



# Lincoln University

## BA 300A – Survey of Business Foundations COURSE SYLLABUS

Spring, 2019

- Instructor:** Prof. Arthur Ashurov, Ph.D.  
**Lecture Schedule:** Thursday, 9:00 AM – 11:45 AM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Review (R)  
**Office Hours:** Thursday, 11:45 AM – 12:30 PM  
E-mail: [ashurov@lincolnuca.edu](mailto:ashurov@lincolnuca.edu)  
Phone: (510) 628-8010
- Textbooks:** Understanding Business, 2018, 11th Edition, W. G. Nickels, J. M. McHugh, S. M. McHugh; McGraw-Hill
- Last Revision:** January 4, 2019

### CATALOG 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.

### 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>**

	<b>Course LO</b>	<b>Assessment Activities</b>
1	Demonstrate an ability to understand and apply the concepts and applications of business essentials	Homework; participation in the in-class discussions; 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; case studies; quizzes.
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.	Course project presentation, course project report; case studies; quizzes.

**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 small business entrepreneurial thinking and management practice. 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](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**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.

**DROPPING THE CLASS**

If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

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

**GRADING POLICY**

Your grade will be determined as follows:

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

Grades will be earned as follows:

<b>Points Earned</b>	<b>Letter Grade</b>
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 of the semester. 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**

<b>Date</b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
Th: 01/17	Orientation via Syllabus. Introduction. Business Trends: Cultivating a Business in Diverse. Team Project Assignment.	Ch. 1 Team Project Assignment.
Th: 01/24	Economic systems, Competition, and Business Enterprises. Case 1.	Ch. 2, 3. Case 1
Th: 01/31	Ethical Responsibility. Business Ownership: Starting a Small Business.	Ch. 4, 5
Th: 02/07	Business Management: Empowering Employees to Satisfy Customers.	Ch. 6, 7
Th: 02/14	Organizational Structures and Management Functions. Case 2.	Ch. 8 Case 2
Th: 02/21	Managing Production Processes.	Ch. 9
Th: 02/28	Management of Human Resources: Motivating Employees to Produce Quality Goods and Services. Midterm Exam Review.	Ch. 10
Th: 03/07	<b>Midterm Exam (Chapters 1-10)</b>	
Th: 03/21	Human Resource Management. Dealing with Union. Case 3.	Ch. 11, 12 Case 3
Th: 03/28	Marketing. Pricing Goods and Services.	Ch. 13, 14
Th: 04/04	Distributing Products. Using Effective Promotions. Case 4	Ch. 15, 16 Case 4
Th: 04/11	Managing Financial Resources.	Ch. 17, 18
Th: 04/18	Securities Markets: Financing and Investing Opportunities.	Ch. 19
Th: 04/25	Money. Financial Institutions. Case 5 Team Project Presentation. Final Exam Review	Ch. 20 Case 5
Th: 05/02	<b>Final Exam</b>	