¶0.1

Welcome & Open Channels



Email:
garyanderson@mail.grokbot.c

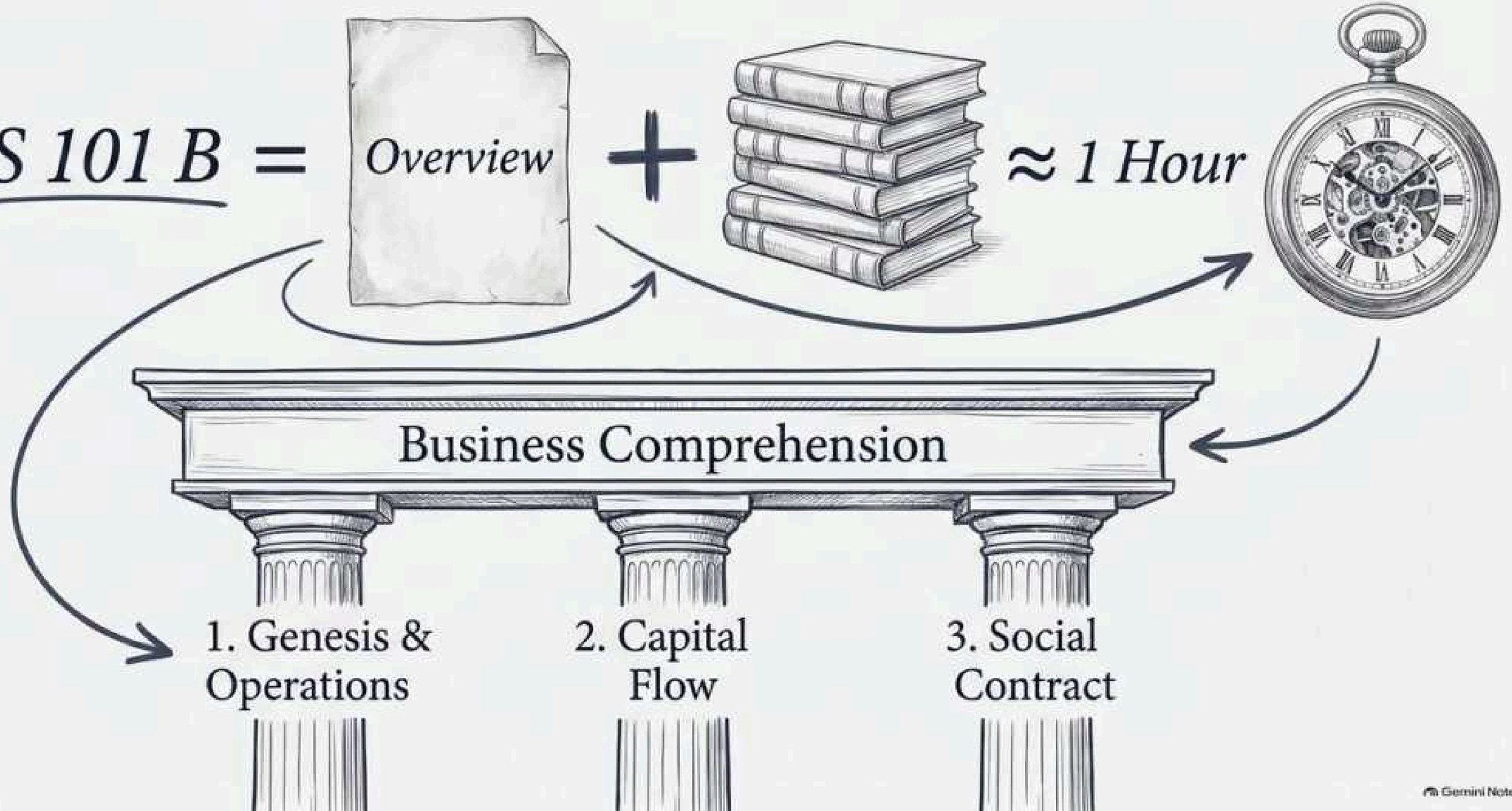
X (Twitter):
@garyanderson

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Anderson Academy: BUS 101 B

¶ 0.2

BUS 101 B = *Overview* + ≈ *1 Hour*



