Required Readings for Bus 189 Sections 8 and 15

Textbook


Other Readings


- Warren Bennis and Burt Nanus, *Leaders: Strategies for Taking Charge*, Collins, ISBN 978-0-06-0559540 – the second edition – is recommended, but any edition is acceptable. Note that **inexpensive used copies of the second edition can be purchased online.** Both Catmull’s *Creativity Inc.* and Bennis & Nanus’ *Leaders* should be available on reserve at the Martin Luther King Jr. Library. However, it is recommended that they be purchased because they are not expensive, students have found them useful, and we will be making a great deal of use of *Creativity Inc.*, especially, in class. these books

- **Course packet**, including essential supplementary readings and cases, available from Maple Press on 10th St.

- **Introduction to Strategic Leadership and Strategic Management** and Notes: These readings appear on Canvas. They are crucial to the course. **Students are required to know the information in the Canvas readings and in the theoretical reading on technology and strategy in the packet.** Students who study exclusively from the textbook, without reviewing the Notes and supplementary readings will find they do not have all the knowledge they need for exams. (Students are not required to memorize facts from the cases. If case information is required during exams, you will be able to refer to the cases.)

Other equipment / material requirements

Students will be required to purchase a license for the Glo-Bus business simulation.

- Additional required reading may be added during the course.
Other materials STRONGLY RECOMMENDED:

- It is recommended that students who do not own one purchase one of the many inexpensive virtual reality viewers available today. Those who own compatible smartphones may consider a Google Cardboard viewer. Most iOS and Android smartphones 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-U0orrkESJADIN3YBYEeGwj3MANj86YU1-u2nr6cydW0L6AijJaOtbJ08ARoCJj_w_wCB. But a cheaper version such as this on eBay should be fine: http://www.ebay.com/itm/like/152119312120?lpid=82&chn=ps&ul_noapp=true.

- Regular reading of at least one approved supplementary periodical covering business. The Wall Street Journal, New York Times, Financial Times, Fortune, Forbes, or Bloomberg Business Week are all helpful. (Discounted student subscriptions to some of these are available.) Successful business people have an in-depth knowledge of their particular field but also an appreciation for other businesses and societal issues. Reading well-written articles will also improve your command of the English language.

- Regular use of a college-level dictionary and/or on-line sources such as dictionary.com to look up words whose meanings or usage you are unsure of.

- A grammar guide such as The Bedford Handbook (Bedford/St. Martin’s). Many students find this helpful in writing. Some Business 100W texts can be used as a grammar reference. Some students have found helpful the web pages created by Prof. Charles Darling of Capital Community College in Connecticut: http://grammar.ccc.commnet.edu/grammar/index.htm

- 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.