

**BUS 6613: SEMINAR IN BUSINESS  
FALL SEMESTER 2012**

**Weekends: November 16-18; November 30-December 2, 2012; Final TBA**

**INSTRUCTOR:** DR. CHERIE FRETWELL  
Email: [cfret@troy.edu](mailto:cfret@troy.edu)

OFF. PHONE: 334-448-5133  
OFF. HRS.: M,T,Th, 2-6PM

**COURSE DESCRIPTION:** An analysis and study of current topics on the frontier of business. A combination of core material, readings, and research reports on various aspects of business.

**COURSE PURPOSE:** The purpose of this course is to help MBA students become familiar with topics in current business best sellers and journal articles about organizations and management, and, to enhance managerial skills through theory application. The course is designed to provide a forum for current trends and issues in management. An endless parade of consultants, academics, and practitioners continue to pontificate about management, leadership, and the dream of the perfect organization. There are a few who have been significant thinkers in the field of management – they have really made a difference. These are the “gurus.” The first half of the course focuses on discussion of the gurus and their key ideas—in many cases, they were breakthrough ideas for the times. The other half of the course will be used for student presentations and discussion of contemporary books written by successful business leaders.

**COURSE OBJECTIVES:** Upon completion of the course, the student should be able to better:

- A. Encourage innovative solutions to organizational problems.
- B. Achieve organizational goals by working within the organization.
- C. Achieve own goals in the organization.
- D. Motivate and lead.
- E. Generalize classroom experiences to work settings.

**CLASS SCHEDULE: Weekends of Nov. 16-18 and Nov. 30-Dec. 2, 2012; Final Exam, TBA**  
*Class Meets: Friday, 6 – 9 pm; Saturday/Sunday 9 – 4 pm (1-hr. lunch break)*

**WEEKEND #1:** April 13-15, 2012 (Class begins at **6 pm Friday evening.**)

Overview of class

Discuss “guru” readings/excerpts\*

Share relevant articles and Internet research

Consensus exercises; Group activities

(Class discussions should focus on application of theories to work settings and achievement of organizational goals)

\*Two hard copies of all 20 guru excerpt sheets are **due** Friday night, November 16th at **6 pm**. In addition, each student should bring a flashdrive containing the excerpts or statements in *Word* to be used when leading discussions. Please label each Guru in a separate document file with the Guru’s name and your initials or a short identifier.

Ex.: “**Deming by Fretwell.doc.**” **You will also be required to email your gurus to the instructor by Sunday morning of the first weekend.**

## **WEEKEND #2:** November 30-December 2, 2012

\*One (1) page book summary class handout **due** Friday, November 30th at **6 pm**

Midterm exam (essay): Friday, November 30th at 6 pm.

Saturday/Sunday: Book presentations; Share remaining article summaries.

## **FINAL EXAM (Essay) – TBA**

**ATTENDANCE:** Attendance is required for all class sessions – no makeup work is allowed for absences.

## **ASSIGNMENTS:**

**GURUS:** Students will each select twenty (20) “business gurus” to research and determine their central ideas and contribution to management (you **MUST** select from the attached list). Select 5 or 6 important and meaningful statements, or excerpts, from your research that may be used to generate class discussion, especially in assessing how the ideas measure up in today’s business environment. For each guru, prepare one page that contains typed quotes or paraphrased statements related to that author’s work. Statements should be typed in Word in a **large font (at least 20-pt.)** with plenty of space between statements. Add **your name in 8-point font at the bottom** of each page. **All excerpt sheets are due Friday night, November 16, 2012, at 6 pm.** Save the statements for all 20 gurus on a flashdrive in *Word* (use the name of each guru as a file name with your name – Ex.: “Deming by Fretwell.doc.”). Make two hard copies of each sheet. You will turn in one copy and keep one copy for your folder. Excerpt sheets will be collected at the first of class. A sample Guru assignment is attached.

**ARTICLE SUMMARY AND PRESENTATION:** Select one (1) recent journal article, 2009 or later (for example, Business Horizons, Harvard Business Review, etc.) from topics that relate to the breakthrough ideas of the gurus, leading management theories, or other business topics of interest (***not current events!***). You may use internet resources through the Troy Library web page. You **do not need to pay** for articles. If you need assistance locating ***free*** full text articles, call or email Dr. Fretwell.

Read and prepare a written summary of your article (include a copy of article) -- summary should be limited to one typed or written page. Summaries will be shared in class beginning the first weekend. **Be prepared to share your article the first weekend.** Prepare documents in PowerPoint to use for presenting article to the class.