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Defining the Scope

¶ 0.3

$$Business = (Goods \cup Services) \rightarrow Expected\ Profit$$

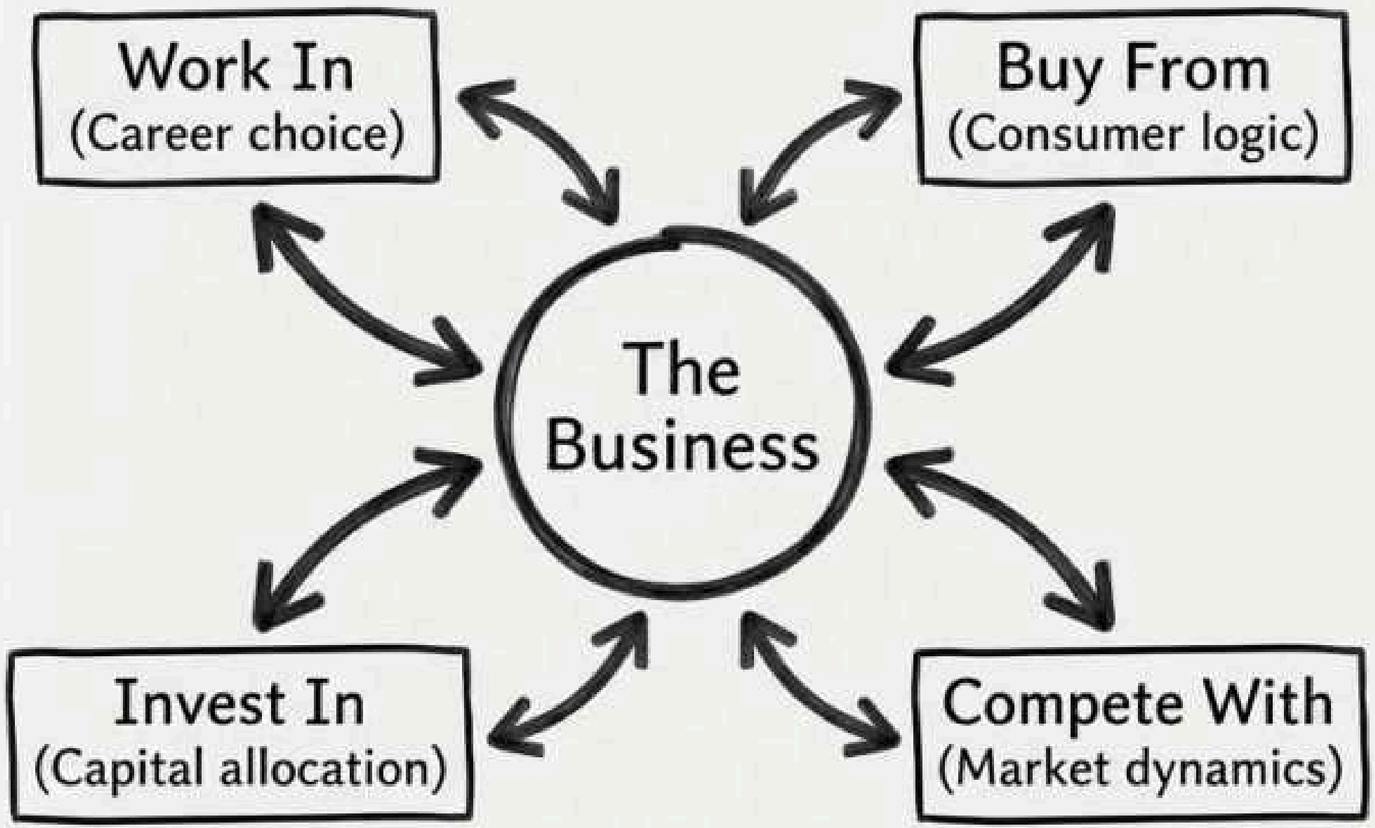


The foundational survey in a business curriculum.

