

# Academic Tutoring - Foundations of Business

Summer Module  
OLive-UP 2020

Seminar Leader: Clem Davies  
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Course dates: 2 June to 21 August 2020  
Course Schedule: Self-study and individual consultations  
Office Hours: By appointment  
Credits: n/a  
Grading: Pass/Fail

## Course Description

The Academic Tutoring Summer Module course is a foundations course, ahead of further introduction in Module 1 and more advanced topics in Module 2. The course will support students in their independent study of the discipline and subjects to which they will make Masters applications. The aim of the course is to build knowledge in the foundations of the discipline to the level expected of a final year Bachelors student and to prepare for intensive tutoring in the subject during OLive-UP Module 1. The focus of the summer module will be on applying foundations of Business Studies to real world examples. Learning goals and syllabi will be tailored to individual students' needs and background in the subject.

This course has been designed in light of the Covid-19 online teaching conditions. All materials will be posted in the Google classroom. All meetings will take place online. Written assignments should be handed in via Google classroom.

## Learning Outcomes

- Students gain confidence in reading and understanding academic texts progressing clearly to the level expected of a final year Bachelors student.
- Students gain knowledge of the foundations of the discipline being studied to reach the level expected of a final year Bachelor's student.
- Developing English vocabulary specific to Business Studies.

- Apply fundamental concepts and theories in Business Studies to real world scenarios and current events.
- Developing study skills as independent and active learners.

## Class Description and Student Requirements

Students will be required to dedicate 3 hours per week to independent study. Guidance will be provided through monthly individual consultations of 20 minutes.

Each month students will be required to complete two short assignments.

The first assignment requires students to listen to two 25 minute prescribed podcast episodes, read specified chapters or sections of the textbook and write a response based on suggested questions. Writing on other questions is also possible, but the reflection should take the form of a question and answer.

The second assignment requires students to find a reputable news article relating to a current business issue, to summarise the issue, and to incorporate relevant Business Studies theories and concepts.

To pass this course students are required to attend all individual consultations and to complete all assignments.

## Schedule

Content	Length	Weight	Deadline
Participation in consultations	Throughout the course	25%	2 June to 21 August 2020
Podcast Episodes 1 + 2	2-4 questions 200-400 words/question (total 800 words)	20%	Monday 30 June 2020
News article and summary	200 words/summary	5%	Monday 30 June 2020
Podcast Episodes 3+ 4	2-4 questions 200-400 words/question (total 800 words)	20%	Monday 21 July 2020
News article and summary	200 words/summary	5%	Monday 21 July 2020
Podcast Episodes 5 + 6	2-4 questions 200-400 words/question (total 800 words)	20%	Monday 18 August 2020

News article and summary	200 words/summary	5%	Monday 18 August 2020
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### Attendance

You are expected to attend ALL consultations. In cases of absence caused by illness, you must inform your instructor and the Program Director in advance of the scheduled consultation via email. Students are expected to be proactive and make up for any work missed.

### Academic Integrity

Bard College Berlin maintains the staunchest regard for academic integrity and expects good academic practice from students in their studies. You are expected to follow the university's code of academic integrity at all times throughout the course. Any work you submit must be your own original work. Make sure that you properly reference all the sources you use (e.g. books, journals, newspaper articles, websites, etc.). Cases of academic misconduct (e.g. cheating, plagiarism) in which you fail to meet the expected standards of academic integrity will be dealt with under the Code of Student Conduct, Section III Academic Misconduct.

### Policy on Late Submission of Papers

As per Student Handbook guidelines, assignments that are up to 24 hours late will be downgraded one full grade (from B+ to C+, for example). Assignments that are more than 24 hours late may be rejected for grading, particularly if the explanation offered for the delay is not satisfactory. If a late assignment is accepted for grading, it must be submitted within four weeks of the deadline and cannot receive a grade higher than C. Thereafter, you will receive a failing grade for the assignment.

## Further Course Details

### *Prescribed Podcast:*

Business Wars is a free podcast. You can listen online at the below address, or download a podcasting app on your phone (e.g. Google Podcasts, Apple Podcasts, Pocket Casts)

Available at: <https://wondery.com/shows/business-wars/>

Series: The North Face vs Patagonia

Episodes and date of release:

- Dirtbags | 1 | Mar 25, 2020
- Blazing Trails | 2 | Mar 30, 2020
- Patagucci | 3 | Apr 1, 2020
- Zen and the Art of Business | 4 | Apr 6, 2020
- Rescue Mission | 5 | Apr 8, 2020
- Eco-Samurai | 6 | Apr 13, 2020

### *News Articles:*

You are free to choose your own news sources, but the original article must be in English and it should relate to a business issue. This can be from a 'macro' perspective (e.g. how a whole country's economy has been affected) or a 'micro' perspective (e.g. a focus on what a single company is doing).

