office in Bridge Hall 1. Unclaimed assignments by a student, will be discarded after four weeks and hence will not be available should a grade appeal be pursued by a student following receipt of his/her course grade.



**UNIVERSITY OF SOUTHERN CALIFORNIA
MARSHALL SCHOOL OF BUSINESS**

The Lloyd 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.

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.

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

CLASS GRADING

Class	Class participation and attendance	200
Major Project	Interview of a Stranger	300
Final Project	Final Project	900

Assignments:

Not Graded (+ / n / -)

QUESTIONNAIRE & ABOUT ME

DECLARE WHO YOU ARE INTERVIEWING (PROJECT #1)

- **Note – If you do not turn in these two items, you will be deducted 100 points for each one.**

Graded (Minor Projects)

SOCIAL RESPONSIBILITY

150

MARKETING STRATEGY

150

ANALYZING FINANCIAL STATEMENTS

150

WHERE DO YOU LOCATE YOUR PLANT

150 600

Total Points

2000

Bonus Opportunities

GoTo Sharing

Up to 25 points

Thank You Letters

75 points max

Class Assignments

The attached class schedule lists the topics, outlines the assignments and defines the due dates for the semester. I am certain that there will be some confusion and you need only ask for clarification in advance. Being late or not meeting the expectation after the fact or because you did not understand the assignment is disappointing for both of us.

Project Presentations

Up to six students will be asked to present various assignments and projects (3 volunteers / 3 cold calls). Please e-mail your desire to be considered as a volunteer. **All students** should prepare a two-page PowerPoint (“PPT”). Attach a print out of PPT to your project paper. Bring the PPT printed full size in color to class for your presentation.

GOTO: Sharing Strangers and Information (Up to 25 Bonus Points)

Plan to submit at least one effort as a *Good of the Order*. This concept is to encourage you to share the **contacts** you make and/or **information** you gather throughout the semester. If presenting on a person, your presentation should be in the form of a PPT covering the person, how you learned of them, how you made contact, what you wanted to learn, what you learned and what the hand off or next scheduled action is. If presenting on an article, your presentation should also be in the form of a PPT covering the subject matter, how it is relevant to managing a business and what you have learned. **The GOTO's are not meant to be book reports or recounting of a conversation.** They are meant to show how you can relate current news and insights from industry experts to our class and managing a business.

If you plan to submit a GOTO, you must submit your request at least a day prior to the class along with, at most, two PPT slides. If reporting on an article, you must provide a copy of the article as well. If it is an interview, provide a list of questions asked along with the responses. You will have three minutes to present and another to minutes for questions and answers. **There will be no GOTO's in the last two weeks of the class.**

Readings, The 20 Minute Drill

Readings are an important part of the learning process. Reading academic articles and textbooks are ways to share in the research done by others. You will be required to read before each class. I will make an effort to ensure that the readings take no more than 20 minutes to complete.

Complete the readings and be prepared to discuss them in class. Students will be asked to present case material and lead class discussion on a weekly basis. If you are not prepared, you will pay the consequences.

The Deal

This course is designed to be a unique learning experience that combines theory, real world examples, and living cases. THE DEAL is that I will not give any pop-quizzes, mid-term exams or finals. In return, you will be expected to show up to every class, on time and prepared to discuss readings and give your best efforts on all projects.

Course Deliverables

Due: January 22nd

Questionnaire & About Me (+/n/-)

Please return your Questionnaire & About Me with a photograph of yourself attached (No staples or tape). **You will be deducted 50 points if this is not turned in electronically.**

Due: February 14th

Declare a stranger who you will be interviewing (+/n/-)

Prepare a not to exceed one (1) page, typed, double-spaced, summary that explains whom you have chosen to interview and why. The paper should state why you are interested in this company or area, what aspect you see yourself in (sales, invention etc.) and what experience, if any, you already have in this or a related area.

Prepare a concise two-slide PowerPoint presentation to share with your colleagues - be proactive and volunteer. Include a copy of the slide with your presentation. Presentation and Q&A should not exceed five minutes.

Due: February 19th

Marketing Strategy (150)

If you advertise it, they will come. Using the 4 – P's of marketing, describe the various ways your favorite product is being marketed. In addition, please describe the product's target market and where it is in the product lifecycle and why. Prepare a not to exceed two (2) pages, typed, double-spaced, summary with your findings?

Prepare a concise two-slide PowerPoint presentation to share with your colleagues - be proactive and volunteer. Include a copy of the slide with your presentation. Presentation and Q&A should not exceed five minutes.