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The Universal Interface

¶ 0.4



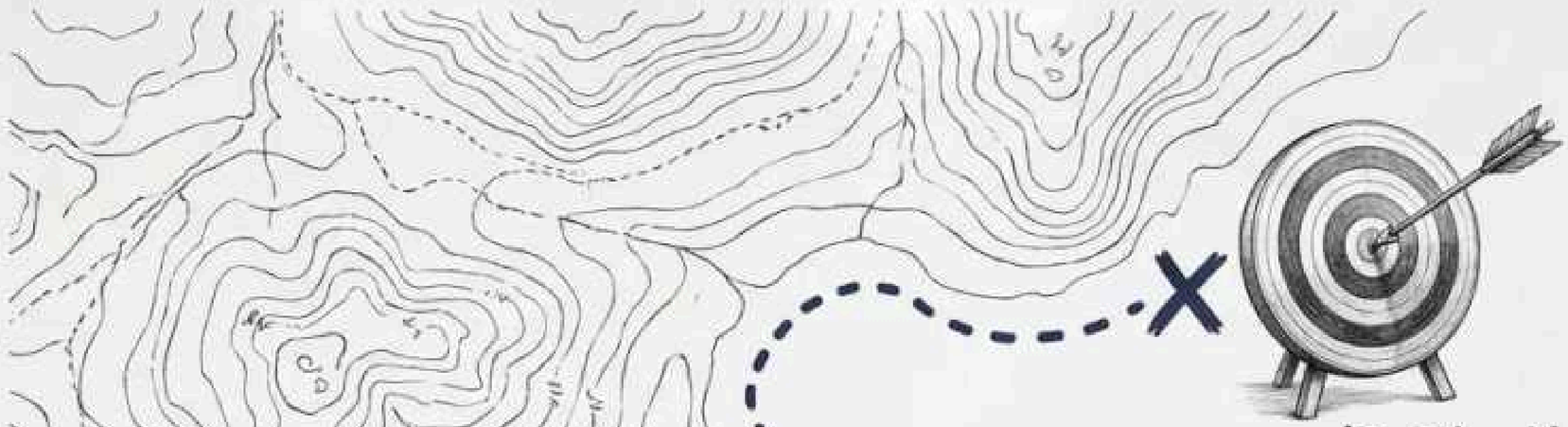


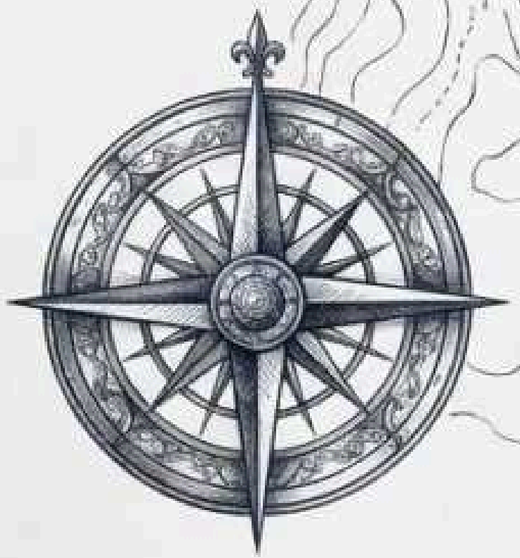
Takeaway: Understanding value, finance, and management enables careful judgment of economy-wide claims.

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The Course Map: Phase I

¶ 0.5







L1: The Entity & Ownership
(What a business is, legal forms)



L2: The Venture
(Entrepreneurship, strategy, financing)

L3: The Market
(Customers, research, the 4 Ps, branding)

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The Course Map: Phase II

¶0.6



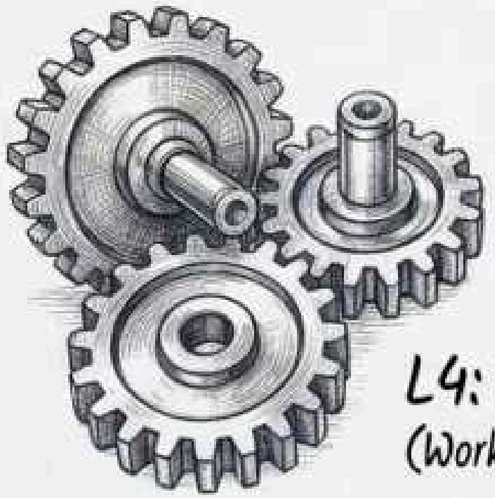
L6: Business in Society

(Law, ethics, globalization, technology, careers)



L5: Accounting & Finance

(Statements, ratios, time value of money, risk)



L4: Operations & Management

(Work organization, quality, supply chains, leadership)

