



# Lincoln University

## BA 10 – Introduction to Business

### COURSE SYLLABUS

2018

**Instructor:** Prof. Arthur Ashurov, PhD  
**Lecture Schedule:** Wednesday, 3:30 pm – 6:15 pm  
**Credits:** 3 units / 45 lecture hours  
**Level:** Introductory (I)  
**Office Hours:** Wednesdays from 11:30am to 12:30pm  
**e-mail:** [ashurov@lincolnuca.edu](mailto:ashurov@lincolnuca.edu)

**Textbooks:** Understanding Business, 2018, 11th Edition, W. G. Nickels, J. M. McHugh, S. M. McHugh; McGraw-Hill;

**Last Revision:** January 3, 2018

### CATALOG DESCRIPTION

A survey of the basic functions, objectives, and structure of a modern business within the framework of a free-enterprise system. The course focuses upon the specialization and interdependence of business function and skill in decision-making. It is a prerequisite for all business major courses except accounting and statistics. (3 units)

### EDUCATIONAL 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.

### COURSE LEARNING OUTCOMES<sup>1</sup>

| Course LO   | Program LO | Institutional LO       | Assessment Activities              |
|---|------------|------------------------|------------------------------------|
| Demonstrate an ability to understand and apply the concepts | PLO 1      | ILO 1a, ILO 2a, ILO 3a | Homework, participation in the in- |

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](#) website.

|   |       |                        |  |
|---|-------|------------------------|--|
| and applications of business essentials.  |       |                        | class discussions; video case studies; quizzes; midterm/final exams    |
| Demonstrate basic skills of understanding and improving business operations in manufacturing and service sectors of business world.   | PLO 2 | ILO 1a, ILO 6a         | Participation in the in-class discussions; video case studies; quizzes |
| Understand a variety of business ownership forms for small and large enterprises, organizational structures, accounting and computer data systems by which businesses are controlled, banking and securities. | PLO 3 | ILO 2a, ILO 7a         | Course project presentation, course project report; video case studies |
| Be able to identify business problem and initiate strategy building process   | PLO 4 | ILO 1a, ILO 2a, ILO 5a | Course project presentation, course project report; video case studies |
| Be able to evaluate ethical dilemmas and manage ethics within an organization.  | PLO 5 | ILO 3a, ILO 4a         | Course project presentation, course project report; video case studies |

### INSTRUCTIONAL METHODS

*This is a direct classroom instruction course.*

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.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](#) website.

### 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

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*

### COURSE SCHEDULE

| Date     | Focus of Discussion  | Homework Assignment |
|----------|--|---------------------|
| W: 01/17 | Orientation via Syllabus. Introduction. Business Trends: Cultivating a Business in Diverse. Chapter 1. Team Project Assignment | Ch.1                |
| W: 01/24 | Chapters 2,3. Case 1.  | Ch.2,3. Case 1      |

|          |   |                      |
|----------|---|----------------------|
| W: 01/31 | Chapter 4. Business Ownership: Starting a Small Business. Chapter 5.  | Ch.4,5               |
| W: 02/07 | Chapter 6. Business Management: Empowering Employees to Satisfy Customers. Chapter 7  | Ch.6,7               |
| W: 02/14 | Chapter 8. Case 2.  | Ch. 8. Case 2        |
| W: 02/21 | Chapter 9   | Ch.9                 |
| W: 02/28 | Management of Human Resources: Motivating Employees to Produce Quality Goods and Services. Chapter 10. Midterm Exam Review. | Ch. 10               |
| W: 03/07 | <b>Midterm Exam (Chapters 1-10)</b>   |                      |
| W: 03/14 | NO CLASS  |                      |
| W: 03/21 | Chapters 11,12<br>Case 3.   | Ch. 11,12. Case 3    |
| W: 03/28 | Marketing. Chapters 13,14   | Ch.13,14             |
| W: 04/04 | Chapters 15,16. Case 4  | Ch.15, Ch.16. Case 4 |
| W: 04/11 | Managing Financial Resources. Chapters 17,18  | Ch. 17, 18           |
| W: 04/18 | Chapter 19. Securities Markets: Financing and Investing Opportunities.  | Ch.19                |
| W: 04/25 | Chapter 20. Case 5<br>Team Project Presentation. Final Exam Review  | Ch. 20. Case 5       |
| W: 05/02 | <b>Final Exam</b>   |                      |