CBBU1001 — The Ground Floor: Starting and Succeeding at GSB
Summer Session II: Tuesday-Thursday 1:00-4:00
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COURSE OUTLINE

Required Textbook
(Available in the campus bookstore—McGinley Center)

Learning goals
1. Students will learn about the environment and context within which business operates.
2. Students will learn about the various disciplines within business and the key concepts within each.
3. Students will appreciate how the business disciplines can be integrated to produce an effective organization.
4. Students will become aware of political/legal, social/cultural, technological, economic, and competitive environmental forces which affect the way business is conducted.
5. Students will become familiar with faculty, programs, and services at the GSB and Fordham University.
6. Students will understand the courses, concentrations, and degrees offered by the GSB to be able to make informed decisions about course selection, majors, and career and professional planning.
7. Students will become familiar with academic and social norms within the university and the classroom to become responsible members of the university community.
8. Students will learn about support services within the university, how to avail of them, and opportunities to contribute to them.
9. Students will learn to use technological resources including My.Fordham, student e-mail, Blackboard, Excel, and PowerPoint.
10. Students will experience such skills that support success, including study skills, time management, business writing, preparing and making effective presentations, and personal behaviors considered appropriate in business.
Course rules and requirements

1. Attendance:

**UNIVERSITY ATTENDANCE POLICY**

Students are expected to attend every class of every course for which they are registered. Each class meeting has its own dynamics and provides a unique opportunity for learning. While acknowledging the critical importance of class attendance, the institution also recognizes that there are times when absence from class is unavoidable.

Absence for reasons of religious holidays, serious illness, death in a student’s immediate family or required participation in a university-sponsored event are, with the appropriate documentation, excused absences, and the students will be given an opportunity to make up class examinations or other graded assignments. The maximum number of total excused absences will not exceed two (2) class meetings.

a. All class sessions must be attended. Attendance will be taken at every session.

b. You are expected to remain in the classroom for the full time period excluding assigned breaks.

c. Students anticipating lengthy absences (e.g., for medical reasons) should provide appropriate documentation to the professor and to the class dean so appropriate accommodations may be made.

d. ***Please sit in the same seat for each class.***

2. Lateness – Class will start promptly at 1:00 p.m. You are expected to be in your seat and ready to go by 1:00 p.m. NO KIDDING !!!!!

3. End of class – Class ends at 4:00 p.m. No early departures are permitted unless the professor is notified before the beginning of class.

4. Communication – Your Fordham e-mail address is to be used for class business and will be the official way the professor will contact you if required.

5. Academic expectations

a. Students are expected to know and abide by the University’s policies on behavior and honesty. In particular, all work submitted in this course must be your own. Work submitted that is not your own is considered plagiarism. Students submitting such work will receive a failing grade for the course. Repeated plagiarism is grounds for academic dismissal from the University.

**NO CHEATING**

b. All work must be submitted on time. NO LATE PAPERS ACCEPTED.

*Only assignments submitted at the beginning of class will be accepted.*
6. Behavioral expectations
   a. You are expected to be respectful and polite in class.
   b. The use of profanity or any other derogatory language is prohibited.
   c. Raise your hand to be acknowledged by the professor.
   d. Only course work for CBBU 1001 is to be conducted during class time.
   e. Spare me the excuses !!!!!
   f. No cell phones, I-Pads, I-Pods, Blackberries, laptops, etc. are allowed to be used during class time. NO TEXTING !!!!! Let me repeat myself..... NO TEXTING..allowed during class time. Any student may be asked to leave class if they do not comply.
   g. E-mail protocol is required which includes 1-3 lines, respectful language and a time period allotted for a response.
   h. Food: no meals allowed in class. Snacks or a light food item can be consumed.
   i. Be prepared for ALL assignments/quizzes.
   j. Side conversations are distracting and disruptive to the class.
   k. Once class has begun, DO NOT WALK IN FRONT OF THE PROFESSOR OR GUEST SPEAKER.
   l. Participation is imperative to your success in this class.

7. Exams
   a. All are required to take class exams at the assigned day/time.
   b. There are No Make-Up exams unless the excuse complies with University Attendance Policy.
   c. The exams are not cumulative.
   d. Bring a #2 pencil to class on day of exam.

8. Learning Disabilities
   a. Please contact the Learning Disabilities Office to obtain the necessary forms.
   b. Every effort will be made to accommodate specific needs of students.
   c. All accommodations must be discussed in advance with the professor.

9. Time Management
   a. It is important in this class to be organized and plan for assignments that have specific due dates.
Course design

The course is composed of seven elements:

1. **Introduction to business and the business disciplines**: presentations by GSB faculty members, practitioners or a class visit introducing (a) what the discipline is about, (b) what are its key ideas, and (c) why a student might want to study that discipline in terms of personal enrichment, jobs, and career.

2. **The New York Times/Wall Street Journal weekly business report**: paper on a topic associated with the uncontrollable factors that affect our business environment: (social/cultural, technological, economic, competitive and political/legal) -- which addresses "How these environmental factors are affecting the ways we conduct business in 2016 and beyond". Students will (1) select a New York Times/Wall Street Journal article (alternating weeks) from the week prior to assigned date. (please place reference on the top sheet of your paper as well as state environmental factor selected) (2) choose an article that pertains to one of these factors each week (each one of the factors must have been selected throughout the semester) (3) summarize the articles findings, (4) discuss the uncontrollable variable selected and how this variable pertains to your article selection and (5) lastly, reflect critically on how your article topic will affect the way business is conducted in 2016 and beyond. This should lead to an improvement in writing ability and being comfortable with environmental influences.

3. **Term Project – Writing a Business Plan**: an exercise for students to see the business disciplines as integrated. Student teams will prepare a business plan for a small business which is seeking investors.

4. **Skills for Success**: opportunities for students to develop personal skills that will help them throughout their time at Fordham and beyond.

5. **Team Project-Company Research and Analysis**: the opportunity for each team to investigate a well established company and provide a detailed analysis of the organization.

6. **Business Lectures**: visits by business individuals to discuss course topics and/or skills (if Applicable)

Reading assignments

1. There are one or two chapters in the textbook that correspond to a GSB faculty member, practitioner lecture or class visit about a business discipline. Read this (these) chapter(s) before coming to that class. See the “course layout grid” of this syllabus for which chapter accompanies a particular class.

2. **The New York Times- Available for free daily at the following locations or digitally:**
   - *McGinley Hall (RH)
   - *All Residence Halls (RH)
   - *Student Affairs—4th Floor-- (LC)

3. **The Wall Street Journal- Available for free daily at the following locations or digitally:**
   - *FMH (RH)
   - *Hughes Hall (RH)
Grades

- Exams: (2 @10 points each) 20%
- The NYT/WSJ Critical Thinking Essays (4 @ 5 points each) 20%
- Business Plan: 25%
- Company Analysis 15%
- * 5 Minute Essays (5 @ 3 point each) 15%
- * Class Participation: 5%

**TOTAL:** 100%

**Deliverables/Points**

- **Exams:** Two (2) exams will be given pertaining to chapters and class lectures (Exam #1: 7/19 and Exam #2: 8/4.(20pts)
- **The NYT/WSJ critical thinking essays:** Due electronically to the course TA prior to the beginning of selected classes. (4 essays) (20pts)
- **Business Plan:** One page single space *Proposal due in class only no later than 7/12. Final plan due in written form on selected presentation dates (8/2 or 8/3). (25pts)
- **"5-Minute Essays:"** Done immediately after a presentation. (5pts)
- * Team Company Analysis: One page single space *Proposal due in class only no later than 7/7. Final analysis due in written form on selected presentation dates (7/21 or 7/26). (15pts)

Other grading points:
- Class participation(5pts)

**Determination of the final letter grade for the course:**

- A 93% and above
- A− 90%−92.9%
- B+ 87%−89.9%
- B 83%−86.9%
- B− 80%−82.9%
- C+ 77%−79.9%
- C 73%−76.9%
- C− 70%−72.9%
- D 65%−69.9%
- F below 65%
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<thead>
<tr>
<th>Date</th>
<th>Subject</th>
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<tbody>
<tr>
<td>7/5</td>
<td>*Welcome, Course Syllabus and Class Assignment Review, “Ten Steps to Success” Handout” (Ch 1), Class Exercise.</td>
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<td>7/6</td>
<td>*Team Selection, “Importance of Teams and Communication (Ch 9), Writing Workshop and Writing Exercise with TA Bo Fisher, Team Breakout.</td>
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<td>7/12</td>
<td>*Opening Share, Review Legal Cases (Ch 2), Break, Class Lecture: Global Business/Business(Ch 3,4) Environment -Dr. Alfred Holden, Retired Marketing Professor, Gabelli Schools of Business, Business Plan Proposal Due.</td>
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<td>7/13</td>
<td>*Opening Share, Class Lecture: Dr. Jim McCann. Finance (Ch 16, 17), Break, Class Lecture: Nicole Zeidan, Info Systems (Ch 14), #1 Critical Essay Due.</td>
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<td>7/14</td>
<td>*Class Trip: J Walter Thompson:Jamie Mc Lelland, Chief Technology Officer , Marketing (Ch 11, 12, 13).</td>
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<td>7/19</td>
<td>*EXAM #1 (Chapters 1,2,3,4,9,14,16,17), Lecture: Effective Speaking.</td>
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*7/20  *Opening Share, Review Company Analysis Assignment, Team Breakout, Break, Class Lecture: Anthony Lobosco, Bmc Software, Entrepreneurship (Ch 5,6), #2 Critical Essay Due.

*7/21  *Team Presentation/Written Document Company Analysis

*7/26  *Team Presentation/Written Document Company Analysis

*7/27  *Opening Share, Class Lecture: Dr. Kelly Ulto, Accounting (Ch. 15), Break, Business Plan Assignment Review, Team Breakout, #3 Critical Essay Due.

*7/28  *TBD

*8/2  *Team Presentation/Written Document Business Plan

*8/3  *Team Presentation/Written Document Business Plan, #4 Critical Essay Due.

*8/4  *EXAM #2 (Chapters 5,6,7,8,10,11,12,13,15)