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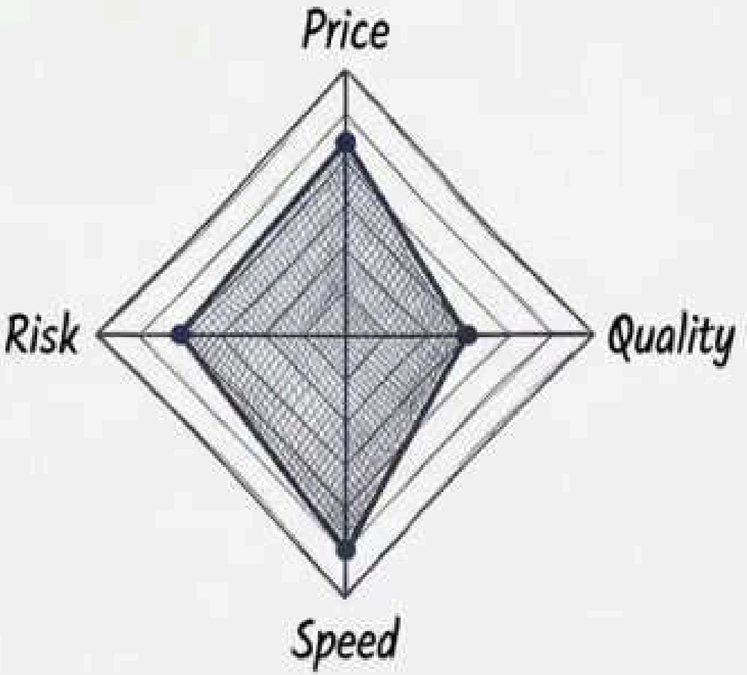
The Three Governing Forces

¶ 0.7

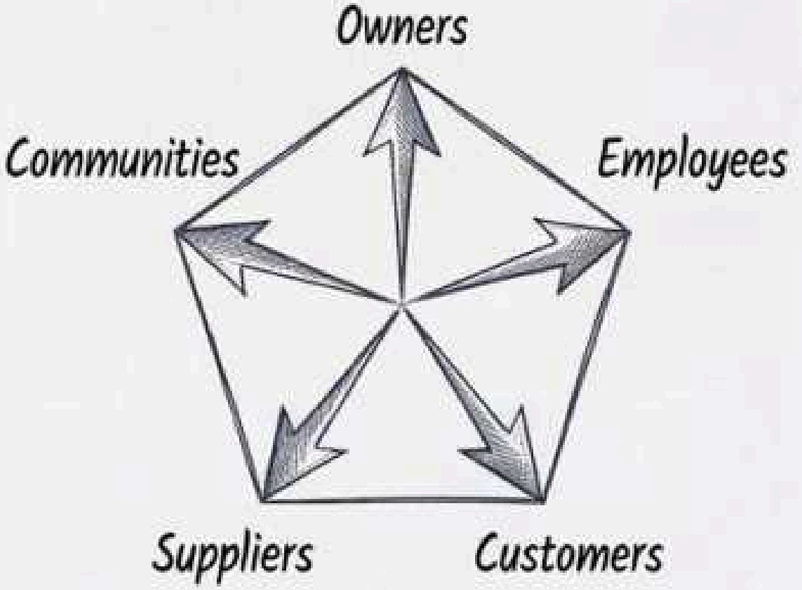
Value

Worth to Customer > 0
- Price

Trade-offs



Stakeholders



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Parameters & Ground Rules

¶0.8



Constraint 1: Perspective = Textbooks ∩ Research
(Note: expert disagreements flagged)

