

1

# BA 301

Research & Analysis of Business Problems

BA 301 Winter 2011  
Intro Lecture

## Handouts

2

- Syllabus
- Group Activity 0.1 Instructions
- Homework #1 (the only one I'll hand out)
- Quiz #1 (the only one I'll hand out)
- Personal Info Sheet (hand in by next week)
- Survey (later)

BA 301 Winter 2011 Intro Lecture 1/4/2011

## Syllabus Review

3

- Contact Info
  - Email – canobles@msn.com
  - Include your section number and something about the question in the subject line.
  - A day or two for response (not hours).
  - Make sure your question or issue is clear.
  - If it's really important – come see me during office hours.

BA 301 Winter 2011 Intro Lecture 1/4/2011

## Syllabus Review

4

- The book:
  - Problem Solving Handbook
    - Available for free as a PDF on the course website
    - By PSU Professor Kristi Yuthas
      - Covers the problem-solving framework
  - Supplemental – The Curious Researcher by Bruce Ballenger
    - Available in the bookstore or at Amazon, etc.
    - Useful if you're rusty doing research and writing papers.

BA 301 Winter 2011 Intro Lecture 1/4/2011

## Syllabus Review

5

- The daily schedule:
  - Roll will be taken every day
  - Quizzes will be at the beginning of class, if scheduled, and will take 15 to 20 minutes
  - Review of previous group activities, where relevant
  - Short lecture, with some multimedia
  - Group activities in the last half of class
  - Check the website for changes/updates

BA 301 Winter 2011 Intro Lecture 1/4/2011

## Syllabus Review

6

- The website:
  - <http://web.pdx.edu/~charlesn/>
    - Not WebCT or Blackboard
  - All handouts will be available on this website.
  - This site will be updated every week.
  - All quizzes and homework assignments are located on the website.
  - Group Activity Instructions **must** be downloaded from the website.
  - PDFs of lectures will be on the website, but after the class!

BA 301 Winter 2011 Intro Lecture 1/4/2011

## Syllabus Review

### Class requirements and grading:

- 1) Business Analysis Research Paper – 35%
- 2) Attendance and participation – 15%
- 3) Homework and quizzes – 25%
- 4) Group activities and group report – 25%

BA 301 Winter 2011 Intro Lecture 1/4/2011

## 1.) Research Paper

- This is a research paper – start early!
- Choose a company from the Fortune 200 list – get your choice to me next week on the personal info sheet (beware – some are not available).
- Use the problem solving process learned during the term to find problems and develop solutions
- Due on the last day of class (not Final's Week)
  - 10 pages of text (n/i TOC, graphics, bibliography and appendices)
- Check the website for advice and a template.
- In a few weeks we'll discuss the term paper in more detail in class.

BA 301 Winter 2011 Intro Lecture 1/4/2011

## 1.) Research Paper

### □ Typical strategy:

- Get the assignment
- Choose a topic
- Wait until a few days before the paper is due
- Madly search the Internet
- Write the paper the night before it's due
- Pray!

BA 301 Winter 2011 Intro Lecture 1/4/2011

## 1.) Research Paper

### □ New strategy:

- Get the assignment
- Choose a topic
- Spend a few weeks doing research – Internet and the library
- Wait until a few days before the paper is due
- Write the paper the night before it's due
- Pray!

BA 301 Winter 2011 Intro Lecture 1/4/2011

## 2.) Attendance/Participation

- Show up to class – I will take roll!
  - If you're sick – stay home!
  - Excused absences need some sort of proof.
- It can't hurt to use a name card on your desk.
- Answer questions in class.
- Ask questions in class
- Come see me during office hours if you have questions, or just want to talk about the class.
- If you just show up to all of the classes – you'll get a B for this part of the grade.

BA 301 Winter 2011 Intro Lecture 1/4/2011

## 3.) Homework & Quizzes

- Answer the questions on the homework assignment sheets (found on the web page)
  - Neatness does count, no handwritten assignments.
  - I will ask for a resubmission on work with errors and typos.
- Some early term paper work is part of the homework.
- Due dates are shown on the calendar – no email submissions and no late homework (w/o legitimate excuse).
- Quizzes – list of possible questions will be handed out early – two or three will be chosen
- Quizzes draw from reading & lecture

BA 301 Winter 2011 Intro Lecture 1/4/2011

## 4.) Group Activities

- Participate with your group – there will be group activities during each class.
- **Group Activity Instructions must be downloaded from the website.**
- Compile and turn in your group work at the end of the term
  - Notes taken during in-class group activities
  - Analysis/review written by the scribe after the activity
  - End of term group evaluation
- There is a short group presentation at end of term
- There are additional guidelines on the website.

BA 301 Winter 2011 Intro Lecture 1/4/2011

## Hints & Tips

- Start early on the paper.
- Show up to class and participate.
- Take the group work seriously.
- Don't wait to the last minute to deal with group issues or problems.
- Don't miss any of the quizzes or assignments.
- Ask me if you have questions...