**BOOK SELECTION:** You will select a contemporary book that **YOU HAVE NOT READ** about management, management styles, leadership, motivation, etc., using the attached list for **suggestions** on the types of books that would be appropriate. You might check for books of this type at Books A Million, Barnes & Noble, and other area bookstores. Look in the business section as well as self-improvement, personal development, careers, etc. The instructor also has a supply of books that are available for loan. **THERE WILL BE NO DUPLICATE PRESENTATIONS OF THE SAME BOOK. MAKE YOUR REQUEST BEFORE YOU PURCHASE A BOOK!**

**BOOK SELECTIONS WILL BE FINALIZED DURING THE FIRST WEEKEND.**

**Written Book Summary:** After reading the book, summarize the book (MAXIMUM: four pages).

**Book Presentation:** To present your book summary, prepare 6 - 8 PowerPoint slides to share an overview of the book and the main points or contributions of things you learned from the book. A title slide with the name of your book, the author, your name, etc. should be included. The slides should be used to guide your presentation to the class. Use large fonts, phrases and/or bullet items to make your slides readable for the class.

**One Page Book Handout:** In addition to the presentation, a **one-page summary\* of main points or contributions of things you learned from the book to share** with the class should be prepared. Note this should be in **bullet form**.

Book presentations will be shared in class according to the class schedule. All one-page book summaries **will be due Friday evening, November 30, 2012** (midterm night)--instructor will make copies of summaries for each class member.

**GRADING INCLUDES:**

- MIDTERM EXAM (100 pts)
  - FINAL EXAMS (100 pts)
  - WRITTEN ARTICLE SUMMARY (75 pts)
  - ARTICLE PRESENTATION (75 pts)
  - CLASS PARTICIPATION (50 pts)
  - IN-CLASS ASSIGNMENTS (25 pts)
  - GURU EXCERPTS\* (200 pts)
  - BOOK PRESENTATION (50 pts)
  - ONE-PAGE BOOK HANDOUT (Use bullets and phrases—not paragraphs)\* (25 pts)
  - WRITTEN BOOK SUMMARY (75 pts)
- \*Full credit only if received when due!

**AMERICANS WITH DISABILITIES ACT and ADDITIONAL SERVICES:** Any student whose disabilities fall within the ADA must contact Dr. Keith Frakes, the Phenix City Campus Coordinator of Disability Services, at 334-448-5136.

**STANDARDS OF CONDUCT:**

The commission of, or the attempt to, commit any cheating and/or plagiarism are in violation of the Troy University Standard of Conduct, and may be disciplined up to and including suspension and expulsion. Refer to the *Oracle* for more information.

## **GURUS:**

Igor Ansoff  
Chris Argyris  
Chester Barnard  
Warren Bennis  
Marvin Bower  
Dale Carnegie  
James Champy  
Alfred Chandler  
W. Edwards Deming  
Peter Drucker  
Henri Fayol  
Mary Parker Follett  
Henry Ford  
Harold Geneen  
Sumantra Ghoshal  
Gary Hamel  
Charles Handy  
Bruce Henderson  
Frederick Herzberg  
Geert Hofstede  
Elliott Jacques  
Joseph M. Juran  
Rosabeth Moss Kanter  
Philip Kotler  
Ted Levitt

Kurt Lewin  
Douglas McGregor  
Nicolo Machiavelli  
Abraham Maslow  
Konosuke Matsushita  
Elton Mayo  
Henry Mintzberg  
Akito Morita  
John Naisbitt  
Kenichi Ohmae  
David Packard  
Richard Pascale  
Laurence J. Peter  
Tom Peters  
Michael Porter  
Edgar H. Schein  
Peter Senge  
Alfred P. Sloan  
Frederick W. Taylor  
Alvin Toffler  
Robert Townsend  
Fons Tompenenaars  
Sun-Tzu  
Thomas Watson, Jr.  
Max Weber

**SUGGESTED BOOK LIST:** Select one you think you will really enjoy reading and sharing.  
(Note: These are just some examples (some are not new but are still of value) of the many great business-oriented, success-story, how-to-succeed, managerial techniques and styles, books available at Barnes and Noble, Books-A-Million, etc.