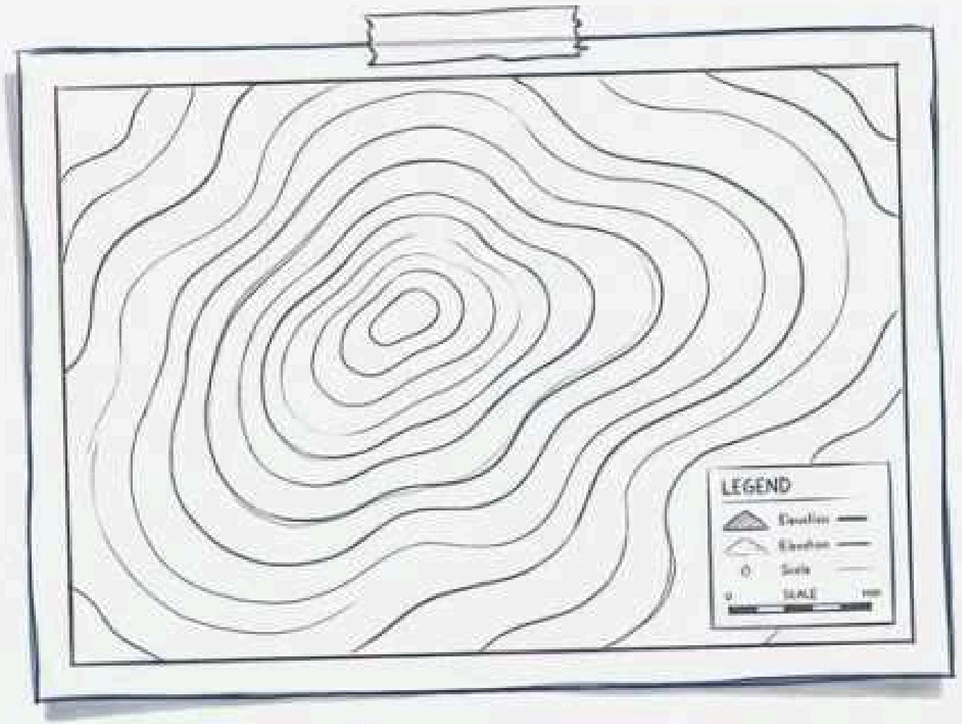
Constraint 2: Data ≈ Rounded Summaries
(Subject to temporal change)

Constraint 3: Legal Context ⊂ United States

This is education. ≠ Legal, tax, or investment advice.

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Map ≠ Territory



The Map

This course is a navigational guide.
Books are provided to venture further.



