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The required textbook for the course is **Business and Its Environment**, by David P. Baron, ISBN 978-0132620550. The textbook is available for rental on Amazon.com. The textbook reading for the Aug. 27 class is available on the course's Blackboard page under Reserves for students who are not able to acquire a textbook immediately. Additional readings will be available via pdfs or links on the course's Blackboard page under Reserves.

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My experience is that the students who get the most out of this course are the ones who are able to connect its frameworks and theories to the nonmarket issues firms currently face. To that end, all students should read the **New York Times, Wall Street Journal**, or similar publication on a regular basis throughout Fall A. Team assignments will rely in part on these independent study activities. (All Simon students have free access to the **Wall Street Journal** online. See here for details: <https://wsj.com/rochester>)

Treat class sessions like business meetings. Specifically:

- Make every effort to attend and be on time for each class meeting. Should extenuating circumstances require you to arrive late or leave early, please let me know before the start of class and sit in the back so you can enter/leave with as little disruption as possible.
- Display your printed name tent in every class.
- You are allowed to use laptops and tablets during class, but they should only be used for coursework-related activities and not for email, social media, or other activities not directly related to the course.
- Cell phones must be silenced during class.
- No photography, video recording, or audio recording of any kind is allowed.
- No reproduction or distribution of any course materials is allowed.

