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BA 301

BA 301 Spring 2011 Intro Lecture

Research & Analysis of Business Problems

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Zin Obelisk Group Problem Solving Activity

In the ancient city of Atlantis, a solid, rectangular object, called a Zin, was built in honor of the goddess Tina. The structure took less than two weeks to complete.

The task of your team is to determine on which day of the week the obelisk was completed. You have fifteen minutes for this task. Do **NOT** choose a formal leader for your group.

You will be given cards containing information related to the task. You may share this information orally, but you may **NOT** show your cards to other participants.

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Handouts

- 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)

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Syllabus Review

- 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.

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Syllabus Review

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- 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.

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Syllabus Review

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- 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

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- The website:
 - <http://web.pdx.edu/~charlesn/>
 - Or D2L (first term for this – be patient!)
 - All handouts will be available on these websites.
 - This sites will be updated often.
 - All quizzes and homework assignments are located on the websites.
 - Group Activity Instructions **must** be downloaded from the websites.
 - PDFs of lectures will be on the websites, but after the class!

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Syllabus Review

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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%

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1.) Research Paper

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- This is a research paper – start early!
- Choose a company from the Fortune 500 list (positions 201 to 400) – get your choice to me next week on the personal info sheet.
- 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.

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1.) Research Paper

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- 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!

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1.) Research Paper

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- 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!

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2.) Attendance/Participation

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- 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.

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3.) Homework & Quizzes

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- 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.
 - You must use the HW assignment template.
- 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

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4.) Group Activities

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- 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.

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Hints & Tips

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- 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...

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Activity 0.1 – Part 1

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- 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.

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Group Activity 0.1 - Part 2

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- 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.

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Problem – Target Marketing

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- 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?