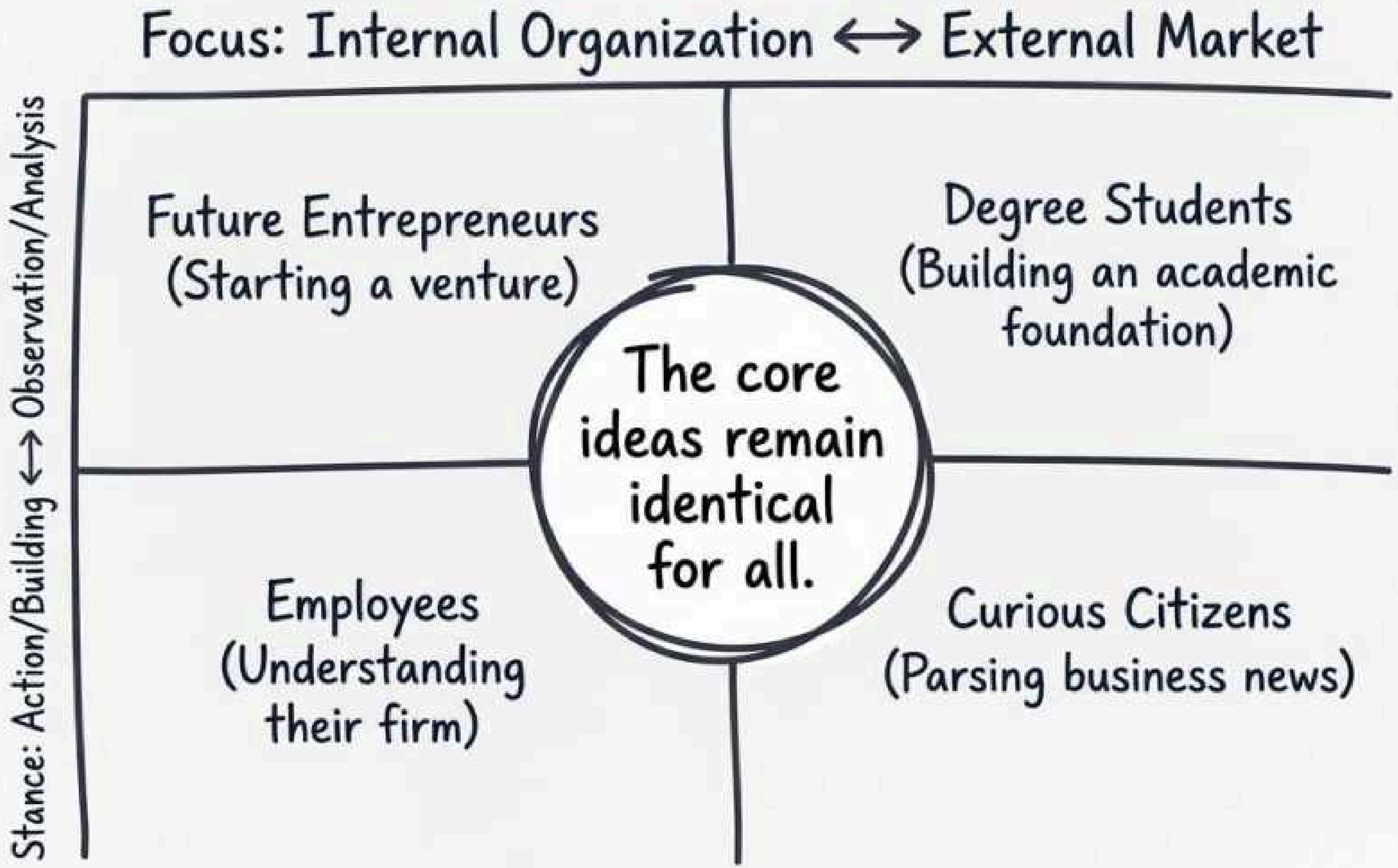
The Territory

True business acumen requires
close observation or direct action.

