



# LINCOLN UNIVERSITY

Spring Semester, 2018

## Introduction to Business (BA 10)

COURSE SYLLABUS

Wednesday (3:30 pm – 6:15 pm)

Instructor: Dr. Arthur Ashurov, # 407;

Level: Introductory (I)

Office Hours: Wednesdays from 11:30am to 12:30pm by arrangement

Phone: (510) 628-8010

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Credit: 3 Units = 45 Lecture Hours

### **Required Textbook:**

Understanding Business, 2018, 11th Edition, W. G. Nickels, J. M. McHugh, S. M. McHugh; McGraw-Hill;

### **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 12<sup>th</sup>, 2018

### **Educational 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.

### **Instructional Methods:**

The course will be conducted in the form of lectures and interactive discussions on the present economic environment and business essentials. Video case studies will be provided.

This is a direct classroom instruction course.



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**Course Learning Outcomes:**

Course LO	Program LO	Institutional LO	Assessment Activities
Demonstrate an ability to understand and apply the concepts and applications of business essentials.	PLO 1	ILO 1a, ILO 2a, ILO 3a	Homework, participation in the in-class discussions; video case studies; quizzes; midterm/final exams
Demonstrate basic skills of understanding and improving business operations in manufacturing and service sectors of business world.	PLO 2	ILO 1a, ILO 6a	Participation in the in-class discussions; video case studies; quizzes;
Understand a variety of business ownership forms for small and large enterprises, organizational structures, accounting and computer data systems by which businesses are controlled, banking and securities.	PLO 3	ILO 2a, ILO 7a	Course project presentation, course project report; video case studies;
Be able to identify business problem and initiate strategy building process	PLO 4	ILO 1a, ILO 2a, ILO 5a	Course project presentation, course project report; video case studies;
Be able to evaluate ethical dilemmas and manage ethics within an organization.	PLO 5	ILO 3a, ILO 4a	Course project presentation, course project report; video case studies;

**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.

**Grading Policy:**

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30



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Participation in the Class	70
Midterm Exam	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 the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.



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*The instructor reserves the right to change this syllabus*

### **CLASS SCHEDULE:**

<b>Date</b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
W: 01/17	Orientation via Syllabus. Introduction. Business Trends: Cultivating a Business in Diverse. Chapter 1. Team Project Assignment	Ch.1
W: 01/24	Chapters 2,3. Case 1.	Ch.2,3. Case 1
W: 01/31	Chapter 4. Business Ownership: Starting a Small Business. Chapter 5.	Ch.4,5
W: 02/07	Chapter 6. Business Management: Empowering Employees to Satisfy Customers. Chapter 7	Ch.6,7
W: 02/14	Chapter 8. Case 2.	Ch. 8. Case 2
W: 02/21	Chapter 9	Ch.9
W: 02/28	Management of Human Resources: Motivating Employees to Produce Quality Goods and Services. Chapter 10. Midterm Exam Review.	Ch. 10
W: 03/07	<b>Midterm Exam (Chapters 1-10)</b>	
W: 03/14	NO CLASS	
W: 03/21	Chapters 11,12 Case 3.	Ch. 11,12. Case 3
W: 03/28	Marketing. Chapters 13,14	Ch.13,14
W: 04/04	Chapters 15,16. Case 4	Ch.15, Ch.16. Case 4
W: 04/11	Managing Financial Resources. Chapters 17,18	Ch. 17, 18
W: 04/18	Chapter 19. Securities Markets: Financing and Investing Opportunities.	Ch.19
W: 04/25	Chapter 20. Case 5 Team Project Presentation. Final Exam Review	Ch. 20. Case 5
W: 05/02	<b>Final Exam</b>	

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



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### Appendix A. Program and Institutional Learning Outcomes.

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
<b>1a</b>	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
<b>2a</b>	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
<b>3a</b>	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
<b>4a</b>	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
<b>5a</b>	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
<b>6a</b>	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
<b>7a</b>	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our BA program will be able to:</i>	
<b>1</b>	Demonstrate knowledge in the principle areas of general business and specific areas of concentration, which include: general business, management, entrepreneurship, and management information business.
<b>2</b>	Determine the information needed to evaluate a business problem. Apply critical thinking and reasoning skills to recognize credibility and accuracy.
<b>3</b>	Demonstrate the ability to communicate with others using written and oral communication tools.
<b>4</b>	Demonstrate the ability to use analytical skills to understand business problems and make well-informed decisions.
<b>5</b>	Apply and comply with ethical and legal principles and evaluate different ethical perspectives.



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### Appendix B. Classification of LU Curriculum Courses.

Code	Classification	Description
Courses < 10, and 300A/300B	Review (R)	Review courses are supplemental courses that are not a part of any program.
<b>Courses 10 - 99</b>	<b>Introductory (I)</b>	<b>Introductory undergraduate courses are designed to acquaint students with foundational concepts, ideas, and competences in a specific field of study as well as general education disciplines. General Education courses provide a background in the liberal arts and expose students to the fundamental aspects of human culture. They also help students to develop analytical and communication skills and foundation for advanced work in the major field of study.</b>
Courses 100 - 199	Developed (D)	Developed undergraduate courses build upon the concepts, ideas, and competences introduced in the Introductory level; expanding students' understanding of the specific field of study.
Courses 200 - 286	Advanced (A)	Advanced courses in undergraduate programs are intended to bring students' comprehensive knowledge of concepts, ideas, and skills in the specific field of study to the highest level within the baccalaureate programs.
Courses 288 - 299	Bachelor Assessment (BA)	Bachelor Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes.