

Course Overview - Syllabus & Student Learning Outcome Statements (SLO)

Business 10 Introduction to Business - Summer 2020 - Su 2020 D010 66Z

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Office Hours: Wednesday – 9:00am – 10:00am (online)

Student Learning Outcome:

Distinguish among the primary functions within a business, such as , marketing, operations, human resources, accounting and finance, and identify the interests and roles of key business stakeholders, such as employees, management, owners, and society.

Student Learning Outcome: Demonstrate a working vocabulary of business terms.

Syllabus

This is an introductory course in the fundamentals of business, which include, but are not limited to strategy, ethics, economic cycles, leadership, entrepreneurship, competition, global markets and more. Students will discuss and analyze business fundamentals as applied to real world situations. Students should expect to learn and understand the thought processes behind business principles so that they may be used to bring about success throughout their lives.

Purchasing Required Textbook: You will purchase an access code to the required textbook through the De Anza Bookstore. You may make the purchase online (cost - \$60.00). This will give you online access to all of the chapter reading assignments and all exams.

Required text: Nickels, McHugh and McHugh. Understanding Business 12th ed., McGraw - Hill.

Resources:

Video (Ted Talk) - "Sliced Bread" - how to get your ideas across.

Video "Market Soars in 1920s"

Video. "The House of Morgan"

Video "How Bonds Work"

3C Media

Films On Demand

A **Project** per each student will be the development of an introductory section to a business plan. This section is normally referred to as an "**Executive Summary**". It defines the overall ideas of each segment of a business plan, i.e Industry, product, competition, differentiation, promotion, pricing, distribution, etc. It is often used as the introductory document when searching for venture capital investment. The Executive Summary project is worth 30 points.

Examinations: There will be four exams during this six week course. The exams will be based on the material from the text. The lowest score will be dropped from the calculation of your grade. If you are sick or need to miss an exam, then that will be the one that is dropped. the schedule is as follows:

Exam # 1 (30 points) covers chapter's 2, 17, 19, 20. **Scheduled for July 10 & 11**, the end of week # 2.

Exam # 2 (30 points) covers chapter's 7, 11, 13, 15, 16. **Scheduled for July 24 & 25**, the end of week # 4

Exam # 3 (30 points) covers chapter's 9, 14, 3, 5, 6. **Scheduled for August 2 & 3**, beginning of week # 6

Exam # 4 comprehensive Final (38 points) covers material from earlier exams along with chaps: 1, 8, 18, bonus chapter A. Exam # 4 cannot be dropped. **Scheduled for August 7 & 8**, the last days of class

Grading Policy:

3 Exams (lowest one of three dropped)	60 points
1 Executive Summary project	30 points
1 Comprehensive Final exam	38 points
Total	128 points

Assignment of grades - grades will be curved and based on the highest score in class. Any online dishonesty/cheating will be dealt with on a case by case basis. It is expected that the work you represent as your own is in fact your's alone.

Class Schedule:

Student Learning Outcomes - please fill out the "student learning outcomes" question form located in the Week 1 module and submit your answers. This is not about right or wrong answers---- if you don't know an answer, just say so-----this is about finding out where you are in your understanding of business terms -----it also let's me know you are now engaged in the Course.

Executive Summary Assignment - How to Proceed ----- This is an overview of "your business"---think of a business you would really enjoy owning and running ---- Develop two or three paragraphs on each of the following major components of the Executive Summary -----when finished, you will have the front-end to a business plan. Executive Summaries are often used as the first information that passers in front

of venture capitalists for funding consideration. Spend the time it will take to find the industry and product that you really believe in. It will make the rest of the ES fall right into place.

1. **Industry** of choice, pick an industry you believe will be a 'winner' over the next 5 years,

2. **Product**, what product or service do you see being a winner in the industry you have picked?

3. **Competition**, how will you beat the competition and make your product, the one customers want.

4. **Differentiator**, what can you do to make your product different from all the similar products that you will be competing with.

5. **Promotion**, How will you promote your product and let customers know why they should buy it.

6. **Pricing**, what type of pricing scheme will you set ----high, low, middle?

7. **Distribution**, how will you get your product into the customer's hands? retail, online, wholesale, direct sales, etc.?

I am adding some ideas for you as to how you can proceed in creating your E.S. The executive summary is the overview of a business plan----this is a chance for you to make it "real"----put your minds to work on something you would actually enjoy having as a business of "your own" ----you will be surprised how quickly it can come together when it is something you enjoy.

Think of the E.S. as a sales pitch to venture capitalists who may potentially invest in your idea. Think about what information they would want to know about your idea for a business----the information comes from you---start with the "big picture" ----there are "patterns of thinking" that can help you come up with a good idea. Start with the next five years and what you believe may be a **winning industry** on which to build a business and promote a product or service.

First --- look for an industry in disruption -----an example would be the restaurant industry ---- thousands will go out of business over the next 2 years (I believe) -----that creates the opportunity to come up with a new business structure that works for the new dining environment. What would that look like? The basis for success should be "simple" ----a **simple business idea is "good"**. a complicated one is "bad". You want your business idea to be easily understood by the potential investors your pitching----it should make sense.