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¶ 0.10

Universal Ideas, Specific Utility



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The Study Protocol

¶ 0.11

Step 1: The Loop

Read → Pause → Try Exercise

Step 2: The Navigation

Every paragraph is numbered.
e.g., 3.5 = Lecture 3, Paragraph 5



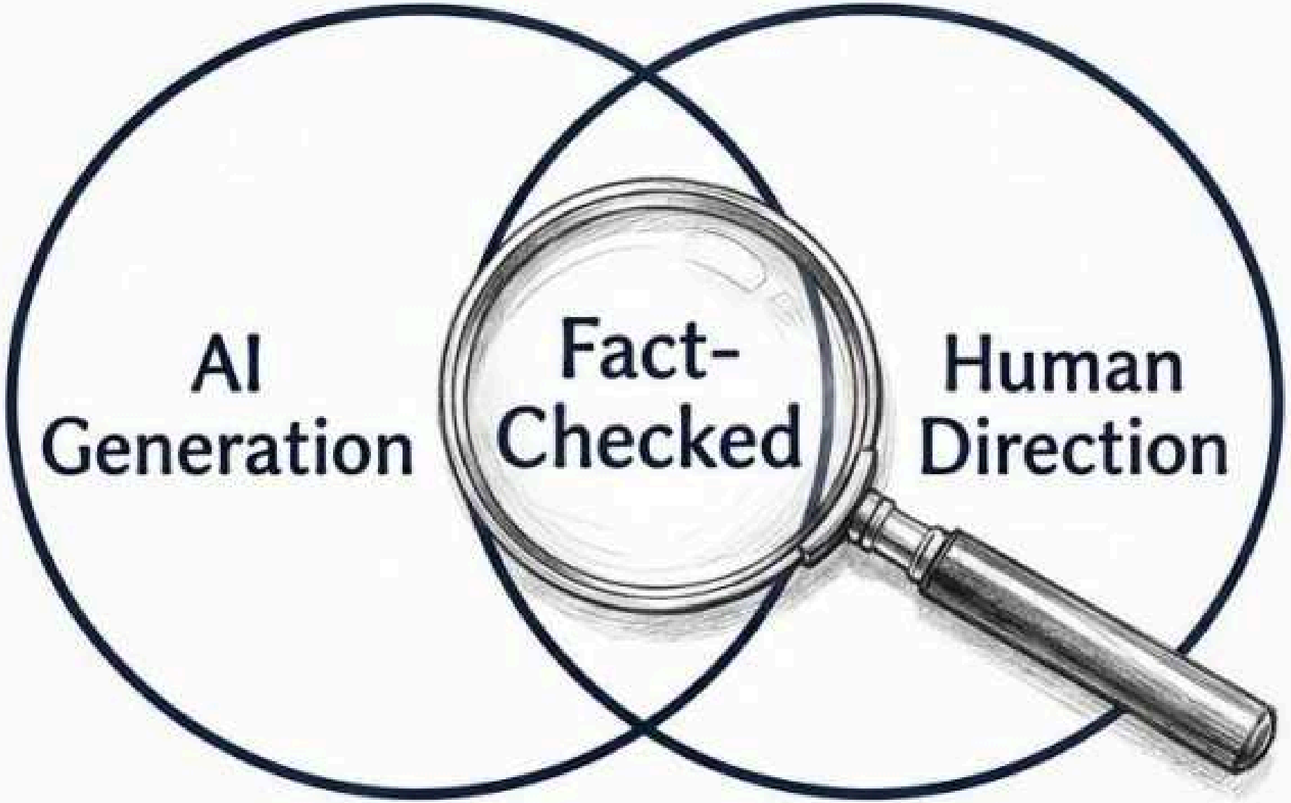
Step 3: The Assessments

- Lecture Quizzes (5 questions, answers map to ¶)
- Final Exam (50 questions)
- Tripos Paper (6 essay questions with model answers)

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Production Methodology

¶ 0.12



Process: AI-developed under strict human direction. Dates, names, and findings verified against established reference works.

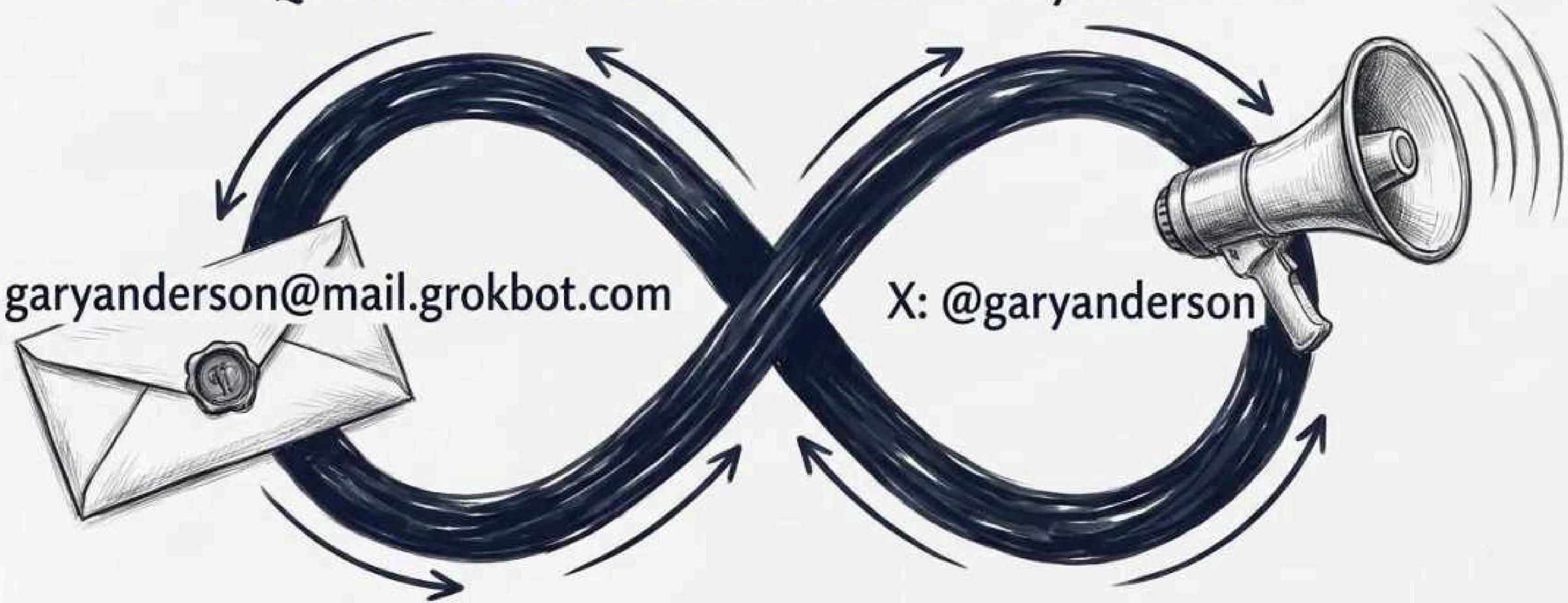
Action Request: Error spotted? Report it using the exact paragraph number (¶).