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Improving Problem Solving

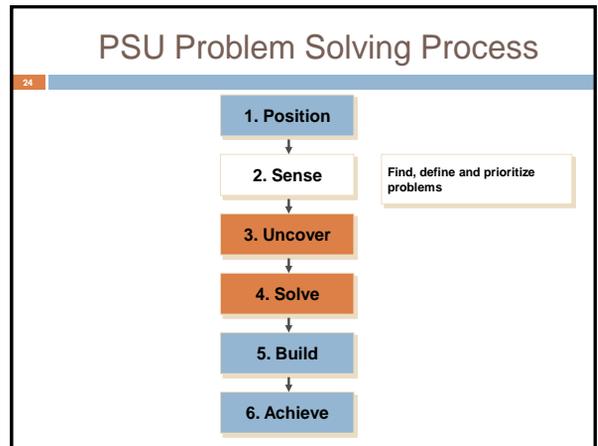
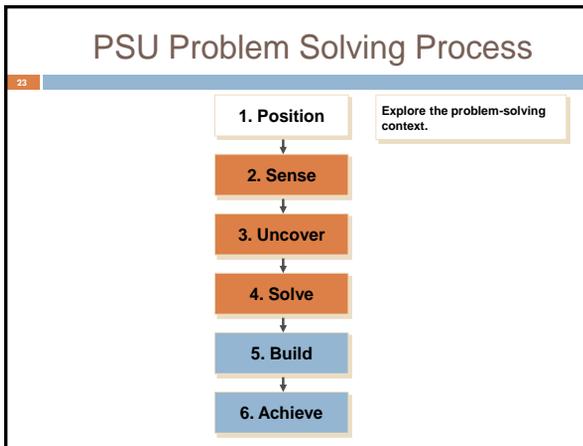
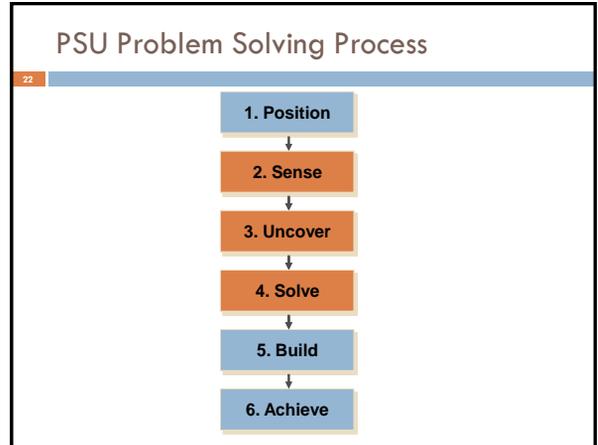
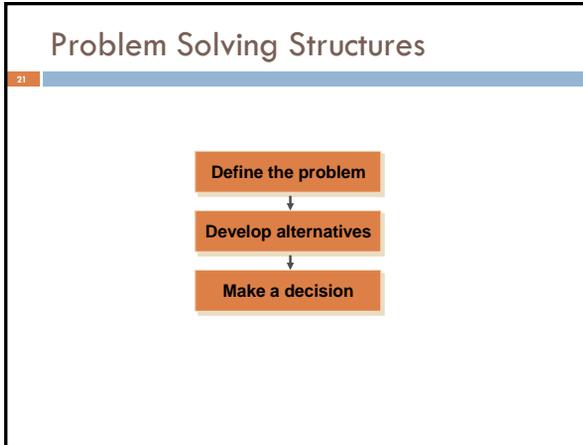
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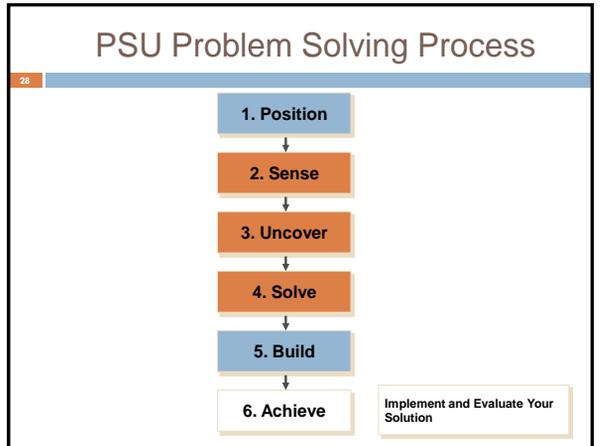
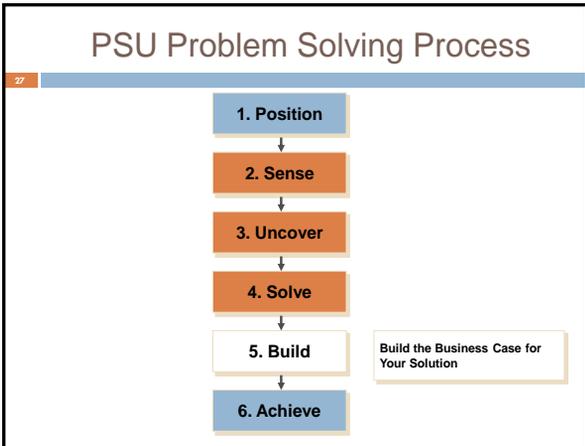
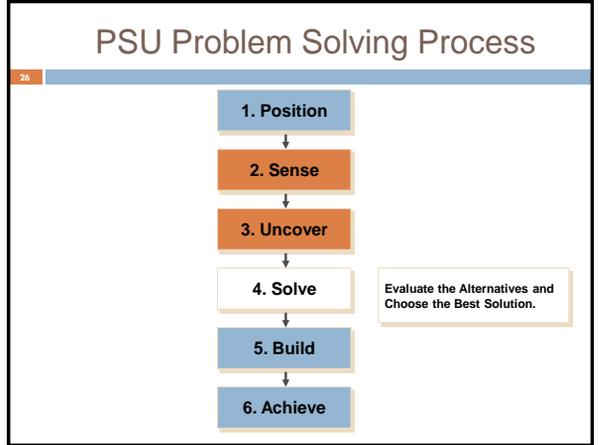
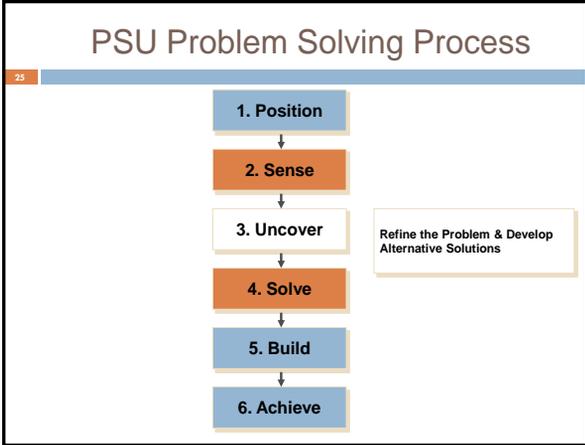
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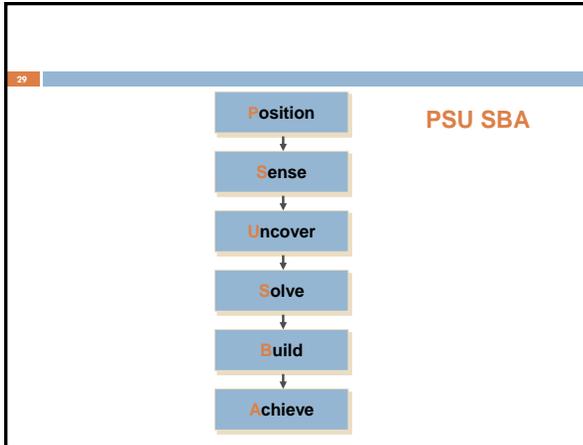


"Thank you for calling Creative Business Seminars.
 If you'd like to become a more creative problem solver,
 press 1 without touching any part of your telephone."

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Activity 0.1 – Part 2 (cont.)

- 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”.

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