

## Report: Audiocast (“Podcast”) Review

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**Course:** BUS 550  
**Title:** *The Contemporary Firm* (3 units)

“Leaders are their own best teachers. They accept responsibility and gain from their own experience and that of others.”

--Warren Bennis (1925-)

### Goal:

The goal of this assignment is to augment the breadth management material that comprises the bulk of the content in the course with some specific material related to innovation and entrepreneurship in a particular area of interest to the student.

### Instructions:

In general, your task is to select an audiocast that interests you and write a brief, one-page report on it. The audiocast must be from the Stanford Entrepreneurial Thought Leaders Series. The URL is:

<http://edcorner.stanford.edu/podcasts.html>

These presentations and lectures by successful entrepreneurs and others are some of the best learning material available at no charge on the Internet today.

Note that you don’t need an iPod or any special device to listen to the audio. Simply click on the “mp3” link on the right-hand side of the presentation. If you do not have access to a computer or the Internet, you may use, for example, the Business School labs. Please remember to bring a pair of headphones for use in the lab. You may wish to listen to more than one of the presentations to see which one you can learn from the most. Before you start, try to focus on two key selection criteria of specific interest to you—1) core industry (e.g., high-tech, web sites, pharmaceutical/bio-tech, entertainment, small business, etc.) and 2), core concept (e.g., leadership, business strategy, entrepreneurship, diversity issues, social change, environment, career success, etc.). The Stanford audiocasts have combinations of all of these industries (and more) and all of these concepts (and more).

### Deliverable:

Your work is due on the date shown on the Course Outline. Please also be prepared to briefly discuss your presentation on the second to the last day of class before the final exam. This will consist of a very short, informal presentation to your student colleagues on the value of your presentation selection to others, including the key impactful idea or ideas of the presenter.

**Audiocast Report Questions:**

Your audiocast report should address the following questions:

1. Why did you select this particular presentation?
2. Write a short summary of the key impact that this presentation had on you. This summary should be no longer than a single paragraph.
3. Assume, for the moment, that you have a chance to meet the author(s) in person. What is one concept from the presentation that you believe is inaccurate or incomplete and that you would like to challenge the author on.

**Length:**

The audiocast report is to be no more than one page in length.

**Additional Formatting Details:**

Please add the “name of the presenter”, and the “name of the audiocast” to the heading on the first page.

**Performance Measurement:**

The scoring rubric for this assignment is as follows:

6 - answered all three questions (2 points for each question)

**Accessibility:**

For students with hearing impairments, please see me early in the class. We can make alternate arrangements, including using a written transcript of a particular audiocast.