BA 301 Winter 2011 Intro Lecture 1/4/2011

## Activity 0.1 – Part 1

- Working on your own, think about a problem you have solved, or a decision you have made in the past. On a sheet of paper, write down the specific steps you took to solve the problem (or make the decision).
- Take notes!
- Be prepared to discuss these in class, and in your groups during the next class.

BA 301 Winter 2011 Intro Lecture 1/5/2011

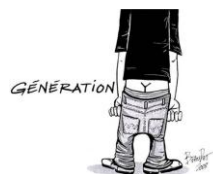
## Group Activity 0.1 - Part 2

- Spend time talking over your personal problem solving processes written down after the last class.
- Discuss the similarities and differences.
- SCRIBE: Take notes on the discussion.
- Keep the notes with the group materials, along with each group member's process overview.
- **NOTE: Complete only question 1 of Part 2 at this time.**

BA 301 Winter 2011 Intro Lecture 1/5/2011

## Problem – Target Marketing

- Demographics:
  - Silent Generation – born before 1946
  - Baby boomers – born 1946 – 1959
  - Generation X – born 1960 – 1979
  - Generation Y – born 1980 – 1995
    - Why do we call you Gen Y?



BA 301 Winter 2011 Intro Lecture 1/5/2011

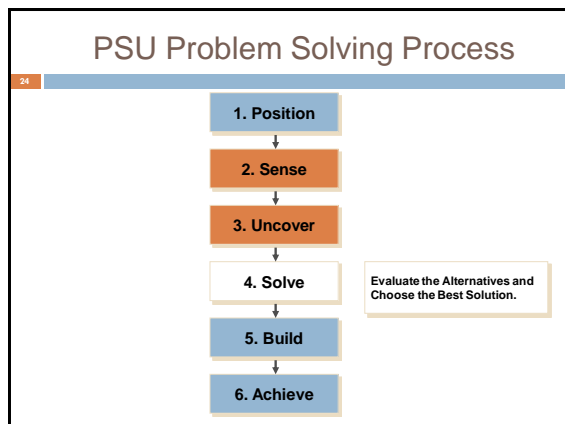
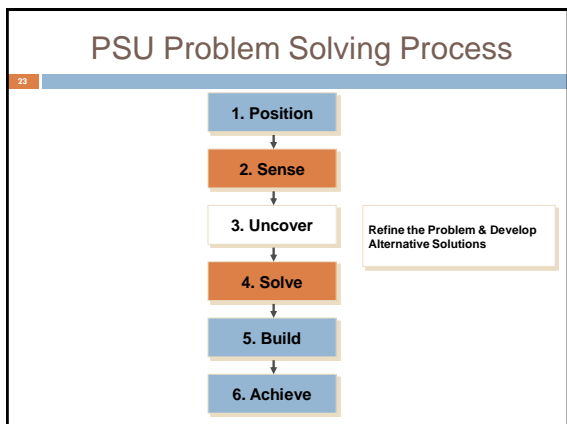
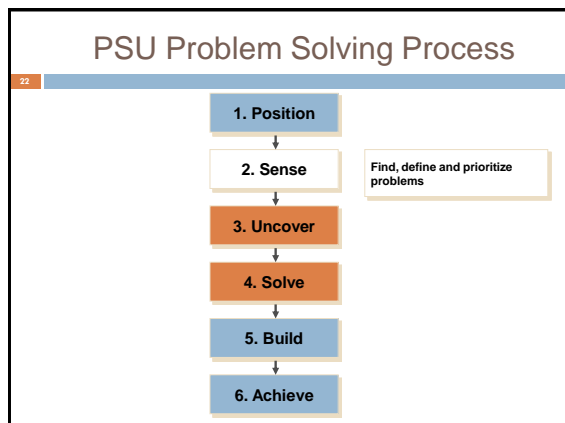
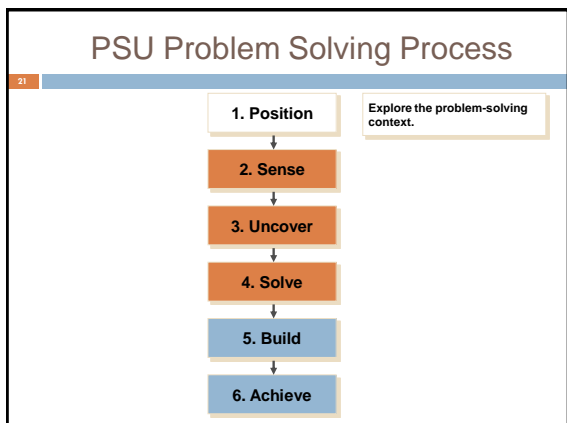
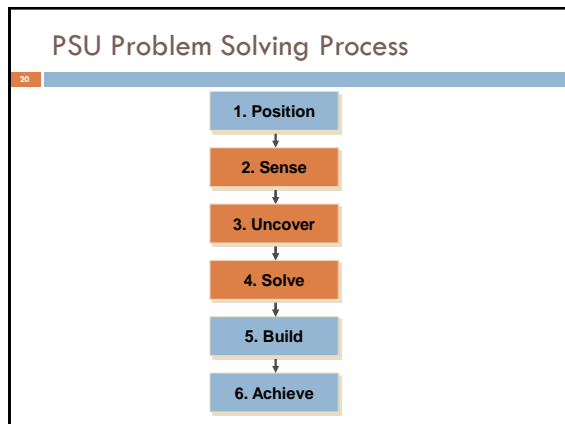
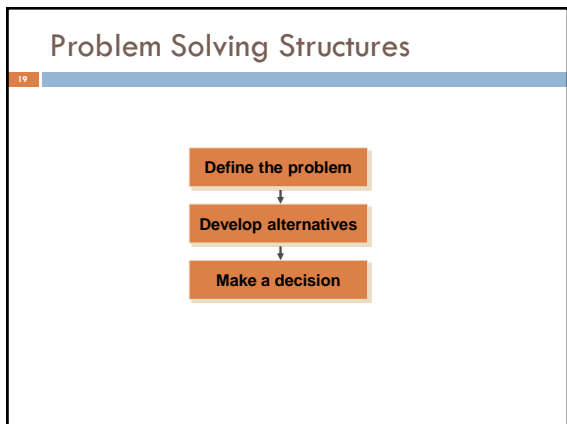
## Improving Problem Solving

