



LINCOLN UNIVERSITY

Survey of Business Foundations (BA 300A)

COURSE SYLLABUS

Fall, 2017 – Wednesday (9:00 am – 11:45 am)

Instructor: Dr. Arthur Ashurov, # 407

Office Hours: Wednesdays from 11:30am to 12:30pm by arrangement

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Credit: 3 Units = 45 Lecture Hours

Required Textbook:

Understanding Business, 2013 10th Edition, W. G. Nickels, J. M. McHugh, S. M. McHugh; McGraw-Hill; ISBN : 978-0-07-352459-7

Course Description:

This course begins with an investigation of the concept Economics, both micro and macro, followed by an examination of basic accounting theory procedures and the fundamental value of the continuing organization. The course also involves a survey of the ways of managing a firm's resources via planning, organizing, directing, and controlling. The latter focus is given to Marketing, with attention to customer-related products, pricing, distribution, and promotion.

Last Revision: August 14th, 2017

Course Objectives:

1. To understand the concept of economic systems, competition, and business enterprises in the international marketplace.
2. To gain knowledge of business ethics and laws, accounting and computer data systems by which businesses are controlled, banking and securities.
3. To understand the types of business ownership for small and large enterprises, organizational structures and management function.
4. To discuss the fundamentals of insurance, production, marketing, human resources, and employee motivation.

Instructional Methods:

The course will be conducted in the form of lectures and interactive discussions on the present economic environment and business essentials. Video case studies will be provided.



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Learning Outcomes:

	Course Learning Outcome	Assessment Activity
1	Demonstrate an ability to understand and apply the concepts and applications of business essentials	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
2	Apply basic skills of improving business operations in manufacturing and service sectors of business world.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
3	Demonstrate working knowledge of a variety of business ownership for small and large enterprises, organizational structures, accounting and computer data systems by which businesses are controlled, banking and securities.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams

Attendance:

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

Grading Policy:

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

Exams:



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We will have two exams: midterm and final exam during the course. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are **not** “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

ABSOLUTELY NO MAKEUP TESTS AND PROJECTS ARE ALLOWED.

Other Comments:

- Please participate. 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. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The instructor reserves the right to change this syllabus

CLASS SCHEDULE:

Date	Focus of Discussion	Homework Assignment
W: 08/23	Orientation via Syllabus. Introduction. Business Trends: Cultivating a Business in Diverse. Chapter 1. Team Project Assignment	Ch.1
W: 08/30	Chapters 2,3. Case 1.	Ch.2,3. Case 1
W: 09/06	Chapter 4. Business Ownership: Starting a Small Business. Chapter 5.	Ch.4,5
W: 09/13	Chapter 6. Business Management: Empowering Employees to Satisfy Customers. Chapter 7	Ch.6,7
W:	Chapter 8. Case 2.	Ch. 8. Case 2



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09/20		
W: 09/27	Chapter 9	Ch.9
W: 10/04	Management of Human Resources: Motivating Employees to Produce Quality Goods and Services. Chapter 10. Midterm Exam Review.	Ch. 10
W: 10/11	Midterm Exam (Chapters 1-10)	
W: 10/18	Chapters 11,12 Case 3.	Ch. 11,12. Case 3
W: 10/25	Marketing. Chapters 13,14	Ch.13,14
W: 11/01	Chapters 15,16. Case 4	Ch.15, Ch.16. Case 4
W: 11/08	Managing Financial Resources. Chapters 17,18	Ch. 17, 18
W: 11/15	Chapter 19. Securities Markets: Financing and Investing Opportunities.	Ch.19
W: 11/29	Chapter 20. Case 5 Team Project Presentation. Final Exam Review	Ch. 20. Case 5
Th: 12/06	Final Exam	

NOTE: This schedule is subject to change



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Appendix. Program and Institutional Learning Outcomes.

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework