



Lincoln University

Survey of Business Foundations (BA 300A)

Course Syllabus

Spring 2011

Thursday 12:30 – 3:15 p.m.

Instructor: Dr. William Hess

Credit 3 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.

Course Objectives

- To understand the concepts of economic systems, accounting, finance, human resource management and business in the marketplace.
- To gain knowledge of business ethics and laws, accounting and computer data systems by which businesses are controlled as well as the fundamentals of banking and securities.
- To understand the types of business ownership for small and large enterprises, organizational structures and management functions.
- To develop an understanding of the application of the fundamentals of insurance, production, marketing, human resources, and employee motivation.

Textbook

Understanding Business, W. G. Nickels, J. M. McHugh, S. M. McHugh; 8th edition. McGraw-Hill. ISBN: 007-310597-X

Course Work

Course work will include study of the textbook, discussions of current events, formal reports, and a major project, individual assignments during the course. Late papers will be graded down unless previous arrangements have been made with the instructor.

Reports will be typed.

Examination - there will be two exams - a midterm and a final.

BIBLIOGRAPHY

In addition to the text used for this course, it may help the students to expand their interest and knowledge in the subject by reading material in other publications and texts. Recommended reading includes:

The Wall Street Journal

Forbes

San Francisco Business Times

Business Week

Integrated Marketing Communications, Belch & Belch; Irwin. 2002

Services Marketing, Lovelock; Prentice Hall, Inc. 1991. Second Edition.

The Power of Logos, Haig, John Wiley & Sons; 1997

STANDARDS

The textbook does a good job of explaining the basic marketing principles and concepts as well as introducing you to the vocabulary of the business. I will devote class time to discussing these concepts and how they apply to the business operations of a company. We will discuss the application of business theory to real life situations drawn from my professional experience. I want you to share your own experiences - or if you have limited work experience, to ask questions. We will have video tapes and class exercises.

My expectation is that you will prepare yourself for each class session by studying the material assigned, 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.

Americans consider time differently than people from other countries. Americans actually think of time as a tangible asset. We say "Don't waste time." We talk about saving time.

Because of this it is considered rude and is unacceptable to be late for a business meeting. The same applies to classes. We will conduct this class with the same respect for time. It is considered rude to your classmates and instructor to be late for class.

To reflect that discipline we will observe on time arrival – at the start of a class as well as returning from breaks. Three late arrivals – for class or from a break – will reduce your final grade by .30.

GRADING

Grades will be based on the quality of reports, project, examination, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches to business problems/solutions that demonstrate a solid working knowledge of the concepts and principles of business. Grades will be based on:

- Exams 50%
- Project assignments 10%
- Classroom participation 15%
- Individual assignments 5%
- Project 20%

MAKE-UP WORK

Assignments are to be on time. Late assignments will be reduced one grade. Mid-term exam, final exam, and group presentation cannot be made up if missed – unless there is an emergency.

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 415/456-9765. E-mail address is whess@lincolnuca.edu

Update – Syllabus updated 1/19/2011