**MGP 298: Business Literature**

Instructor: Dr. Andy Jones  
Quarter: Winter 2011  
Email: aojones@ucdavis.edu  
Office: 353 Voorhies  
Class Websites: [http://andysclasses.com](http://andysclasses.com) and SmartSite  
Office Hours: T, 10-11, Th, 3:00-4:00 p.m. with additional virtual office hours by appointment

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**Required Materials (Winter 2011)**


**Course Goals**

Every quarter MGB 298 aims to expose working professionals to a single important or foundational business literature text, and thus enhance participants’ understanding of business concepts and their applications. Students in this online course will use SmartSite, the UC Davis Learning Management System, to review course handouts and other resources, respond to discussion and writing prompts from the instructor, and submit assignments and forum postings. This quarter our course will review *The Little Big Things: 163 Ways to Pursue Excellence* by Thomas J. Peters, the business management practices expert who co-wrote the seminal business text *In Search of Excellence*.

**Summary of Assignments**

<table>
<thead>
<tr>
<th>Projects</th>
<th>Assignments Total</th>
<th>100%</th>
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<tbody>
<tr>
<td>Readings</td>
<td><em>The Little Big Things: 163 Ways to Pursue Excellence</em> by Thomas J. Peters</td>
<td></td>
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<tr>
<td>Class Discussion</td>
<td>Each student is required to write two 150 to 250 words (or longer) forum postings / blog entries a week. See the potential approach and structure of such postings, below.</td>
<td>60%</td>
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<tr>
<td>Final Paper</td>
<td>Each student is required to complete a final reflective and analytical paper of about 1,000 – 1,500 words.</td>
<td>40%</td>
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**Structure of the Class**

Our virtual/online course will depend upon a number of online tools for synchronous and asynchronous communication, collaboration, and instruction. We will depend mostly on SmartSite, and especially on the “Resources” and “Forums” tools within SmartSite. We may also use tools such as Twitter and Dropbox.com (see a referral link at [http://www.dropbox.com/referrals/NTMwNTU0Njk](http://www.dropbox.com/referrals/NTMwNTU0Njk)). Instructor Podcasts may also introduce and complement the assigned text and class procedures.

Students are expected to complete the reading assignments by the Monday of each week (see “Reading Assignments,” below). Short (150-250 words, the equivalent to a long paragraph) written responses to the relevant writing prompts should be submitted by Tuesday and Thursday afternoons. Class participants
will be encouraged to read each other’s forum postings, to ask wide-ranging questions raised by the assigned readings, and to respond to classmates’ questions and comments. I will provide responses to submissions, connect conversation threads to larger topics in business and business writing, and ask follow-up questions for students to consider in subsequent weeks. I will be available via email and telephone. In addition, all GSM students are also invited to attend my regular office hours on Tuesday mornings and Thursday afternoons in 353 Voorhies on the UC Davis campus.

The final paper (four to six pages) will be due in week six of the quarter.

**Assignment Guidelines**

**Reading Assignments**

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<thead>
<tr>
<th>Week One</th>
<th>Introductions to the class (instructor, peers, online course tools), to each other, to course goals for each student, to past and current leadership responsibilities, to professional goals. Start reading our massive text, <em>The Little Big Things: 163 Ways to Pursue Excellence</em> by Tom J. Peters.</th>
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<tbody>
<tr>
<td>Week Two</td>
<td>Read chapters 1-50 of <em>The Little Big Things: 163 Ways to Pursue Excellence</em>. Respond to writing prompts with two forum postings.</td>
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<tr>
<td>Week Three</td>
<td>Read chapters 50-100 of <em>The Little Big Things: 163 Ways to Pursue Excellence</em>. Respond to at least one writing prompt and to one comment posted by one of your classmates.</td>
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<tr>
<td>Week Four</td>
<td>Read chapters 100-150 of <em>The Little Big Things: 163 Ways to Pursue Excellence</em>. Respond to at least one writing prompt and to one comment posted by one of your classmates.</td>
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<tr>
<td>Week Five</td>
<td>Read chapters 150-163 of <em>The Little Big Things: 163 Ways to Pursue Excellence</em>. Respond to at least one writing prompt and to one comment posted by one of your classmates. Complete final reflective and analytical paper of about 1,000 – 1,500 words (4-6 pages).</td>
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</tbody>
</table>

Although I have Kindle copies of *The Little Big Things: 163 Ways to Pursue Excellence* on my laptop, iPad, and iPhone, when it comes to referring to page numbers, I will use the hardback copy of the book. With this huge but fast-moving text, I will also be referring to the 163 sections which I am charitably calling “chapters.”

**About the Instructor**

Andy Jones holds a master’s degree and doctorate in English from the University of California, Davis. Andy has been teaching university classes in Writing and English for 20 years, and during that time he has given over 200 talks and presentations on topics in the fields of teaching, productivity, effective writing, social media, and the analysis of literature. He is a published poet and essayist, a radio talk show host and MC, an editor or adviser to four print journals, and an expert on effective teaching, presenting, and critical and creative thinking.

Formerly coordinator of the University Writing Program’s Computer-Aided Instruction Program, Andy loves to teach in virtual and hybrid learning environments, and now also advises the Center for Excellence in Teaching and Learning (formerly the Teaching Resources Center) on instructional
technology and recent research in adult learning. From 2005 to 2010, Andy also coordinated the Faculty Mentoring Faculty Program and co-ordinated the Summer Institute on Teaching and Technology, both sponsored by the Center for Excellence in Teaching and Learning. In 2008 Andy gave the Plenary Presentation at the Annual Meeting of the University of California, Office of the President, President’s Postdoctoral Fellowship Program, and in 2009 and 2010, Andy joined a delegation of faculty that provided faculty development at the Nara Institute on Science and Technology in Nara, Japan. Having learned important lessons on teaching graduate seminars on pedagogy and technology and writing, in 2006 Andy Jones was named the UC Davis “Educator of the Year.”

In 2009, Andy founded a professional development consultancy, and since then he has advised businesses, non-profits, and individuals on embracing learning in the workplace, fostering leadership qualities in all employees and managers, using social media for communication and marketing, and sparking innovation and entrepreneurial success. He looks forward to learning again from working professional students in the UC Davis Graduate School of Management.