



# Lincoln University

## BA 10 – Business Foundations

### COURSE SYLLABUS

Fall, 2021

**Instructor:** Uday Kumar Ghosh  
**Lecture Schedule:** Monday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Introductory (I)  
**Office Hours:** Monday, 6:30 PM – 7:45 PM  
E-mail: [ughosh@lincolnuca.edu](mailto:ughosh@lincolnuca.edu)  
Phone: (650) 737-2991  
**Textbooks:** Understanding Business, 2018, 11th Edition, W. G. Nickels, J. M. McHugh, S. M. McHugh; McGraw-Hill  
ISBN-13: 978-0078023163  
**Last Revision:** 08/10/21

### Course Description

The course will cover basic foundations in marketing, finance, accounting, and operations. The students will develop skills to understand and learn how to run a small business or apply in business school to continue professional education. Students will engage in various interactive sessions by participating in in-class discussions.

### Course Objectives

After completing this course, students shall be able to learn: (i) characteristics of the economy, (ii) Ethics and social responsibilities in business, (iii) opportunities and challenges of global markets, (iv) entrepreneurship and small business, (v) accounting and financing practices, (vi) sales and marketing, (vii) Operations management, (viii) principles of management and human resource challenges, (ix) investment strategies, and (x) information technology.

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

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
1	Demonstrate an ability to understand and apply the concepts and applications of business essentials	PLO 1	ILO 1a, ILO 2a	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.	PLO 2	ILO 1a, ILO 2a, ILO 4a	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.	PLO 4	ILO 4a, ILO 5a, ILO 6a	Course project presentation, course project report; case studies; quizzes

**INSTRUCTIONAL METHODS**

This class will be interactive in face-to-face sessions. Students need to participate in each class discussion. Assignments will be given weekly and may consist of textbook exercises and research questions. Students need to complete all assignments and take mid-term exam and final exam on due dates.

Plagiarism will result in the grade “F” and a report to the administration.

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 ([ctl.lincolnuca.edu](http://ctl.lincolnuca.edu)).

**ATTENDANCE**

Students need to attend classes and attendance is necessary to performing well in this course. If students cannot attend a class due to a valid reason, please notify the instructor prior to the class.

**DROPPING THE CLASS**

If students decide not to continue in the class, please call or go to the Admissions and Records office and do the needful.

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

**GRADING POLICY**

Grades will be earned as follows:

<b>Grade Structure</b>	<b>Points</b>
Team Presentation + Team Evaluation	10 + 20
Attendance	10
Participation in the Class	20
Midterm Exam	20
Final Exam	20
Total Points	100

Grade will be determined as follows:

<b>Points Earned</b>	<b>Letter Grade</b>
94-100; 90-93	A; A-
87-89; 83-86; 80-82	B+; B; B-
77-79; 73-76; 70-72	C+; C; C-
67-69; 60-66	D+; D
<59	F

**If both grades for the midterm and final exams are “F”, the term grade for the course will be ‘F’ regardless of the grades for the project and classroom activities.**

**EXAMS**

Both, mid-term and final exams will include questions requiring written answers. The answers must be written clearly, easy to read, and organized logically with reference to the questions being answered.

Examples to illustrate the answers are required. Exams will cover all assigned chapters, and any additional readings or supplementary materials covered in class.

The exams are **NOT** ‘open book’ and ‘open notes’.

**OTHER COMMENTS**

- Students need to participate in all class activities.
- Using personal devices for things that are unrelated to our coursework is not allowed unless we are on a class break. The instructor will take corrective action if this privilege is abused.
- Late students after the first 15 minutes of class, will not be recorded.
- 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.
- To avoid distracting noise in class, students **must** turn off their cell phones.
- 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.

**CLASS SCHEDULE**

<b>Date</b>	<b>Topic of Discussion</b>	<b>Assignment</b>
M: 08/23	Introduction of class members. Overview of the BA 10 course. Orientation via Syllabus. In-class discussion. Group project(GP) team formation.	Ch. 1
M: 08/30	Economic systems, Competition, and Business Enterprises. Case 1. In-class discussion. GP progress review.	Ch. 2, 3 Case 1 Project Assignment
M: 09/06	NO CLASS	
M: 09/13	Ethical Responsibility. In-class discussion. Business Ownership: Starting a Small Business. GP progress review.	Ch. 4, 5
M: 09/20	Business Management: Empowering Employees to Satisfy Customers. In-class discussion. GP progress review.	Ch. 6, 7
M: 09/27	Organizational Structures and Management Functions Case 2. In-class discussion. GP progress review.	Ch. 8 Case 2
M: 10/04	Managing Production Processes. Management of HR: Motivating Employees to Produce Quality Goods and Services. Midterm Exam Preview. In-class discussion.	Ch. 9,10
M: 10/11	<b>Midterm Exam (Chapters 1-10)</b>	
M: 10/18	Midterm Exam Results Review. Human Resource Management. Dealing with Union Case 3. In-class discussion. GP progress review	Ch. 11,12 Case 3
M: 10/25	Marketing. Pricing Goods and Services. In-class discussion	Ch.13, 14
M: 11/01	Distributing Products. Using Effective Promotions Case 4. In-class discussion. GP progress review.	Ch.15, 16 Case 4
M: 11/08	Managing Financial Resources. In-class discussion.	Ch. 17, 18
M: 11/15	Securities Markets: Financing and Investing. Case 5. In-class discussion. GP progress review.	Ch. 19, 20 Case 5
M: 11/22	Group Project Presentation	
M: 11/29	Group Project Presentation. Final Exam Preview	
M: 12/06	<b>Final Exam</b>	

**NOTE:** *This schedule can be changed if needed*