LINCOLN UNIVERSITY
BA 300A – SURVEY OF BUSINESS FOUNDATIONS
COURSE SYLLABUS
Department of Business and Economics
Summer, 2015

Lecture Schedule: M/W: 9:00 – 11:45 AM
Credit: 3 units (45 hours of lectures)
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: M/W, 8:00 AM – 9:00 AM and TBA
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Home e-mail: kengermann@att.net
Home Phone: (510) 531-3082
Textbook: Understanding Business

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. (3 units)

COURSE OBJECTIVES
• Students will understand how free market system works.
• Students will understand how banking and investment work and the ethical considerations.
• Students will have a thorough knowledge of both organizational structure and human resources.
• Students will learn the general management issues in planning, financing, marketing, personnel and legal requirements.

PROCEDURE AND METHODOLOGY
Lecture method is used in combination with application assignments. The emphasis will be on learning by doing. Every student must participate in an intensive preparation and classroom activity.

COURSE PROJECT
Every student must complete and submit a plan for setting up a business operations in a new international market place. Final project will be presented orally on the last day of class.

REQUIREMENTS
Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “application assignments” are scheduled throughout the course. Students must complete all assignments and do all exams on the dates scheduled. Plagiarism will result in the grade “F”.
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. Students will not receive any credit for missed assignments.

EXAMS AND GROUP PROJECT
Both midterm and final exams are take home and case studies, where the student uses their learnings to solve actual problems. The group project will be undertake a larger problem and develop solutions to them. Teams will be required to do an oral presentation on the final class.

GRADING
Class Participation 100 points
Mid-term exam 100 points
Final exam 100 points
Course Project - Written 100 points
Oral 100 points
Total 500 points

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

COURSE SCHEDULE
<table>
<thead>
<tr>
<th>Class</th>
<th>Topic</th>
<th>Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Overview</td>
<td>Ch. 1, 2</td>
</tr>
<tr>
<td>1b</td>
<td>Modern Business Environment</td>
<td>Ch. 3, 4</td>
</tr>
<tr>
<td>2</td>
<td>Business Ownership</td>
<td>Ch. 5, 6</td>
</tr>
<tr>
<td>2b</td>
<td>Organizational Structures</td>
<td>Ch. 7, 8</td>
</tr>
<tr>
<td>3</td>
<td>Management and Motivation</td>
<td>Ch. 9, 10</td>
</tr>
<tr>
<td>3b</td>
<td>Human Resource Management</td>
<td>Ch. 11, 12</td>
</tr>
<tr>
<td>4</td>
<td>(a) Review</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(b) Take home Midterm Exam</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Marketing: Product and Price</td>
<td>Ch. 13, 14</td>
</tr>
<tr>
<td>5b</td>
<td>Marketing: Promotion and Distribution</td>
<td>Ch. 15, 16</td>
</tr>
<tr>
<td>6</td>
<td>Accounting</td>
<td>Ch. 17, 18</td>
</tr>
<tr>
<td>6b</td>
<td>Financial Management</td>
<td>Ch. 19, 20</td>
</tr>
<tr>
<td></td>
<td>Take Home Final</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Group Project: Written &amp; Oral</td>
<td></td>
</tr>
<tr>
<td>7b</td>
<td>(a) Final Take home Exam</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(b) Written Course Project Due</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(c) Oral Presentation of Course Project</td>
<td></td>
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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 classroom.

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 181 countries.

Course Revised: May 20, 2015