

**LINCOLN UNIVERSITY**  
**BA 10 Introduction to Business**  
**COURSE SYLLABUS**  
**Department of Business and Economics**  
**Fall, 2017**

**Lecture Schedule:** Monday: 9-11:45 AM  
**Credit:** 3 units { 45 hours lecture }  
**Instructor:** Prof. Ken Germann, MBA, JD  
**Office Hours:** Monday, 8:00 AM -9:00 AM and TBA  
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**Home Phone:** (510) 531-3082  
**Textbook:** **Understanding Business**  
10<sup>th</sup> Edition, by Nickels, McHugh, J., and McHugh S., McGraw-Hill, NY,NY, 2013  
ISBN: 007352459X and ISBN:-139780073524597

### **CATALOG DESCRIPTION**

A survey of the functions, objectives and structure of business within the frame-work of the free enterprise system. The course focuses upon the specializations and interdependences or the business functions and skills in decision making. (3) units

### **COURSE LEARNING OUTCOMES**

**After this course students will be able to:**

- \* Students will understand how free market system works.
- \* Students will understand how banking and investment work and the ethical considerations.
- \* Students will have a thorough knowledge of both organizational structure and human resources.
- \* Students will learn the general management issues in planning, financing, marketing, personnel and legal requirements.

### **PROCERDURES AND METHODOLOGY**

Lecture method is used in combination with application assignments. The emphasis will be on learning by doing. Every student must participate in an intensive preparation and classroom activity.

### **COURSE PROJECT**

Every student must complete and submit a plan for setting up a business operation in a new international market place. Final project will be presented orally on the last day of class.

### **REQUIREMENTS**

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “application assignments” are scheduled throughout the course. Students must complete all assignments and do all exams on the dates scheduled.

**ATTENDANCE**

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. Students will not receive any credit for missed assignments.

**EXAMS AND GROUP PROJECT**

Both midterm and final exams are take home and case studies, where the student uses their learnings to solve actual problems. The group project will be undertake a larger problem and develop solutions to them. Teams will be required to do an oral presentation on the final class.

**GRADING**

Class Participation	100 points
Mid-term exam	100 points
Final exam	100 points
Course Project - Written	100 points
Oral	<u>100 points</u>
Total	500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	300-349	D
415-434	B	299 & below	F
400-414	B-		
385-399	C+		

**COURSE SCHEDULE**

<b>Class</b>	<b>Topic</b>	<b>Chapters</b>
1	Overview	Ch. 1,2
2	Modern Business Environment	Ch. 3,4
3	Business Ownership	Ch. 5.6
4	Organizational Structures	Ch. 7,
5	Management and Motivation	Ch. 9,10
6	Human Resource Management	Ch. 11.12
7	(a) Review (b)Take home Midterm Exam	
8	Marketing: Product and Price	Ch. 13,14
9	Marketing: Promotion and Distribution	Ch. 15,16
10	Accounting	Ch. 17
11	Financial Management	Ch. 18
12	Financial Systems	Ch. 19.20
13	Bonus Topic	

- 14 Final Take home Exam  
Written Course Project Due
- 15 Oral Presentation of Course Project

### **COMMENTS**

- \* Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.
- \* Please come on time. Late arrivals disturb everyone else.
- \* If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- \* To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- \* Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

### **MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

### **INSTRUCTOR BIO**

My first career was in operations for manufacturers. I worked as an expeditor, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the "War on Poverty". My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 181 countries.

Course Revised: August 13, 2017

**APPENDIX. Program and Institutional Learning Outcomes.**

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
<b>1a</b>	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
<b>2a</b>	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
<b>3a</b>	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
<b>4a</b>	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
<b>5a</b>	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
<b>6a</b>	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
<b>7a</b>	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our BA program will be able to:</i>	
<b>1</b>	Demonstrate knowledge in the principle areas of general business and specific areas of concentration, which include: general business, management, entrepreneurship, and management information business.
<b>2</b>	Determine the information needed to evaluate a business problem. Apply critical thinking and reasoning skills to recognize credibility and accuracy.
<b>3</b>	Demonstrate the ability to communicate with others using written and oral communication tools.
<b>4</b>	Demonstrate the ability to use analytical skills to understand business problems and make well-informed decisions.
<b>5</b>	Apply and comply with ethical and legal principles and evaluate different ethical perspectives.