bSpace Overview

Angela White
Instructional Designer, ETS
Welcome, Summer Session students and instructors!

Would you like to create a site for the course you're teaching? Look here for more help.
Have questions about what you can or cannot do within bSpace? Visit these FAQs, organized by campus role, to learn more.

Learning to Use Clickers in Your Classroom

Date: Wed, July 28th, 2:00 - 3:30 pm
Location: Dwinelle Hall

More information

Teaching Enrichment Program (TEP):

This new program identifies instructors who express an interest in the use of technology for teaching and would like to discover the full scope of their pedagogical needs.

Instructional Designers from ETS will design a solution that meets your course goals, determining which tool or tools are best and implementing them for you. For more information, please see the TEP flyer.
### Site Setup

Check box(es) to take action on a site. Click column title to sort.

<table>
<thead>
<tr>
<th>Worksite Title</th>
<th>Type</th>
<th>Creator</th>
<th>Term</th>
<th>Status</th>
<th>Creation Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Workspace</td>
<td></td>
<td>Instructor, Demo</td>
<td></td>
<td></td>
<td>Jul 23, 2010 10:16 am</td>
</tr>
<tr>
<td>bSpace Demo Spring 2010</td>
<td>course</td>
<td>White, Angela</td>
<td>Spring 2010</td>
<td>Published</td>
<td>Dec 7, 2009 3:09 pm</td>
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<td>Modified</td>
<td>Size</td>
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</tr>
<tr>
<td>My Workspace</td>
<td>Add</td>
<td>Actions</td>
<td></td>
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</tr>
<tr>
<td>Research</td>
<td>Add</td>
<td>Actions</td>
<td>Entire site</td>
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<tr>
<td>Resources for Lectures</td>
<td>Add</td>
<td>Actions</td>
<td>Entire site</td>
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</tbody>
</table>

Show other sites
Customize Tabs

Customize Tabs allows you to customize the navigation to your sites in your version of Sakai only.

Use the left and right arrow buttons to change the visibility of your sites. Use the up and down buttons to promote your Active Sites into tabs.

My Active Sites
The top 3 sites appear as tabs in your navigation, and the whole list will appear in your My Active Sites tab. The order shown here affects only the first 3 sites.

Tabs displayed: 4

My Hidden Sites
These sites do not appear in your My Active Sites tab. However, you can still access them through Worksite Setup.
My Account Details

User

UserId: instructor
FirstName: Demo
LastName: Instructor
Email: instructor@bspacetest.com
Type: Instructor

Created By: Angela White
Created: Jul 23, 2010 10:15 am
Modified By: Angela White
Modified: Jul 23, 2010 10:15 am

Modify Details
The Principles of Business, UGBA 10

Toyota's Sales Fell as Ford's Rose
(Demo Instructor - Jul 23, 2010 3:49 pm)
Be sure that you have read this NYT article prior...
UGBA 10

Principles of Business

3 Units Exam Group: No exam in Exam Week—exams are in-class Lecture: MWF 9:10 - 10:00 a.m., in Wheeler Auditorium Discussion: One hour, as registered

Web Site

The course web site at http://faculty.haas.berkeley.edu/robinson/ugba10/ contains up-to-date information, announcements and the answers to many frequently asked questions FAQ, including questions on switching sections and wait-list. The course website contains the official policies and procedures of the course.

Course Structure
Course Structure

ugbe-10 is taught in five, 3-week modules. There are three instructors, one of whom will be responsible for each module.

One of the instructors serves as the Course Manager to whom all procedural questions e.g. special accommodations, schedule problems, logistical difficulties should be addressed. Each module ends with an in-class exam. In addition there are weekly one-hour discussion sections led that you must attend. You will be given a detailed outline at the beginning of each module, which will list the lecturers’ office hours.