FISH! Stephen Lundin, Harry Paul, and John Christensen  
FISH STICKS, Stephen Lundin, John Christensen, and Harry Paul

NUTS! SOUTHWEST AIRLINES' CRAZY RECIPE FOR SUCCESS, Freiberg and Freiberg

WHALE DONE! THE POWER OF POSITIVE RELATIONSHIPS, Ken Blanchard  
THE LITTLE BOOK OF COACHING, Ken Blanchard and Don Shula  
GUNG HO! Ken Blanchard and Sheldon Bowles  
RAVING FANS, Ken Blanchard and Sheldon Bowles  
EMPOWERMENT TAKES MORE THAN A MINUTE, Ken Blanchard, J.Carlos, & A.Randolph  
THE SECRET: WHAT GREAT LEADERS KNOW AND DO, Ken Blanchard & Mark Miller

HARD BALL FOR WOMEN, Pat Heim

BROKEN WINDOWS, BROKEN BUSINESS, Michael Levine  
1,000 DOLLARS & AN IDEA, Sam Wyly

MORE BALLS THAN HANDS, Michael J. Gelb

RICH DAD, POOR DAD, Robert Kiyosaki with Sharon Lechter, CPA

THE "BEAR" NECESSITIES OF BUSINESS, Clark

THE TOTAL MONEY MAKEOVER, Dave Ramsey

IT'S NOT HOW GOOD YOU ARE, IT'S HOW GOOD YOU WANT TO BE, Paul Arden

HOW TO SUCCEED IN BUSINESS WITHOUT TRYING SO DAMN HARD, Robert Kriegel  
IF IT AIN'T BROKE....BREAK IT! Robert Kriegel and Louis Patler  
SACRED COWS MAKE THE BEST BURGERS, Kriegel and Brandt

THE 21 INDISPENSABLE QUALITIES OF A LEADER, John Maxwell

THE 21 IRREFUTABLE LAWS OF LEADERSHIP, John Maxwell

360 DEGREE LEADER, John Maxwell

YOUR ROAD MAP FOR SUCCESS, John Maxwell

FAILING FORWARD, John Maxwell

SIX FUNDAMENTALS OF SUCCESS, Stuart Levine

PLAY LIKE A MAN; WIN LIKE A WOMAN, Gail Evans

NICE GIRLS DON'T GET THE CORNER OFFICE: 101 UNCONSCIOUS MISTAKES  
WOMEN MAKE THAT SABOTAGE THEIR CAREERS, Lois P. Frankel

LIONS DON'T NEED TO ROAR, D. A. Benton

THE TEN COMMANDMENTS OF SUCCESS, James A. Belasco

TEACHING THE ELEPHANT TO DANCE, Belasco

WHO MOVED MY CHEESE? Spencer Johnson

THE PRESENT, Spencer Johnson

HOW TO BECOME A RAINMAKER, Jeffrey J. Fox

HOW TO BE A FIERCE COMPETITOR, Jeffrey J. Fox

BUCK UP AND SUCK UP AND COME BACK WHEN YOU FOUL UP, Begala and Carville  
MARS AND VENUS IN THE WORKPLACE, John Gray

MADE IN AMERICA: MY STORY, Sam Walton

LINCOLN ON LEADERSHIP: EXECUTIVE STRATEGIES FOR TOUGH TIMES, Phillips

TOP 75 GREATEST MANAGEMENT DECISIONS EVER MADE....AND 21 OF THE WORST, S. Crainer

THE ANT AND THE ELEPHANT: LEADERSHIP FOR THE SELF, Vince Poscente

THE NEW ASSERTIVE WOMAN, Lynn Bloom, Karen Coburn, Joan Pearlman

WHAT COLOR IS YOUR PARACHUTE, Bolles

PACK YOUR OWN PARACHUTE, Bolles

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE, Stephen R. Covey

PRINCIPLE-CENTERED LEADERSHIP, Stephen R. Covey

TOP PERFORMANCE, Zig Ziglar

SEE YOU AT THE TOP, Zig Ziglar

BRINGING OUT THE BEST IN PEOPLE, Daniels

WINNIE THE POOH ON MANAGEMENT, Allen

WHEN FISH FLY, Yokoyama and Michelli

THE TRUTH ABOUT MANAGING PEOPLE...AND NOTHING BUT THE TRUTH, Robbins

THE POWER OF NICE, Kaplan, Thaler, and Koval

RADICAL CAREERING, Hogshead

THE WORLD IS FLAT, Thomas Friedman

ZEN LESSONS: The Art of Leadership, Ch'anlin puo hsun

JACK: STRAIGHT FROM THE GUT, Jack Welch and John A. Byrne

HARD DRIVE: BILL GATES AND THE MAKING OF THE MICROSOFT  
EMPIRE, Jams Wallace and Jim Erickson

THE ENERGY BUS: 10 RULES TO FUEL YOUR LIFE, WORK AND TEAM WITH  
POSTIVE ENERGY, Jon Gordon

## **W. Edwards Deming**

- “Learning is not compulsory...neither is survival.”
  
- What we need to do is learn to work in the system, by which I mean that everybody, every team, every platform, every division, every component is there not for individual competitive profit or recognition, but for contribution to the system as a whole on a win-win basis.”
  
- We have learned to live in a world of mistakes and defective products as if they were necessary to life. It is time to adopt a new philosophy in America.”