News sources are often biased. Check the [AllSides Media Bias Chart](https://www.allsides.com/media-bias/media-bias-chart) to check where your news source sits on the political spectrum. <https://www.allsides.com/media-bias/media-bias-chart>. Understanding this can help you interpret reported events better to form your own opinions.

Some suggested resources for business news:

- <http://america.aljazeera.com/topics/topic/issue/business-finance.html>
- <http://www.criticatac.ro/lefteast/>
- <https://edition.cnn.com/BUSINESS>
- <https://news.sky.com/business>
- <https://theconversation.com/global/business>
- <https://www.abc.net.au/news/business/>
- <https://www.aljazeera.com/Search/?q=business>
- <https://www.autonews.com/>
- <https://www.bbc.com/news/business>

- <https://www.cnn.com/business/>
- <https://www.dw.com/en/top-stories/business/s-1431>
- <https://www.economist.com/> (Limited number of free articles)
- <https://www.ft.com/> (paywalled)
- <https://www.nbcnews.com/business>
- <https://www.nytimes.com/> (Limited number of free articles)
- <https://www.opendemocracy.net/en/tagged/economics/>
- <https://www.reuters.com/> (Use the drop-down menu to switch between continents – not all are available in English)
- <https://www.theguardian.com/uk/business>

Episode	Theme	Readings	Suggested Questions
1. Dirtbags	Establishing a business  Business values	No prescribed readings, but you should do your own research on these two companies.	What do you find out about the outdoor industry in the 1960s? What are the values of the two founders?
2. Blazing trails	Creating a market  Supply shortages  Inventory  Importing	Textbook  · Chapter 12: The nature of operations. (Specifically, 12.1-12.2)	In this episode, Hap Klopp (North Face) creates a market so he can sell more clothes. Explain why he does this, and whether it is successful.  There is an example of a shortage of an input here. Explain, using business terms, what Hap Klopp does to secure a supply of goose down.  How does culture play a role in business?  Patagonia experienced challenges with importing rugby shirts. What problems can be associated with importing?

<p>3. Patagucci</p>	<p>Business Financing</p> <p>Private vs Publicly-listed companies</p>	<p>Textbook</p> <ul style="list-style-type: none"> <li>Chapter 15: Business Finance (Specifically 15.5 Factors influencing the choice of sources of finance)</li> </ul> <p>To understand the difference between “public sector” and “publicly listed”, review Chapter 2: Business Structures (Specifically, 2.1 Economic Sectors) or read this Wall Street Mojo article: <a href="https://www.wallstreetmojo.com/public-company-vs-private-company/">https://www.wallstreetmojo.com/public-company-vs-private-company/</a></p>	<p>Publicly-listed companies are different to public companies. Explain the difference.</p> <p>The North Face was acquired by VF Corporation in 2000. Patagonia, until today, is a privately owned company. What are some of the differences of publicly listed and privately owned companies? Are their priorities different?</p>
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4. Zen and the art of business	Business Strategy  Ownership models	Other content:  Sun Tzu – The Art of War (Video Summary)  <a href="https://www.youtube.com/watch?v=Hz4FNBJ1APA">https://www.youtube.com/watch?v=Hz4FNBJ1APA</a>	In this episode, Patagonia looks at slowing or stopping growth, while North Face has been looking to increase growth and profits. Why are their goals so different? Does ownership play a role here? Does it make sense for Patagonia to want to reduce their sales?  At this point in the “story”, are North Face’s values different than when it was established?
5. Rescue Mission	Inventory management  Brand power	Textbook:  · Chapter 14: Inventory Management  · Chapter 12: The nature of operations (12.3-12.4)  · ‘Branding’ (one paragraph) p122	Even though North Face is in a poor position financially, VF buys it, mainly due to its ‘brand power’. What does this mean?  VF’s involvement increased North Faces profits. What did they do to increase productivity?  The inventory of unsold merchandise is expensive. It is “money wrapped up in fabric”. What does this mean? What are the costs and benefits of inventory stock?

<p>6. Eco Samurai</p>	<p>Corporate social responsibility</p> <p>Political lobbying</p>	<p>Textbook</p> <ul style="list-style-type: none"> <li>Chapter 21: Other external influences on business activity (Specifically 21.1 and 21.2 until end of 'government intervention in the economy' p253)</li> </ul>	<p>In this episode, both North Face and Patagonia get involved in politics. Does business have a place in politics? Why/why not?</p> <p>Alternatively, does government have a place in business?</p> <p>Patagonia had high environmental standards from the beginning. How do you think they influenced North Face's transformation?</p> <p>At the beginning, North Face was founder had strong environmental values. In episode four, North Face was looking to expand quickly and increase profits. Now, North Face is looking to be greener and more eco-friendly. What is driving these changes?</p>
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