Instructor:

Instructor: e-mail
David Robinson: robinson@haas.berkeley.edu

Course Manager: Office hours: Wed 2:10 p.m. – 4:00 p.m.
F 512 Haas School
Cristina Banks: banks@haas.berkeley.edu
Dan Himelstein: dhimel@haas.berkeley.edu

Module Calendar:

<table>
<thead>
<tr>
<th>Module</th>
<th>Topic/Instructor</th>
<th>Lectures Begin</th>
<th>Module Exam</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing: Delighting customers D. Robinson</td>
<td>Wed 1/20</td>
<td>Monday 2/8</td>
</tr>
<tr>
<td>2</td>
<td>Organization and management G. Banks</td>
<td>Wed 2/10</td>
<td>Monday 3/1</td>
</tr>
<tr>
<td>3</td>
<td>Accounting and Finance D. Robinson</td>
<td>Wed 3/2</td>
<td>Monday 3/29</td>
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<td>4</td>
<td>Producing quality goods and services D. Robinson</td>
<td>Wed 3/31</td>
<td>Friday 4/16</td>
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<tr>
<td>5</td>
<td>Global Business and Entrepreneurship. D. Himelstein</td>
<td>Mon 4/19</td>
<td>Friday 4/30</td>
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</table>

Instructor Drop Warning: Sections do not meet in Week 1. You may be instructor-dropped if you fail to attend section as registered in Weeks 2 and 3 of the semester.
bSpace Demo Spring 2010

Site Description:

The Principles of Business, UGBA 10

Roster(s) with site access:

Term: Spring 2010

Site Contact and email: instructor@bspaceptt.com
### bSpace Demo Spring 2010 Participant List (# 15)

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<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tr>
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<td>Active</td>
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<tr>
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</tr>
<tr>
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</tbody>
</table>
Role Descriptions

Dept. Delegate
Can read most material in the site, can post announcements, course resources, and discussion messages, and add participants

GSI
Can read, add, and revise most content in their sections.

Guest
Can read most materials on the site; the gradebook is not available to guests

Head GSI
Can read, write, and edit most areas of the site; has full Gradebook and Section Info privileges

Instructor
Can read, revise, delete and add both content and participants to a site.

Librarian
Can contribute to the Resources, Discussion, Quiz & Survey, and Wiki tools

Student
Can read content, and add content to a site where appropriate.
bSpace Demo Spring 2010

Site Description:

The Principles of Business, UGBA 10

Term: Spring 2010

Instructor: instructor@bspace.com
Revising site tools for bSpace Demo Spring 2010...

Check boxes to add or remove tools from your site.

- Home
  Description of the project, recent announcements, discussion, and chat items.

- Announcements
  For posting current, time-critical information.

- Assignments
  For posting, submitting and grading assignment(s) online. ** For use in Course sites only.

- Chat Room
  For real-time conversations in written form.

- Drop Box
  For private file sharing between instructor and student. ** For use in Course sites only.

- Email Archive
  For viewing email sent to the site.

- Forums
  For asynchronous discussion board activities

- Gradebook
  For storing and computing assessment grades from Quiz & Survey or that are manually entered. ** For use in Course sites only.

- Messages
  Display messages to/from users of a particular site

- CNN Money

- News
  For viewing content from online sources.

- Polls
  For anonymous polls or voting

- Quiz & Survey
  For creating self-assessments and simple surveys. NOT for use in online exams. See ETS for a consultation.

- Resources
  For posting documents, URLs to other websites, etc.

- Roster
  For viewing the site participants list. ** For use in Course sites only.

- Schedule
  For posting and viewing deadlines, events, etc.

- Section Info
  For managing sections within a site. ** For use in Course sites only.

- Site Info
  For showing worksite information and site participants.

- Syllabus
  For posting a summary outline and/or requirements for a site. ** For use in Course sites only.

- Haas UGBA 10
  For accessing content from http://faculty.haas.berkeley.edu/robinson/ugba10/index.html within the site.

- Marketing Analysis Survey
  For accessing content from https://bspace.berkeley.edu/access/content/group/aaf8ccdf-3762-497b-b906-89524624502a/Demo Documents/Google Form within the site.

- Web Content
  For accessing an external website within the site.

- Wiki
  For collaborative editing of pages and content.
## Overview

To add or remove participants from the Roster, visit the Site Info tool.

