

Basic differences between BusMan 1 & BusMan 2

- BusMan 1 is about the surrounding/environment of organizations. BusMan 1 covers the topics on supply/demand, international business, entrepreneurship, small business, franchising, organizational structure, planning, organizing, directing, controlling (managerial functions), operational planning
- BusMan 2 concentrates on organizations and their internal elements from human resources, marketing activities, accounting, finance, banking and securities

Weekly Agenda for BusMan 2:

Week	Topics	Notes
1	Chapter 9: Motivating HR	<ul style="list-style-type: none"> • Potential question: Please provide evidence if I am correct/incorrect that the best motivational driver should be coming from oneself • Details are going to be discussed further in HRM 1 & HRM 2 subjects
2	Chapter 10: Managing HR	
3	Review: Chapter 9-10	
4	Quiz 1	Chapter 9-10 Draft 1 due
5	Chapter 11: Customer-Driven Marketing	Please refer to your Marketing Management 1 & 2
6	Chapter 12: Dimensions of Marketing Strategy	
7	Chapter 13: Digital Marketing & Social Networking	E-Commerce Quiz 2 on Marketing issues Draft 2 due
8	Semester break	
9	Chapter 14: Accounting & Financial Statements	Please refer to your Accounting 1 & 2
10	Chapter 15: Money & Financial Systems	Please refer to your Financial Management 1 & 2 for details
11	Chapter 16: Financial Management & Security Markets	
12	Quiz 3	Chapter 14-16 Draft 3 due
13	Review	Presentation – based on your papers
14	Review	

Week	Topics	Notes
15	Silent Week	Draft 4 Final due
16	Final Exam # 1	Comprehensive final exam covering chapter 1-16
17	Final Exam # 2	

Writing Assignments with the following rules;

1. Individual papers
2. No copy & paste from any sources without the proper citations and/or notations in bibliography
3. Continue with the previous topics. Folders can be checked from the glass drawer by the door of the new BSS room
4. **Minimum of 2 subtopics** – trying to connect 2 dots of topics. For instance, you are trying to discuss about “marketing” and “finance”
 - a. **Extra points** are going to be carefully considered for papers with more than 2 subtopics
5. A4-size
6. Margins: 2.5 cm for all left, right, top & bottom
7. Use the headers for your name
8. Use the footer for the page number
9. Citations are based on APA format
10. Automated referencing from MS Word or any other third-party software, such as; Mendeley, EndNotes, Zotero and others
11. For every drawing/illustration, you may have to use the Visio Pro or any other third-party software. Refrain from drawing directly in MS Word
12. Use proper English = run the spell check prior to submissions. In order to run the spell check, you have to click on something. This spell check is not running automatically in the background
13. When you are having pictures & tables, you have to make sure the proper citations.
14. Introduction as chapter/section 1
 - a. 3 basic issues to cover = stories, facts & phenomena
 - b. Stories = explaining “background” on past experience on “market scarcity” on make-ups since they are trying to “limit” the numbers of product availability in stores
 - c. Facts = real deals = product unavailability with the graphical illustration or as simple as a table
 - d. Phenomena = something uncommon. For instance, unique features may guarantee success due to indirect competition. However, despite those unique features, companies go bankrupt. Or, with the flow of information globally, consumers are supposed to be much more aware and become smarter. However, with the presence of AlfaMart & IndoMaret, consumers are simply staying ignorance.
 - e. Sources are likely from newspapers and magazines
15. Body as chapter 2. This usually covers the theoretical background
 - a. Sources are mainly from textbooks & journals
 - b. Relying on the “model” that you are trying to study

16. Conclusions as chapter 3. This usually covers the potential conclusions, recommendations, and other findings, including your thoughts
17. In the glass cabinet/cupboard just directly in front of the door in BSS room, you can find a bunch of colored-folders from the previous semesters. Please make sure to take them back with you so you can continue working on the BusMan 2 paper in this semester
18. Each of the paper submissions must also use a separate folder.
19. Late submissions will not be entertained.
20. You are required to set-up an account in Google Scholar. As this becomes important for future tracking on papers and publications, including boosting the awareness on IULI, failure to do so may jeopardize your grade.
21. You are **obliged** to always refer to, download and use any of my paper collections and others, which are available online, particularly from;
 - a. <http://ssrn.com/author=678663>
 - b. Faj-journal.blogspot.com
 - c. Jams-journals.blogspot.com
 - d. Insight-journals.blogspot.com
 - e. Each one of you must **at least use 2 papers** as your references in your individual paper.