BUSI 411- WEST COAST BUSINESS STUDIES

SILICON VALLEY (SV) ASSIGNMENTS

Read “Read SV 150 Companies Nearly Double profit” and respond to the following questions:

1. Explain using examples from the article how these profits were made.
2. Did all the SV companies realize profits?

Read “Snapshots: The SV 150 Sectors” and respond to the following questions:

1. Choose five companies from any of the sectors and summarize the information given on them, making sure to give your personal reasons on why you chose each of these five companies (in other words, what caught your interest in reading about them!).
2. Explain a significant factor given in the article from each of the six sectors.

Read “Apple Elbows Google aside…..” and respond to the following questions:

1. Summarize Apple’s business accomplishments, both currently and historically.
2. In your opinion, what characteristics of Apple make it so successful and sustainable?

Go to www.svtc.org and navigate around the website, making sure to especially examine the Silicon Valley Toxic Tour page. Give your impressions on the contaminations in the SV and their effects, as well as your impressions of this organization (SVTC).

Search the internet for information on Google’s corporate headquarters called “the Googleplex,” located in Mountain View, California. Based on this search, outline and explain the ten most interesting aspects you found on the Googleplex and/or working for Google.

Search the internet and outline the revenues (total sales) of MicroSoft for the past five years. In addition, track down the net worth and the salary history for the last five years of Bill Gates. What do you think of the information you find?

Search the internet for information on Hewlett-Packard (HP) and outline five things from a business perspective that astonish you about this massive company!

In-Trip Assignments based on these readings and our experiences on the trip: Due to the complicated nature and huge scope of this industry, along with pending SV visits and tours as of the writing of these assignments, Gary will be giving you assignments on the trip as we visit the SV region.