Currently showing 15 participants
(2 in GSI role, 1 in Head GSI role, 1 in Instructor role, 11 in Student role)

<table>
<thead>
<tr>
<th>Name</th>
<th>User ID</th>
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<th>Role</th>
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<td><a href="mailto:gradstudent01@bspacestest.com">gradstudent01@bspacestest.com</a></td>
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<td>GSI</td>
</tr>
<tr>
<td>Instructor, Demo</td>
<td>instructor</td>
<td>instructor</td>
<td>Instructor</td>
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<tr>
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<td>White, Angela</td>
<td>741134</td>
<td><a href="mailto:angela@media.berkeley.edu">angela@media.berkeley.edu</a></td>
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## Instructor's Overview

### Discussion Sections

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<tr>
<th>Name</th>
<th>Graduate Student Instructor (GSI)</th>
<th>Day</th>
<th>Time</th>
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<th>Current Size</th>
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<td>9:00 am-10:00 am</td>
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<td>6</td>
<td>Unlimited</td>
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</table>
# Student Memberships

Click on a student's name to edit their section memberships

## View Students in All Sections

<table>
<thead>
<tr>
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### Calendar by Week

**View**: Calendar by Week

**Period**: JUL 25, 2010 - JUL 31, 2010 PDT

#### Earlier

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<th>Tue 27</th>
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- **Office hours**
- **Optional Paper Due**
The Principles of Business, UGBA 10

Toyota's Sales Fell as Ford's Rose
(Demo Instructor - Jul 23, 2010 3:49 pm)
Be sure that you have read this NYT article prior...

Messages & Forums Notifications

Messages  No messages
Forums  2
### Announcements

<table>
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<th>Date</th>
<th>Beginning Date</th>
<th>Ending Date</th>
<th>Remove?</th>
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<td>Office hours have changed this week</td>
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<td>site</td>
<td>Jul 23, 2010 10:24 am</td>
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<td><a href="#">Edit</a></td>
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<td>Jul 23, 2010 10:21 am</td>
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Edit Announcement

Update the form, then choose the appropriate button at the bottom.

Required items marked with a *

* Announcement title
  Banking, The Russian Way

* Body

<object width="384" height="356" id="ep" classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"><embed width="384" height="356"
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amp;videoId=/video/news/2010/02/12/n_russia_vtb_bank_kostin.cnnmoney"bgcolor="#000000"></embed></object>
Access

- Only members of this site can see this announcement
- This announcement is publicly viewable
- Display this announcement to selected groups only.

Availability

- Show
- Hide
- Specify Dates
  - Beginning Date: Jul 23, 2010 10:00 AM
  - Ending Date: Jul 30, 2010 4:25 PM

Attachments

No Attachments Yet

Add Attachments

Email Notification: None – No notification

Save Changes  Preview  Cancel
The Principles of Business, UGBA 10

Banking, the Russian Way
(Demo Instructor - Jul 23, 2010 4:26 pm)

Banking, the Russian way
VTB Bank President and Chairman Andrei Kostin talks about running a bank with the government as the majority shareholder
Added Feb 15, 2010

Toyota's Sales Fell as Ford's Rose
(Demo Instructor - Jul 23, 2010 3:49 pm)
Be sure that you have read this NYT article prior...
Announcements (Updated 6.9.2010)

- Photo shoot for the 2011 Cover

- Fall 2011 Textbook Information
  There are two textbooks for ugba-10—follow the link. The high cost of textbooks is a major concern for students and there are a few ways to manage the expense of textbooks. There’s also a page with recommendations for additional reading.

- Name and Bio Sheet
Business and financial news - CNNMoney.com

From CNN and Money magazine, CNNMoney.com combines business news and in-depth market analysis with practical advice and answers to personal finance questions.

(Graphic Version) - © 2010 Cable News Network LP, LLLP. - Jul 23, 2010

**Dell and Intel: Big Tech behaving badly**

Thursday's $100 million settlement between Dell and the Securities and Exchange Commission was a reminder that the government is going after tech's bad boys -- and Intel is likely next on the feds' list.

