BUS 120 (Fall 2014) – Business Reading Assignment

Assignment Due Date and Grade Information:
- Due in class on **Friday, September 12th**, submit a stapled hard copy promptly at 9:05 am —But start early—read directions NOW!
- Four page (double spaced) paper worth about 15% of final grade (final syllabi weightings not yet completed)

Book Quiz and Paper Assignment Overview:
- Read both Rich Dad, Poor Dad by Robert Kiyosaki (any edition is ok) and Start Something That Matters by Blake Mycoskie.
- Additionally, students who wish to get an “A” on the paper will need to bring in some outside sources and points of view beyond the books based on the specific questions of the assignment as discussed further below. These sources need to be properly cited using APA format.
- You are allowed to and even encouraged to discuss your ideas with parents, peers, and friends before writing your paper.
- Write a **PAPER** on the books as detailed below, due in class on **Friday, September 12th**
- There will be a **QUIZ** on some basic information from the books during class on **Friday, September 5th**. This quiz will count as part of your course grade.
- You will also use concepts from the book Rich Dad, Poor Dad when you play the Game “Cashflow 101” at the retreat on **Saturday September 13th**.

PAPER Instructions:
In answering the following questions and your introduction and concluding remarks, you must incorporate the authors’ points of view, terminology, and the ideas. You should use their ideas for support and use direct quotes only sparingly. Your paper is not a book summary, but a thought provoking exercise. You should discuss their ideas but also your own historical and changing perceptions of what being rich and successful is all about. You are encouraged to incorporate other sources as appropriate and cite them properly.

1. **INTRODUCTION**: Opening statement: what does it mean to be rich. Both authors seek to make profit in arguably different ways. Set the stage, grab the reader’s attention.
2. What do you have to actually DO to become rich? (Read Kiyosaki: Lessons 5, 6, 7)
3. “Milton Friedman is often quoted as saying that the only social responsibility of business is to increase its profits,” Discuss whether Kiyosaki and Mycoskie would agree with this statement giving specific support to your answer.
4. You are entering your first year at a Vincentian University. St. Vincent de Paul spent his life helping the poor. How could you use what you have learned from Mycoskie to help the poor? What is your alpargata? Be specific, try to apply his concept of simplicity, giving and having a good story.
5. What other global problems could be addressed by giving-based businesses? What barriers prevent these problems from being addressed by governments and nonprofit organizations? (you are expected to do some outside research here)
6. **CONCLUSION**: What is the most important thing you have learned about success from these two books?
NOTE: This is a very specific, personalized assignment—canned book summaries will be returned with a grade of “F” with no chance for a make-up. Proofreading by others is encouraged, however, use of another's writing, including modified computer files, Internet obtained papers, or other substantive copying is plagiarism. Faculty instructors are required to submit instances of student plagiarism to the Niagara University Academic Integrity Board for review and documentation. These violations are treated seriously and could result in additional sanctions.

Format and Content:
- Be sure to write an introduction, which includes the general direction of the remainder of the paper—and preferably make your introduction attention getting in some way.
- Use well-structured paragraphs with topic sentences and strong lines of support in the body of the paper. You do not need to follow the specified order of questions above—make it your paper—answering the questions in the order or format that works for you (but make sure you answer all of the questions).
- Your paper should have a definite conclusion.
- Your paper does not need a title page. Full Name and date at top of first page is sufficient.

Style and Detail:
- Although you are appropriately coached not to use first-person writing in most of your papers, it is appropriate to use it in this paper.
- The paper should be double-spaced, with one-inch margins, Font 11 or 12-point in a normal font such as Times New Roman, Calibri, etc.
- Four pages (+/- ½ a page)
- Niagara University business students are asked to use the APA citation style. We recommend the Cornell University of Management school guide for more information which can be accessed at: http://www.library.cornell.edu/resrch/citmanage/apa
  - We encourage you to use the format, which includes author, year and page number in parentheses, i.e. (Smith, 2005, p. 42). At the end of the Cornell APA style guide are formats for web sites, blogs, etc. Please note that the APA style also requires a bibliography “Reference list” at the end of the paper in addition to your in-text references. (Please note that you need to reference Kiyosaki and Mycoskie as well, especially when using specific thoughts from their books)

Grading: A formal grading rubric will be used—it will basically follow the format described below:
- Good and interesting introductory paragraph and conclusion?
- Content covers all “questions” from the previous page.
- Paper is well written, in student's own words and error free? (BE SURE TO PROOFREAD)
- Quotes, if any, are used only sparingly and properly placed in quotation marks?
- Outside sources are referenced using the requested APA citation style?
- Paper is handed in on time and other format requirements are met?
- Paper demonstrates that student read the books and learned from them.
- Student’s personal perspectives were meaningful and well stated.

Other Tips:
- Start early—the books are easy to read but you need time to process the readings, formulate your discussion, and do other research.
- After reading these instructions, if you have further questions please email questions to Dr. Anna McNab, amcnab@niagara.edu. PLEASE pause and read the instructions again before emailing.

6/10/2014