



# LINCOLN UNIVERSITY

## Survey of Business Foundations

BA 300A

Instructor: Dr. Bill Hess

Tuesday 9:00 a.m. – 11:45 am

Spring 2016

45 lecture hours ( 3 credit units)

### **Course 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 credit units)

This course is 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.

### **Course Objectives:**

1. To understand the concept of economic systems, competition, and business enterprises in the marketplace.
2. To gain knowledge of business ethics and laws, accounting and computer data systems by which businesses are controlled..
3. To understand the types of business ownership for small and large enterprises, organizational structures and management functions.
4. To discuss the fundamentals of production, marketing, human resources, and employee motivation.

### **Attendance:**

Students are expected to attend each class section. Students are expected to be in class ready to learn at the start of class.



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## **METHODOLOGY**

Instruction will include lecture, student discussion of material studied, individual and group assignments.

### **Course Work**

Course work will include study of the textbook, discussions of current events, case history analysis, assignments, and a major project. All assignments must be typed. Assignments are due at the start of the class in which they are assigned. Each hand in assignment is to have student name, id number, name of assignment on the first page. Lincoln University uses APA style format for student work. If you are unfamiliar with this format contact the library for help. There are also free booklets available to show you the steps in using APA style format. Again contact the library for help.

### **Expectations**

The textbook does a good job of explaining the basic principles and concepts as well as introducing you to the vocabulary of a business. I will devote class time to discussing these concepts and how they apply.

My expectation is that you will prepare yourself for each class session by studying the material assigned before coming to class, that you will think about the application of what you are studying to the job of a business manager, and that you will discuss your thoughts during class.

Hand in assignments are due at the start of the class. Hand in assignments are to have your name as it appears on your school record, your ID number, and the name of the assignment you are turning in.

Cell phone use is not permitted in the classroom. Use of a computer in the classroom requires the explicit permission of the instructor. Notes, electronic dictionaries, or any method of obtaining information is not permitted during exams.

Students are expected to understand the course requirements as defined in this syllabus. The professor reserves the right to modify the syllabus.



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## Grading:

Your grade will be determined as follows:

Grade Structure	Points
Attendance/participation	50
Exam 1	100
Final Exam	100
Hand in assignments	50
Total Points	300

Grades will be earned as follows:

Points Earned	Letter Grade
260- 300; 240-259	A; A-
220-239; 200-219; 180-199	B+; B; B-
160-179; 140-159; 120-139	C+; C; C-
90-119	D
<90	F

## Textbook

The textbook for this course is Understanding Business; Nickels, McHugh, McHugh; McGraw-Hill Irwin. 10<sup>th</sup> edition. 2013

## 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 after showing it to the professor.

## 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 within **10 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..



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- To avoid distracting noise in class, cellular phones **must** be turned off.
- 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. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

## CLASS SCHEDULE:

Date	Focus of Discussion
Jan 19	Chapter 1 Taking Risks and Making Profits within the Dynamic Business Environment
Jan 26	Chapter 2 Understanding Economics and How it Affects Business
Feb 2	Chapter 3 Doing Business in Global Markets
Feb 9	Chapter 5 How to Form a Business.
Feb 16	Chapter 6. Entrepreneurship and Starting a Small Business
Feb 23	Chapter 7 Management and Leadership
	Chapter 8 Structuring Organizations for Today's Challenges
March 1	Chapter 9 Production and Operations Management
March 8	<b>Midterm Exam (Chapters 1-9)</b>
March 15	<b>Spring Break!!!</b>
March 22	Chapter 11 Human Resource Management: Finding and Keeping the Best Employees
March 29	Chapter 13 Marketing: Helping Buyers Buy
April 5	Chapter 14 Developing and Pricing Goods and Services
April 12	Chapter 15. Distributing Products Chapter 16 Using Effective Promotions
April 19	Chapter 17 Understanding Accounting and Financial Information
April 26	Chapter 18 Financial Management
May 3	<b>Final Exam</b>

**NOTE:** This schedule is subject to change



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## **Instructor**

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Company, Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W.H. Brady Co.. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm. For help with your course work you can reach Professor Hess at his office 510/628-8013. E mail address is [whess@lincolnuca.edu](mailto:whess@lincolnuca.edu). Students sending emails need to follow up if they do not receive a response within 4 school days.

Phone: (510) 628-8013

**E-mail:** [whess@lincolnuca.edu](mailto:whess@lincolnuca.edu);

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