Due: March 7th

Social Responsibility (150)

It is important that companies and their managers act as good corporate citizens. Putting profit ahead of social responsibility is no longer popular. Research a company that makes one of your favorite products and find out what they are doing to be socially responsible. Prepare a not to exceed two (2) pages, typed, double-spaced, summary that explains what the company is doing to be socially responsible. Does it tie in to their corporate mission? What would be your corporate social responsibility program that would tie in the company's corporate mission and the community needs? Be specific.

Prepare a concise two-slide PowerPoint presentation to share with your colleagues - be proactive and volunteer. Include a copy of the slide with your presentation. Presentation and Q&A should not exceed five minutes.

Due: March 14th

Interview Business Owner (300)

Managing a business in a global economy is becoming more challenging. This paper should not exceed five (5) typed double spaced pages and should address the following key issues:

- a) What has been the journey that has brought him/her to start their company?
- b) Briefly describe their industry, company and product
- c) Does the company have a social responsibility program? If not, what would they implement? Why?
- d) How did they determine the price, distribution channel(s), and their marketing?
- e) What figures/ratios from their financial statements do they focus on? Why?
- f) What have they done in their operations to make their company more efficient?
- g) What is the company's competitive advantage?

This assignment is **NOT** a book report. You should be able to articulate the lessons that you took away from the interview that you can apply in your personal life, future jobs or future business ventures. **Your grade will be mostly based on how you can relate the lessons learned on what you plan on doing with your life/career.**

Prepare a concise two-slide PowerPoint presentation to share with your colleagues - be proactive and volunteer. Include a copy of the slide with your presentation. Presentation and Q&A should not exceed five minutes.

Due: March 28th

Analyzing Financial Statements (150)

Review the last annual report of a publicly traded company. Using the various ratio's you learned in class, analyze the publicly traded company's financial statements. How do they compare to the industry? What recommendations would you make? Prepare a not to exceed three (3) pages, typed, double-spaced, summary with your findings. One page must be your ratio calculations. Please include copies of the company's income statement, balance sheet and cash flow statement when you turn in this assignment. The ratios to be analyzed are:

- Current Ratio
- Quick Ratio
- Profit Margin
- Return on Assets
- Return on Equity
- Receivables Turnover
- Inventory Turnover
- Asset Turnover

Prepare a concise two-slide PowerPoint presentation to share with your colleagues - be proactive and volunteer. Include a copy of the slide with your presentation. Presentation and Q&A should not exceed five minutes.

Due: April 9th

Where do you locate your facility? (15)

New alternative fuels are emerging with ethanol being at the forefront. Although prevalent in the Midwest, there are only a few ethanol stations and no ethanol refineries in California. If it was up to you, where

would you locate an ethanol refining plant in California (be specific) and why? Prepare a not to exceed two (2) pages, typed, double-spaced, summary with your findings.

Prepare a concise two-slide PowerPoint presentation to share with your colleagues - be proactive and volunteer. Include a copy of the slide with your presentation. Presentation and Q&A should not exceed five minutes.

Due: April 25th

Major Project - Information on the final project will be distributed in class.

Guest Lecturer Thank You Letters (15) each (75) Total

Each student will have an opportunity to write a formal business letter to one or more guest lecturers after their presentation in class. Letters are to be typed, dated, formally addressed inside as well as the envelope, signed, stamped (right corner) but not sealed and turned in no more than (7) seven days after the lecture. I will put in mail after reading and giving points. Five letters may be written for points. These points will affect final grades. Please review Blackboard for further information and examples.

Class Schedule

Subject to change throughout the semester.
Please check Blackboard for updates.

Deliverable Due

Week 1 – Introduction / Course Overview / Getting Started

January 15

Review of the Syllabus

Introduction to BUAD 201x
Professor Napoli introduction

January 17

Getting to know all about you.

Week 2 – Economics & The Company

January 22

PICTURE/QUESTIONNAIRE

GOTO Sharing

The Business of Business

Supply & Demand
How the economy affects you.

20 Minute Drill: BCW – Chapter 1, pgs 10-25
BCW – Chapter 3, pgs 86-106

January 24

GOTO Sharing

Legal Forms:

What are the legal forms of operating a business?
Not all corporations are made the same.
What exactly is a non-profit?

20 Minute Drill: BCW – Chapter 5, pgs 144-163
BCW – Chapter 6, pgs 187-188

Week 3 – Marketing

January 29

GOTO Sharing

Class discussion:

The Marketing Strategy
Research, Primary & Secondary
Who do you market to?

