

Recommended Materials for Prof. Wood's Bus 189 class

In addition to the required readings for my Bus 189 class (McGraw-Hill ebook, Harvard online cases, book Creativity Inc., and Canvas readings) the following materials are recommended:

- For our study of technology strategy, students are asked to experiment with **virtual reality and augmented reality** products. It is helpful, but not required, if students have a smartphone compatible with virtual reality and augmented reality products. (Those who do not have a compatible smartphone can use a product from the instructor or other members of the class.) Those who own compatible smartphones may consider a Google Cardboard viewer. Most iOS and Android smartphones made within the last few years are compatible. The standard viewer from Google is \$15 at https://store.google.com/product/google_cardboard?utm_source=en-ha-na-us-sem&utm_medium=desktop&utm_content=plas&utm_campaign=Cardboard&gl=us&gclid=CjwKEAjwqpK8BRD7ua-U0orrgekESJADIN3YBYEEgWj3MANj86YU1-u2nrdPcydW0L6AiJaOfbJ08ARoCjJ_w_wcB. But a cheaper version such as this available here on eBay in January would also be fine:
http://www.ebay.com/itm/like/152119312120?lpid=82&chn=ps&ul_noapp=true.
- **Please regularly read one or two supplementary periodicals covering business.** The Wall Street Journal, New York Times, Financial Times, Fortune, Forbes, or Bloomberg Business Week are all helpful. Successful business people have in-depth knowledge of their particular field and appreciation for other businesses and societal issues. Reading well-written articles also improves your command of the English language. (Discounted student subscriptions to some publications are available.)
- Students should regularly use a **college-level dictionary and/or on-line sources such as dictionary.com** to look up words whose meanings or usage they are unsure of.
- Many students find helpful a **grammar guide** such as The Bedford Handbook (Bedford/St. Martin's).
- The Martin Luther King Jr. has an excellent collection of on-line databases available at <http://libguides.sjsu.edu/az.php>. These databases include enormous amounts of highly relevant information unavailable through

search engines such as Google. If you have not already done so, visit the library and establish a Personal Identification Number (PIN) so you can access these databases from off campus. The library has created an on-line course on using databases to find company information. This may be helpful for students in this Business 189:

<http://libguides.sjsu.edu/content.php?pid=331467&sid=3072230>

Students may also find it helpful to learn about databases from other students or from the instructor. When seeking information for the strategic management project, major analyses that appear in such magazines as Fortune, Forbes, and Bloomberg BusinessWeek may be particularly helpful. These publications can be searched using the “Journal Titles” link on the library’s home page.

The Strategic Project will require that you tell where you got your information, using Modern Language Association or American Psychological Association style. You will probably need to refer to *either* the MLA style manual itself (Modern Language Association. MLA Handbook for Writers of Research Papers. 6th ed. New York. 2009 – available at the Spartan bookstore) or a web page that summarizes the principles of the manual. A good MLA style web page is <http://owl.english.purdue.edu/owl/resource/747/01>.