



LINCOLN UNIVERSITY

Introduction to Business (BA 10)

COURSE SYLLABUS

Spring, 2012 – Thursday (3:30pm – 6:15 pm)

Instructor: Dr. Arthur Ashurov; Dr. William Hess

Phone: (510) 628-8010

E-mail: ashurov@lincolnuca.edu; whess@lincolnuca.edu

Credit: 3 Units = 45 Lecture Hours

Required Textbook:

Understanding Business, 9th Edition, W. G. Nickels, J. M. McHugh, S. M. McHugh;
McGraw-Hill; ISBN: 978-0-07-726834-3

Course 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.

Last Revision: January 12th, 2012

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.

Methodology: Lectures, In-Class Discussions, Credit Time, Case Study, Quizzes

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.



LINCOLN UNIVERSITY

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
Exam 1	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



LINCOLN UNIVERSITY

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	Reading Assignment
Thu: 01/19	Orientation via Syllabus. Introduction. Part 1. Business Trends: Cultivating a Business in Diverse, Global Environment. Chapter 1, 2. Team Project Assignment	Ch. 1, 2
Thu: 01/26	Chapter 3, 4. Case 1.	Ch. 3, 4. Case 1
Thu: 02/02	Part 2. Business Ownership: Starting a Small Business. Chapter 5, 6	Ch. 5, 6
Thu: 02/09	Part 3. Business Management: Empowering Employees to Satisfy Customers. Chapter 7, 8	Ch. 7, 8
Thu: 02/16	Chapter 9. Case 2.	Ch. 9. Case 2
Thu: 02/23	Part 4. Management of Human Resources: Motivating Employees to Produce Quality Goods and Services. Chapter 10. Midterm Exam Review.	Ch. 10
Thu: 03/08	Midterm Exam (Chapters 1-10)	
Thu: 03/22	Review of Exam 1 results. Chapter 11, 12 Case 3.	Ch. 11, 12. Case 3
Thu: 03/29	Part 5. Marketing. Chapter 13, 14	Ch. 13, 14
Thu: 04/05	Chapter 15, 16. Case 4.	Ch. 15, 16. Case 4
Thu: 04/12	Part 6. Managing Financial Resources. Chapters 17, 18.	Ch. 17, 18.
Thu: 04/19	Chapter 19. Securities Markets: Financing and Investing Opportunities. Chapter 20. Case 5	Ch. 19, 20. Case 5
Thu: 04/19	Team Project Presentation. Final Exam Review	
Thu: 05/03	Final Exam	

NOTE: This schedule is subject to change.