

**LINCOLN UNIVERSITY**  
**BA 300A – SURVEY OF BUSINESS FOUNDATIONS**  
**COURSE SYLLABUS**  
**Department of Business and Economics**  
**Spring, 2016**

**Lecture Schedule:** Tuesday: 9:00 – 11:45 AM  
**Credit:** 3 units (45 hours of lecture)  
**Instructor:** Prof. Ken Germann, MBA, JD  
**Office Hours:** Tuesday 8:00 AM – 9:00 AM and TBA  
**E-mail:** [kgermann@lincolnuca.edu](mailto:kgermann@lincolnuca.edu)  
**Phone:** 510-531-3082  
**Home e-mail:** [kengermann@att.net](mailto:kengermann@att.net)  
**Home Phone:** (510) 531-3082  
**Textbook:** **Understanding Business**  
10<sup>th</sup> Edition, by Nickels, McHugh, J., and McHugh S., McGraw-Hill, NY, NY, 2013  
ISBN-10: 007352459X, ISBN-13: 9780073524597

**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.

**PROCEDURES 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 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 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	<u>100 points</u>
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-		
385-399	C+		

**COURSE SCHEDULE**

<b>Class</b>	<b>Topic</b>	<b>Chapters</b>
1	Overview	Ch. 1, 2
2	Modern Business Environment	Ch. 3, 4
3	Business Ownership	Ch. 5, 6
4	Organizational Structures	Ch. 7, 8
5	Management and Motivation	Ch. 9, 10
6	Human Resource Management	Ch. 11, 12
7	(a) Review (b) Take-home Midterm Exam	
8	Marketing: Product and Price	Ch. 13, 14
9	Marketing: Promotion and Distribution	Ch. 15, 16
10	Accounting	Ch. 17, 18
11	Financial Management	Ch. 19, 20
12	Take Home Final	
13	Group Project: Written Project due	
14	Group Project: oral presentations	

- 14 Final Take-home Exam  
Written Course Project Due
- 15 Oral Presentation of Course 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 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.

Syllabus Revised: January 14, 2016