



# Lincoln University

## BA 10 – Business Foundations

### COURSE SYLLABUS

Summer, 2024

- Instructor:** Prof. Arthur Ashurov, Ph.D.  
**Lecture Schedule:** Monday, Wednesday 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Introductory (I)  
**Office Hours:** Monday, 11:30 AM – 12:30 PM by appointment only  
E-mail: [ashurov@lincolnuca.edu](mailto:ashurov@lincolnuca.edu)  
Phone: (510) 628-8010  
**Textbooks:** Understanding Business, 2022, 13th Edition, W. G. Nickels, J. M. McHugh, S. M. McHugh; McGraw-Hill  
ISBN- 978-1-266-04322-2  
**Last Revision:** 06/04/24

### CATALOG DESCRIPTION

A survey of the basic functions, objectives, and structure of a modern business within the framework of a free-enterprise system and the 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. The course discusses specialization and interdependence of business functions and skills in decision-making. It is a prerequisite for all business major courses except accounting, ethics, and statistics. (3 units)

### EDUCATIONAL OBJECTIVES

- To understand the concept of economic systems, competition, and business enterprises in the international marketplace.
- To gain knowledge of business ethics and laws, accounting and computer data systems by which businesses are controlled, banking and securities.
- To understand the types of business ownership for small and large enterprises, organizational structures and management function.
- To discuss the fundamentals of insurance, production, marketing, human resources, and employee motivation.

**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 business essentials   | PLO 1             | ILO 1a,<br>ILO 2a            | Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams |
| 2 | Apply basic skills of improving business operations in manufacturing and service sectors of business world.   | PLO 2             | ILO 1a,<br>ILO 2a,<br>ILO 4a | Participation in the in-class discussions; case studies; quizzes                                |
| 3 | Demonstrate working knowledge of a variety of business ownership for small and large enterprises, organizational structures, accounting and computer data systems by which businesses are controlled, banking and securities. | PLO 4             | ILO 4a,<br>ILO 5a,<br>ILO 6a | Course project presentation, course project report; case studies; quizzes                       |

**INSTRUCTIONAL METHODS**

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.**

<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:

| <b>Grade Structure</b>              | <b>Points</b> |
|-------------------------------------|---------------|
| 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:

| <b>Points Earned</b>      | <b>Letter Grade</b> |
|---------------------------|---------------------|
| 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 semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are NOT “open book” and “open notes”.

Students may use a dictionary during exams.

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

**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 **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 except for breaks. **Students are not allowed to come and go during class sessions.**
- 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 be lewd or foul language.

**CLASS SCHEDULE**

| <b>Date</b> | <b>Focus of Discussion</b>  | <b>Homework Assignment</b>          |
|-------------|---|-------------------------------------|
| Mo: 06/10   | Orientation via Syllabus. Introduction.<br>Business Trends: Cultivating a Business in Diverse.<br>Team Project Assignment.                            | Ch. 1<br>Team Project<br>Assignment |
| Wed: 06/12  | Economic systems, Competition, and Business Enterprises.<br>Case 1.   | Ch. 2, 3<br>Case 1                  |
| Mo: 06/17   | Ethical Responsibility.<br>Business Ownership: Starting a Small Business.   | Ch. 4, 5                            |
| Wed: 06/19  | Business Management: Empowering Employees to Satisfy<br>Customers.  | Ch. 6, 7                            |
| Mo: 06/24   | Organizational Structures and Management Functions.<br>Case 2.  | Ch. 8<br>Case 2                     |
| Wed: 06/26  | Managing Production Processes. Management of Human<br>Resources: Motivating Employees to Produce Quality Goods<br>and Services. Midterm Exam Preview. | Ch. 9, 10                           |
| Mo: 07/01   | <b>Midterm Exam (Chapters 1-10)</b>   |                                     |
| Wed: 07/03  | Midterm Exam Results Review.<br>Human Resource Management. Dealing with Union.<br><b>Case 3.</b>  | Ch. 11, 12<br>Case 3                |
| Mo: 07/08   | Marketing. Pricing Goods and Services.<br>Distributing Products.  | Ch. 13-15                           |
| Wed: 07/10  | Using Effective Promotions. Managing Financial Resources.<br>Case 4.  | Ch. 16, 17<br>Case 4                |
| Mo: 07/15   | Securities Markets: Financing and Investing Opportunities.  | Ch. 18, 19                          |
| Wed: 07/17  | Money. Financial Institutions. Case 5.  | Ch.20<br>Case 5                     |
| Mo: 07/22   | Team Project Presentation. Final Exam Preview   |                                     |
| Wed: 07/24  | <b>Final Exam</b>   |                                     |

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