© 1998 Randy Glasbergen. E-mail: [randy@glasbergen.com](mailto:randy@glasbergen.com)  
<http://www.glasbergen.com>

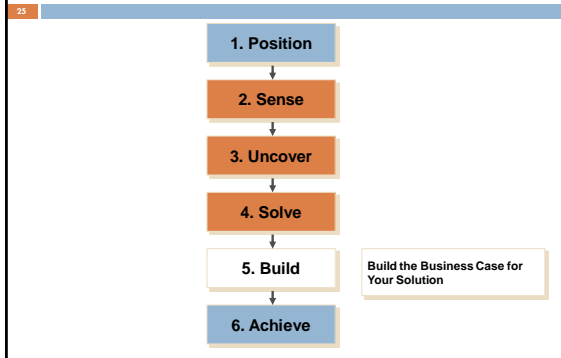


**"Thank you for calling Creative Business Seminars.  
 If you'd like to become a more creative problem solver,  
 press 1 without touching any part of your telephone."**

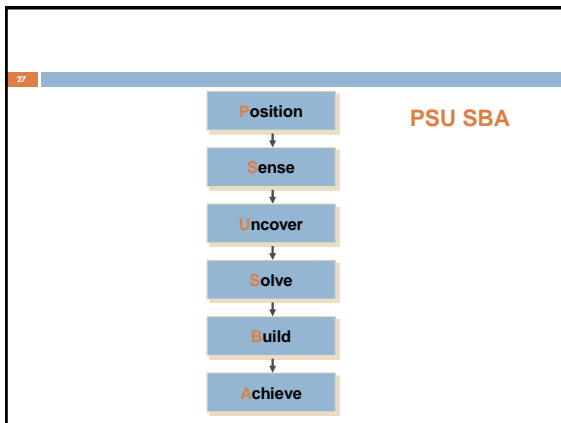
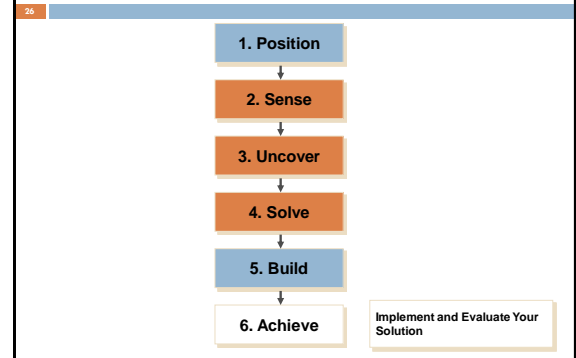
BA 301 Winter 2011 Intro Lecture 1/5/2011



## PSU Problem Solving Process



## PSU Problem Solving Process



## Activity 0.1 – Part 2 (cont.)

- 30
- Working as a group, develop an extensive list of problems **faced by PSU students**, and problems **faced by PSU administration** – brainstorm! Be creative!
  - State them as “problems” – be specific.
  - Put the lists on one sheet of paper and keep it with your group materials.
  - Identify the top three problems on each list.
  - **SCRIBE**: Take notes and prepare an “analysis” after class. Include it with the notes from the day in the “notebook”.

BA 301 Winter 2011 Intro Lecture 1/5/2011

31

BA 301

BA 301 Winter 2011  
Intro Lecture

Research & Analysis of Business Problems