



Lincoln University

BA 300A – Survey of Business Foundations.

COURSE SYLLABUS

Department of Business and Economics

Fall, 2013

Credit:	3 units (45 lecture hours)
Instructor:	Dr. Alexander Anokhin
E-mail:	aanokhin@lincolnuca.edu
Office Hours:	By arrangement
Required textbook:	William Nickels, James McHugh, Susan McHugh “Understanding Business”, 10/E; ISBN: 007352459X; ISBN-13: 9780073524597; McGraw-Hill, 2013.
Revised:	August 05, 2013

Catalog 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 units)

Course Objectives

Upon the completion of the course students are expected to:

1. Understand the basics of economic theory, free market, and competition.
2. Understand the foundational concepts of banking, investment as well as related issues in business ethics
3. Be familiar with various types of organizational structures, and main concepts of human resource management
4. Discuss the effectiveness of marketing activities

5. Be able to identify business problems and propose ways to alleviate uncertainty in business environment.
6. To acquire improved analytical, and communicative, and research skills.

Procedures and methodology

Lecture method is combined with in-class discussions, case studies and home assignments of various kinds. Core concepts identified from the textbook will be augmented with supplementary sources (made available to students on the class website) and applied to the real life situations during class activities.

Class Rules

Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.

All quizzes, exams, assignments and projects must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 5% points).

Submissions of home assignments will be conducted via the course website only.

Most days of class, there will be a credit time or a short in-class writing assignment.

Make-up quizzes or exams may be allowed only in extraordinary circumstances.

Plagiarism is not tolerated and will result in F for the assignment, quiz, or exam.

Exams

The exams will consist of questions based on lectures, assigned chapters and supplementary reading.

Course Project

Every student must complete a research project for an in-class presentation. Specific format and research topics will be determined later and discussed in class. Research projects must comply with the Lincoln University guidelines.

Assessment Criteria

All assignments, quizzes, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

Tentative Weights

Attendance	5%
Homework	20%
Project	20%
Mid-term Exam	25%
Final Exam	30%

Course Outline

	Topic	Chapter
1	a) Introduction. b) Business Mindset: On Economic Laws, Risk-taking, and Uncertainty	Ch. 1 - 2
2	a) Modern Business Environment: The Case for Globalization. b) Issues in Business Ethics	Ch. 3 - 4
3	Business Ownership: Starting a Small Business	Ch. 5 - 6
4	Management and Organization Structures	Ch. 7 - 8
5	Operations Management and Motivation	Ch. 9 -10
6	Issues in Human Resource Management	Ch. 11 - 12
7	a) Review b) Final Exam	Ch. 1 - 12
8	Marketing and Pricing	Ch. 13 - 14
9	Distribution and Effective Promotions	Ch. 15 - 16
10	Understanding Accounting	Ch. 17
11	Financial Management	Ch. 18
12	Introduction to the Financial System	Ch. 19-20
13	Business Mindset: On Trial and Error	
14	Course Project Presentation	
15	a) Review b) Final Exam	Ch. 1 - 20