(Full Story) (Jul 23, 2010)

**Stocks rally on day, week**

Stocks rallied Friday, with the Dow briefly turning positive for the year after a report showed that most of Europe's big banks passed their stress tests, easing investor worries about the strength of the global economy.

(Full Story) (Jul 23, 2010)

**Out of work and waiting for the check**

Kevin Lendry had to give up his San Diego apartment because he couldn't afford the rent after his federal unemployment benefits were cut off in early June.

(Full Story) (Jul 23, 2010)

**White House: Unemployment at 9% 'til 2012**

The White House said Friday it expects that unemployment will stay at or above 9% until 2012, but at the same time forecast that the economy will grow by at least 4% in 2011 and 2012.

(Full Story) (Jul 23, 2010)

**Bank failure tally passes 100 for the year**
Compose a Message

Required items marked with *

From: instructor@bspacetest.com

* To: Click Add Individuals..., or click one of the provided pre-defined groups below.

Add all participants  Add all GSIs  Add all Head GSIs  Add all Instructors
Add all Students

Label: Normal

* Subject

Message

[HTML editor interface]
Select Role –

Compose a Message
Required items marked with *

From: instructor@bspaceitest.com

* To: Guy Student, student03@bspaceitest.com, student04@bspaceitest.com

Add all participants, Add all GSIs, Add all Head GSIs, Add all Instructors

Add Individuals...

Label: Normal

* Subject: Status of Homework 4?

Message:
I have not received your assignment for Homework 4 yet.

- Instructor
You are authorized to send email from: instructor@bspacetest.com
Email sent to the following addresses will be archived and sent to participants:

haasdemositespring10@bspace.berkeley.edu

<table>
<thead>
<tr>
<th>From</th>
<th>Subject</th>
<th>Date Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angela Dawn White <a href="mailto:angela@media.berkeley.edu">angela@media.berkeley.edu</a></td>
<td>Welcome to The Principles of Business, UGBA 10</td>
<td>Jul 23, 2010 10:31 AM PDT</td>
</tr>
</tbody>
</table>
Dear students,
Be sure that you have looked over the Syllabus and purchased your reader prior to our first class.

Instructor
You are authorized to send email from: instructor@bspacetest.com
Email sent to the following addresses will be archived and sent to participants:

haasdemositespring10@bspace.berkeley.edu

<table>
<thead>
<tr>
<th>From</th>
<th>Subject</th>
<th>Date Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angela Dawn White <a href="mailto:angela@media.berkeley.edu">angela@media.berkeley.edu</a></td>
<td>Welcome to The Principles of Business, UGBA 10</td>
<td>Jul 23, 2010 10:31 AM PDT</td>
</tr>
</tbody>
</table>
Currently viewing messages for 'Main Chat Room'

All chat messages are archived and can be read by any site participant.

**Guy Student**  (Jul 23, 2010 3:44 PM PDT) I cannot make the changed office hours this week. Can I ask you a question right now about my outline?

**Demo Instructor**  (Jul 23, 2010 3:45 PM PDT) Sure. I'm happy to help, although you may want to post to the Forums first and see if your peers have some ideas...
## bSpace Demo Spring 2010 Resources

### Location:

**bSpace Demo Spring 2010 Resources**

**Copy | Remove | Move**

<table>
<thead>
<tr>
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**Show other sites**
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</tr>
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</table>
Citation List: Optional MBA Reading List

Click "Get It!" to see if a copy of the citation is available through your library.

Citations (7)

- Assessing the broadband gap: From the penetration divide to the quality divide
  [Get It!]

  Westlund, H. International Small Business Journal, 28(1) 2010. 120.
  [Get It!]

- E business value creation in Small and Medium Enterprises: a US study using the TOE framework
  [Get It!]

- Perceptions of Women in Management: A Thematic Analysis of Razing the Glass Ceiling
  [Get It!]

- Putting renewables and energy efficiency to work: How many jobs can the clean energy industry generate in the US?
  [Get It!]