20 Minute Drill: BCW – Chapter 12, pgs 362-380

January 31

GOTO Sharing

Class Discussion:

What do you sell?
What's the right price?
Is all publicity good publicity?

20 Minute Drill: BCW – Chapter 13, pgs 392-414

Week 4 – How Do You Finance Your Business

February 5

GOTO Sharing

Guest Speaker: Kim Esser, Librarian, Crocker Library, Marshall School of Business

20 Minute Drill: www.marshall.usc.edu/library

February 7

Independent Field Study

Week 5 – Ethics

February 12

GOTO Sharing

Finance:

What are financial systems?
Why do we have a credit mess?
How to obtain capital.

20 Minute Drill: BCW – Chapter 15, pgs 467-481

February 14
DECLARE INTERVIEWEE

GOTO Sharing

Ethics

What would you do?
Who's Mr. Sarbanes and Mr. Oxley?

Social Responsibility

Corporate Citizenship, how big companies can play nice.

20 Minute Drill: BCW – Chapter 2, pgs 38-42, 51-62

Week 6 – How Do You Finance Your Business?

February 19
MARKETING STRATEGY

GOTO Sharing

Guest Lecturer: Adlai Wertman

20 Minute Drill: www.changinglives.org

February 21

GOTO Sharing

Guest Lecturer: Wing Lam, Co-Owner, Wahoo's Fish Tacos

20 Minute Drill: www.wahoos.com

Week 7 – Operations

February 26

GOTO Sharing

Class Discussion:

How do you run a company efficiently?
Service vs. Manufacturing

20 Minute Drill: Chapter 9

February 28

GOTO Sharing

Guest Speaker: Tyler Joel Wilson, Co-Owner, Wurstkuche

20 Minute Drill: www.wurstkucherestaurant.com

Week 8 – Accounting

March 5
SOCIAL RESPONSIBILITY

GOTO Sharing

Accounting:

Keeping the books
Financial Statements
Accounting Follies

20 Minute Drill: FIE – Part 2, 3, and 4, pgs 25-126

March 7

GOTO Sharing

Ratios:

What are they?
What do they mean?
How do you use them to analyze a company?

20 Minute Drill: FIE – Part 5, pgs 128-157

Week 9 – Presentations

March 12

Class Activity

Class will meet at the Experiential Learning Center (ELC)

March 14
INTERVIEW PRESENTATION

Presentations of Interview Project

Week 10 – Spring Break

MARCH 19 & 21

Week 11 – Human Resources

March 26

GOTO Sharing

Human Resources

Is your HR Department your competitive advantage?

Who are the pivotal employees?

How can you use HR for long-term planning?

20 Minute Drill: Chapter 11

March 28
ACCOUNTING

GOTO Sharing

Guest Speaker: TBD

20 Minute Drill:

Week 12 – Presentation

April 2

GOTO Sharing

Guest Speaker: Liz McKinley, Owner, Pinnacle Petroleum

20 Minute Drill: www.pinnaclepetroleum.com

April 4

GOTO Sharing

Guest Speaker: TBD

20 Minute Drill:

Week 13 – Sales

April 9
OPERATIONS

GOTO Sharing

Sales:

Sales – Are you born with it or can you learn it?

Selling techniques

ABC – Always Be Closing

20 Minute Drill: Will be posted

April 11

GOTO Sharing

Guest Speaker: Mike Zhang, Founder and CEO, AirSoftMegaStore.com

20 Minute Drill: www.airsoftmegastore.com

Week 14 – Negotiations

April 16

GOTO Sharing

Negotiations

How to get to yes?

Negotiating Tactics

BATNA

20 Minute Drill: Will be posted

April 18

GOTO Sharing

Guest Speaker: David Belasco, Founder, BC2 Environmental

20 Minute Drill: www.The-Leap.com

Week 15 – Summing it All Up

April 23

GOTO Sharing

Guest Speaker: Keith Saarloos, Co-Owner, Saarloos & Sons Windery

20 Minute Drill: www.saarloosandsons.com

April 25

GOTO Sharing

Summing It Up

Review of Speakers

Review of Final Project

20 Minute Drill: Will be posted

Week 16 – Final Projects

April 30

Presentation

May 2

Presentation

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. Permission to make notes or recordings falls within my discretion as the instructor and as informed by instructional purposes, classroom order, property interests, and other reasonable considerations arising in the academic context. Notes and recordings of this class may not be exchanged or distributed for any commercial purpose, for compensation, or for any purpose other than your personal study, this includes all posted lecture notes, power points and other materials provided. Unless authorized by the University in advance and explicitly and in writing permitted by me, 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.