



# Lincoln University

## BA 436 – Human Factors in Small Businesses

### COURSE SYLLABUS

Fall, 2023

**Instructor:** Prof. Arthur Ashurov, Ph.D.  
**Lecture Schedule:** Tuesday, 3:30 PM – 6:15 PM  
**Credits:** 4 units: 3 units / 45 lecture hours + 1-unit individual research project  
**Level:** Mastery 2 / Research (M2R)  
**Office Hours:** Tuesday, 11:45 AM – 12:30 PM - by appointment  
**E-mail:** [ashurov@lincolnuca.edu](mailto:ashurov@lincolnuca.edu)  
**Textbooks:** Human Relations in Organizations. Applications and Skill Building. 2022, 12<sup>th</sup> Edition. Robert N. Lussier, McGraw-Hill; ISBN: 978-1-265-12955-2

**Last Revision:** 08/12/23

### CATALOG DESCRIPTION

This course investigates the problems in supervising and working effectively with peoples, problems, which face the proprietorship, partnership, or closely held corporation in such matters as organizational structure, personnel policies, and managerial succession. A one-unit written research project and its oral presentation are required for the course. (4 units) *Prerequisite: BA 308*

### EDUCATIONAL OBJECTIVES

1. Identify the elements of intrapersonal skills: behavior, human relations, and performance in small business organizations.
2. Discuss interpersonal skills: the foundation of human relations.
3. Understand leadership skills: influencing others.
4. Explain leadership skills in a team and organizational behavior, human relations, and performance.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
1	Demonstrate an ability to understand and apply the concepts and applications of Human Relations Management.	PLO 1	ILO 1c, ILO 2c	Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams.
2	Demonstrate essential skills of managing and improving interpersonal and leadership skills in manufacturing and service organizations.	PLO 2	ILO 1c, ILO 2c, ILO 4c	Participation in the in-class discussions; case studies; quizzes.
3	At the end of the course students will be able to demonstrate working knowledge of a variety of methods and tools used in managing and improving human relations in organizations.	PLO 3	ILO 2c, ILO 7c	Course project presentation, course project report; case studies; quizzes.
4	Be able to effectively organize team in working on a project, assign responsibility, delegate, and lead.	PLO 5	ILO 4c, ILO 5c	Course project presentation; case studies

**INSTRUCTIONAL METHODS**

*This is a direct classroom instruction course.*

The course will be conducted in the form of lectures and interactive discussions on the present small business entrepreneurial thinking and management practice. Case studies will be provided.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

**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.

**DROPPING THE CLASS**

If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

## GRADING POLICY

Grades will be earned as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Your grade will be determined 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 of the semester. 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 may use a dictionary during exams.

Students need to complete missing assignments and tests or retake the course.

***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 **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.

**CLASS SCHEDULE**

<b><i>Date</i></b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
Tue: 08/22	Orientation via Syllabus. Introduction to Course. Class Discussion on behavior and human relations.	Ch. 1 Team Project Assignment.
Tue: 08/29	Personality, Stress, Learning, and Perception	Ch. 2
Tue: 09/05	Attitudes, Self-Concept, Values, and Ethics	Ch. 3
Tue: 09/12	Communications, Emotions, and Criticism	Ch. 4 Case 1
Tue: 09/19	Dealing with Conflict	Ch. 5 Case 2.
Tue: 09/26	Leading and Trust Midterm Exam Preview	Ch. 6
Tue: 10/03	<b>Midterm Exam (Chapters 1-6)</b>	
Tue: 10/10	Midterm Exam Results Review. Motivating Performance	Ch.7
Tue: 10/17	Ethical Power and Politics	Ch. 8
Tue: 10/24	Networking and Negotiating	Ch. 9
Tue: 10/31	Team Dynamics, Creativity and Problem Solving	Ch. 10
Tue: 11/07	Organizational Change and Culture	Ch. 11 Case 3.
Tue: 11/14	Valuing Diversity and Inclusion Globally	Ch. 12
Tue: 11/21	NO CLASS	
Tue: 11/28	Project Team Presentation + Team Evaluation Final Exam Preview	
Tue: 12/05	<b>Final Exam</b>	

**NOTE:** *This schedule can be changed if needed*

## INDIVIDUAL RESEARCH PROJECT (1 unit)

Each student registered for a 400-level course must complete a one-unit research project in addition to the coursework described in this syllabus. The specific topic will be assigned by the instructor.

The project requires 45 hours of independent study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.

Evaluation of the student's work on the Individual Research Project will be done using the following rubric:

<b>WRITTEN REPORT</b>				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel, and thought provoking	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of a research problem is absent.
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
<i>Sources and formatting</i>	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations. The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted
<b>PRESENTATION</b>				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	
<i>Style and Organization</i>	Presentation is clear, confident, and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well timed and structured.	Presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time.	Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.	
<i>Questions and Answers</i>	Student demonstrates extensive knowledge of the topic by providing confident, precise, and appropriate responses to all audience questions.	Student demonstrates knowledge of the topic by responding adequately to questions of the audience.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.	