- The green MBA: a competing values matrix
  [Get It!]

- Toward a multidisciplinary entrepreneurship education: a case study of the community entrepreneurship program at the University of Vermont
  Wang, Q.; Bauer, K.; and Liang, K. International Journal of Innovation and Regional Development, 2(1) 2010. 84-95.
  [Get It!]

Citation View | Title View

Citations (7)
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<tr>
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Business Plan - Grading

Important Reminder: Please do not grade assignments with multiple browser windows or tabs. Only grade assignments and navigate the system with one browser window.

Student: Student, Guy (student02@bspacetest.com)
Submitted Date: Jul 23, 2010 3:36 pm
Status: Ungraded

Assignment Instructions

Assignment Submission

There is no student submitted text.

Submitted Attachments

[BusinessPlanOutline.doc (19 KB)]

Instructor Summary Comments

Use the box below to enter additional summary comments about this submission.
## Gradebook Items

Currently, students can see their course grade (as Letter Grades with +/-) and their gradebook item scores. Change course grade options.

- Acid Gradebook Item(s)
- Import gradebook item from spreadsheet

### Average Course Grade
A- (91%)

### Gradebook Items Summary

Click a title to view complete details and to grade the item.

<table>
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<tr>
<th>Title*</th>
<th>Class Avg**</th>
<th>Weight</th>
<th>Due Date</th>
<th>Released to Students</th>
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<td>i-clicker</td>
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<td>(2/3)</td>
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Grade Report for Guy Student

Course Grade  A- (90%)

Gradebook Items

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<tr>
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<td>90%</td>
<td>-</td>
<td>10%</td>
<td></td>
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</table>

Legend:
*Grades in parentheses () are not included in the course grade calculation.
Marketing Analysis Survey

After you do your extensive research, use this form to fill out the basics for your business plan. I will be collecting the results from the whole class into one spreadsheet.

* Required

**Is your business a service or product?** *
Choose one.

- Service

**Who makes up your target customer base?** *
Select all that are relevant:

- Baby Boomers
- Generation X
- Generation Y
- Generation Z

**What's happening in the industry?** *
Write a brief description in paragraph form.
Weekly Video Responses
Please review and discuss each video thread.

Week 1: Entrepreneurs can change the world (1 message - 1 unread)
Read Full Description

Course Forums

Business Plan Ideas and Open Discussion (1 message - 1 unread)
Use this forum for sharing ideas with your peers about your projects and business plans.

Reflections on the News (0 message - 0 unread)
Please review any current videos, articles, blog posts, or news spots and share their summaries, along with your thoughts, here in this forum. Be sure to include a link to your news source.
This video totally resonates with me because I have known since I was a kid that I wanted to run my own business.
Toyota's Sales Fell as Ford's Rose
(Demo Instructor - Jul 23, 2010 3:49 pm)
Be sure that you have read this NYT article prior ...
Weekly Video Responses
Please review and discuss each video thread.

Week 1: Entrepreneurs can change the world (1 message - 1 unread)
Read Full Description

Course Forums

Business Plan Ideas and Open Discussion (1 message - 1 unread)
Use this forum for sharing ideas with your peers about your projects and business plans.

Reflections on the News (0 message - 0 unread)
Please review any current videos, articles, blog posts, or news spots and share their summaries, along with your thoughts, here in this forum. Be sure to include a link to your news source.
Feedback on draft Business Plan outline? - student03@bspacetest.com (Jul 23, 2010 2:54 PM)

Plan Outline

- 1.0 Executive Summary
  - Objectives
  - Keys to Success
  - Mission
  - Risks
- 2.0 Company Summary
- 3.0 Services
- 4.0 Market Analysis Summary
- 5.0 Strategy and Implementation Summary
- 6.0 Management Summary
- 7.0 Financial Plan
- Appendix
Feedback on draft Business Plan outline? - student03@bspacetest.com (Jul 23, 2010 2:54 PM)

Plan Outline

- 1.0 Executive Summary
- Objectives
- Keys to Success
- Mission
- Risks
- 2.0 Company Summary
- 3.0 Services
- 4.0 Market Analysis Summary
- 5.0 Strategy and Implementation Summary
- 6.0 Management Summary
- 7.0 Financial Plan
- Appendix
Dear Guy,
I have looked over your outline. I think it looks good. I'm curious how you plan on obtaining your Market Analysis with the type of business you are planning? I have a similar plan...

- Fellow Student

Original Message:
From student03@bspacetest.com (Jul 23, 2010 2:54 PM)
Subject Feedback on draft Business Plan outline?

Plan Outline
- 1.0 Executive Summary
  - Objectives
  - Keys to Success
  - Mission
Office Hours Page

Collaborative Glossary

Team One
Team Two
Team Three
Team Four

The Help Page

Comment

Comment by: Demo Instructor on 2010-07-23 11:07:35.0 Comment Edit

Send me a message if you have any questions about how to use the wiki. - Demo Instructor
GLOSSARY OF FINANCIAL TERMS

A

Abandonment option The option of terminating an investment earlier than originally planned.

Abnormal returns Part of the return that is not due to systematic influences (market-wide influences). In other words, abnormal returns are above those predicted by the market movement alone. Related: excess returns.

Absolute priority Rule in bankruptcy proceedings whereby senior creditors are required to be paid in full before junior creditors receive any payment.

Accelerated cost recovery system (ACRS) Schedule of rate allowed for tax purposes.

Accelerated depreciation Any depreciation method that produces larger deductions for depreciation in the early years of a project's life. Accelerated cost recovery system (ACRS), which is a depreciation schedule allowed for tax purposes, is one such example.

Accounting exposure The change in the value of a firm's foreign currency denominated accounts due to a change in exchange rates.
**OFFICE HOURS PAGE**

**COLLABORATIVE GLOSSARY**

- Team One
- Team Two
- Team Three
- Team Four

**THE HELP PAGE**

Comment by: Demo Instructor on 2010-07-23 11:07:35.0 [Comment Edit]

Send me a message if you have any questions about how to use the wiki. - Demo Instructor
**Office Hours**

Please click edit on the page and add your name next to the time slot you prefer. First come, first serve.

<table>
<thead>
<tr>
<th>Wednesday, July 28</th>
<th>Your Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00pm</td>
<td>John S.</td>
</tr>
<tr>
<td>2:15pm</td>
<td>Tom R.</td>
</tr>
<tr>
<td>2:30pm</td>
<td>Yin M.</td>
</tr>
<tr>
<td>2:45pm</td>
<td>Sally B.</td>
</tr>
</tbody>
</table>
Office Hours Page

Collaborative Glossary

Team One
Team Two
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Team Four

The Help Page

Comment

Comment by: Demo Instructor on 2010-07-23 11:07:35.0 Comment Edit

Send me a message if you have any questions about how to use the wiki. - Demo Instructor
TEAM ONE

This is a place for the members of Team One to collaborate on content. Simply click edit, add content or make changes, and then click Save. It's that easy.

Team One last modified by Demo Instructor on Fri, 23 Jul 2010 10:57:30 -0700

Comment

Comment by: Demo Instructor on 2010-07-23 10:56:44.0 Comment Edit

Team One needs to get started on their outline.
Welcome to bSpace Help

We've included various resources here to help you in the use of bSpace.

**Login Help**
Information for different users to login to bSpace.

**Help Topics**
Comprehensive documentation of bSpace and bSpace Tools.

**How-To Guides**
Step-by-Step instructions for common tasks in bSpace.

**Frequently Asked Questions**
Commonly asked questions about bSpace with answers and links to related Help Topics and How-To Guides.

**Workshop Schedule**
Information about instructor-led workshops offered in the upcoming months, including the schedule, descriptions of courses, and the registration form. All ETS workshops are held in the Faculty Lab (Davis Hall 4, Level C). [Directions] [Map]

**bSpace Support Form**
If you want to contact someone for help with your bSpace site or need to report a problem with bSpace, use the bSpace Support Form.