



Lloyd Greif Center
for Entrepreneurial Studies

USC Marshall
School of Business

INTRODUCTION TO BUSINESS

SUMMER 2017 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

Little Red Book of Selling; 12.5 Principals of Sales Greatness; How to make sales FOREVER.
Gitomer, Jeffrey. 2005. Bard Press

Financial Intelligence for Entrepreneurs, What You Really Need to Know About the Numbers.
Berman, Knight. 2008. Harvard Business Review Press

Additional articles will be passed out to you at the beginning of each week for you to read.

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.

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. Be prepared to answer questions and discuss readings
3. Complete all assigned projects
4. Analyze what role you’ve played in the project
5. 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.

ASSIGNMENTS AND GRADING DETAIL

Due	Assignment	Points
June 17	Questionnaire	-
June 30	Marketing Strategy	100
July 5	Operations	100
July 10	Accounting	100
July 13	Individual Fast Pitch	100
July 14	Final Project	200
July 14	Final Presentation	200
July 14	Reflection Paper	100
	Field Trip Takeaways	100
	Thank You Letters	100
	Participation	100
	TOTAL FOR CLASS	1200

Late Submissions

On-time paper delivery

An assignment is considered to be delivered on time when it is uploaded to Blackboard prior to the class meeting (8:59 am) starting time on the date that it is due.

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 24 hours of the date due:	20% loss of score
Submission 24 hours	NO SCORE

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.**

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.

Project Presentations

Each Student will be asked to present various assignments and projects. **All students** should prepare a PowerPoint ("PPT"). Bring the PPT printed full size in color to class for your presentation.

Class Schedule

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

June 19 Prof. Napoli

Morning:

Review of the Syllabus

Professor Napoli Introduction

Getting to know all about you

Why this class?

What do you want to take away?

Afternoon:

Economics 101

Read: About the [Demand Curve](#)

[The Supply Curve](#)

[Equilibrium](#)

[How it Applies In Real Life](#)

June 20 Napoli

Morning:

Marketing Strategy

Read: [What are the 4 P's of Marketing](#)

[How a Company Uses the 4 P's](#)

Afternoon:

Social Marketing

June 21 Napoli

Morning:

Coolhaus Field Trip

Afternoon:

Operations

June 22 Grossman

Morning:

Ethics & Corporate Citizenship

Afternoon:

Breaking the Ice Outdoor Exercise

June 23 Knapp/Yin

Morning:

Tiffiani Frye

Kim Esser

Afternoon:

Social Responsibility

June 26 Fox

Morning:

Afternoon:

June 27 Napoli

Morning:

Met-A-4 ELC ELC

Afternoon:

Accounting

June 28 Napoli

Fox Studios Field Trip

June 29 Autry

Morning:

Working in Teams

June 30 Napoli

Morning:

Marketing Presentations

Jim Ellis

Afternoon:

Wing Lam

July 5 Napoli*Morning:**Review of Final Presentation & Team Formation**Afternoon:**Selling*

July 6 Autry*Morning:**Afternoon:***July 7 Napoli***Morning:**Operations Presentations**Afternoon:**David Abdo – Disney Music*

July 10 Napoli*Morning:**Sell Me Something Exercise**Afternoon:**TechStyle Field Trip*

July 11 Napoli*Morning:**David Lee**Afternoon:**Accounting Presentations*

July 12 Napoli/Yin*Morning:**Human Resources**Afternoon:**Speaker*

July 13 Napoli*Morning:**Individual Fast Pitches**Afternoon:**Team Time and Peer Evaluations*

July 14 Napoli*Morning**Final Group Presentations & Video**Afternoon:**Wrap-Up**Talent Time**Awards*



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MARSHALL SCHOOL OF BUSINESS**

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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.

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 away. You might also be asked to deposit your devices in a designated area in the classroom.

Please be respectful.

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, (www.usc.edu/scampus), contains the Student Conduct Code in 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.

Emergency Preparedness

In case of a declared emergency if travel to campus is not feasible, 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.

Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.

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.