

LINCOLN UNIVERSITY
BA 10 – INTRODUCTION TO BUSINESS
COURSE SYLLABUS
FALL 2014

Lecture Schedule: Tuesday: 9:00-11:45 AM
Credit: 3 units (45 lecture hours)
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: **Tuesday**, 8:00 AM - 9:00 AM and TBA
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Textbook: **UNDERSTANDING BUSINESS**
10st Edition, by Nickels, McHugh & McHugh, McGraw Hill, 2013
ISBN: 978-0-07-352459-7

CATALOG DESCRIPTION

This class is focused on introducing you to the Business. As per Lincoln University catalog, “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.”

STUDENT LEARNING OBJECTIVES

- Students will be exposed to business trends
- Students will learn how to start a business
- Students will be able to empower employees to satisfy customers
- Students will to understand the role human resources plays
- Student will be able to develop plans including strategic, marketing and financial.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with field studies. The emphasis will be on learning by doing. Students will be using to the internet for online research. Every student must participate in an intensive preparation and classroom activity.

COURSE PROJECT

Every student, working with a team, will write a paper looking at a facet of the Business and discuss its impact on an actual company. The final project will be presented by the group to the class orally on the last day of class.

REQUIREMENTS

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “field study” assignments are scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be a make-up assignment.

EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate; and references are mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING

Class exercises			100 points
Field Studies			100 points
Mid-term exam			100 points
Final exam			100 points
Course Project - Written	50	10%	
	Oral	50	10%
			<u>100 points</u>
Total			500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	335-349	D+
415-434	B	300-334	D
400-414	B-	299-below	F
385-399	C+		

COURSE SCHEDULE

Week	Topic	Chapters
1	Business Trends	1-2
2	Global Environment	3-4
3	Business Ownership	5-6
4	Management and leadership	7-8
5	Production and motivation	9-10
6	Human resources management	11-12

Take home exam Chapters 1-12, due workshop 7

7	Marketing	13-14
8	Marketing plans	15-16
9	Accounting and finance	17-18
10	Securities and financial institutions	19-20
12	Bonus chapters 1-2	
13	Bonus chapters 3-4 and take home final: 13-bonus chapters	
14	Final and Written Group Project	
15	Oral Presentation: Group Project	

COMMENTS

- * Participation is required. 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.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the class.

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the "War on Poverty". My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 171 countries.

Syllabus Revised: August 10, 2014