This section is about your **product/service differentiation**. This is an extremely important area. You need to have a differentiator----otherwise you are just one more of the same type of company producing a similar product---you will get lost in the buzz and static of the market. A differentiator does not necessarily have to be about the product, but it certainly could be. for example, in the fast food market segment, you had McDonalds, Burger King, Jack-in-the -Box, Carls, Wendys, etc. all try to outdo each other selling hamburgers, fries & soda-----they tried bigger, smaller,

added condiments, different recipes and promotions-----then there was Subway---it was a sandwich, they made it to order, they got you in and out and the price point was comparable to the burger joints----but their product was very different---it was "**Healthy**" -----at least that was the differentiator they chose and it separated them from the rest of the herd.

Finding a **differentiator** is not easy-----but if you can find one that is not easily duplicated---you will have taken a large step toward having a long term success in business. You need a differentiator. Something that sets you head-and-shoulders above and apart from your competition. Warren Buffett saw that in Coca Cola with the world wide distribution system Coke had in place----nobody could beat them on that front. Finding a "strong" differentiator is not easy-----a strong differentiator is one that cannot be easily duplicated by the competition. Put together two paragraphs or so on how you might differentiate your product from the "herd".

How to approach the customer base? Some companies try to shove their product down the customers throat----massive amount of unsolicited phone calls---pop-up ads---not fully truthful giveaways-----complicated purchase agreements, etc. if you find yourself working for a company like the above---quit--and find another company. (better yet start your own company)

Promotion should be about explaining the value of your product to the customer---keep it simple, understandable and obvious. if the customer finds good value in your service or product, they will tell others about it----word-of-mouth is the best free promotion you can get. Come up with two paragraphs on how you will promote your product/business.

How do small/new companies decide on what **pricing** to charge for their products? Small/new companies tend to price their products either in the middle range with the competition or at the low end (sometimes even the lowest end) based on their belief that if they are the lowest price provider, most customers will buy from them. that is a bad, bad idea! The lower you price your product, the smaller your profit margin---that means you have to sell more units of your product just to compete with the competition. Assuming you and your competitors have very similar products---your cost to make one unit of your product will be about the same. If a recession comes along and your competitors begin to drop their prices you will have nowhere to go because your already the low price in your market.

My personal belief, is that small companies should price at the high end---look and be exclusive---you will sell fewer numbers of product but make a higher profit margin off of each unit.

When you price at the lowest end, who are you competing with? WalMart!-----very BAD idea. Add two paragraphs on how you choose to price your products and the analysis behind it.

Lastly, add a description of how you will distribute your product----how will it get to the end user? retail, online, 3rd party, broker, etc.

Week # 1A Read - Chap. 2 Understanding Economics and How it Affects Business

Watch - Seth Godin youtube – “Sliced Bread”

Week # 1B Read - Chap. 17 - Understanding Accounting and Financial Information.

Week # 2A Read - Chap. 19 - Using Securities Markets for Financing and Investing.

To Watch:

"Market Soars in 1920s"

"The House of Morgan"

"How Bonds Work"

Week # 2B Read - Chap. 20 - Money, Financial Institutions and the Federal Reserve

Exam # 1, Chaps: 2, 17, 19, 20 - 60 questions, Friday, July 10 & Saturday July 11 The exam opens Friday at 6:00am and closes Saturday 11:59PM. You have 60 consecutive minutes to complete this exam.

Week # 3A Read - Chap. 7 - Leadership, Management and Employee Empowerment

Watch - 3C Media
Films On Demand

Week # 3B Read - Chap. 13 - Marketing - Helping Buyers Buy.

Chap. 15 - Distributing Products

Week # 4A Read - Chap. 16 - Using Effective Promotions and Chap. 9 - Production and Operations Management

Exam # 2, Chaps: 7, 11, 13, 15, 16 - Friday, July 24 & Saturday, July 25, - 60 questions - open Friday, 6:00am - closes Saturday, 11:59pm

Week 4B - Read - Chaps: 14 - Developing and Pricing Goods and Services - 9, Production and Operations Management and 6, Entrepreneurship and Starting a Small business.

Week # 5A - Read - Chaps: 5 - How to Form a Business and 3 - Doing Business in Global Markets

TedEd - Competing in Global Markets

Week # 5B - Read - Chap, 1 - Taking Risks and making Profits Within the Dynamic Business Environment

Week # 6A - Read - Chap. 18 - Financial Management and Bonus chapter A - Working Within the Legal Environment

Exam # 3, Chaps: 9, 14, 3, 5, 6 - Sunday, August 2 & Monday, August 3, - opens Sunday 6:00am closes Monday 11:59pm

Week # 6B - Final Exam, (comprehensive) 76 questions - Chaps: 1, 8, 18, bonus chapter A and material from earlier exams -opening **Friday, August 7 - 6:00am - closes **Saturday, August 8 - 11:59pm - 38 points****