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The Feedback Loop

¶ 0.13

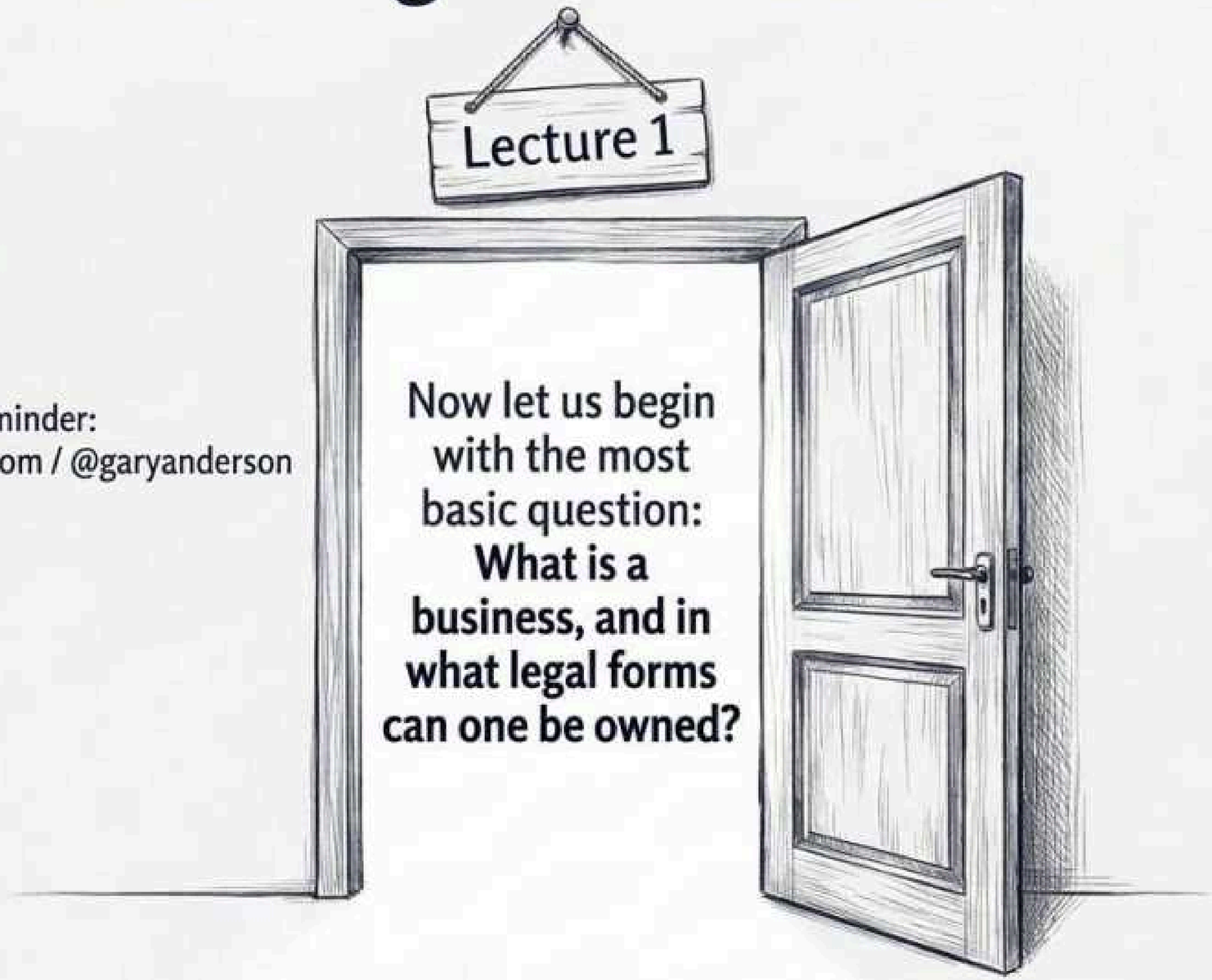
Continuous improvement requires your input.
Questions and feedback enter the system here:



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Crossing the Threshold

¶ 0.14



Final contact reminder:
garyanderson@mail.grokbot.com / @garyanderson

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