

LINCOLN UNIVERSITY
BA 300 A SURVEY of BUSINESS FOUNDATIONS
COURSE SYLLABUS
Department of Business and Economics
Fall, 2017

Lecture Schedule: Monday: 9-11:45 AM
Credit: 3 units { 45 hours lecture }
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: Monday 8:00 AM -9:00 AM and TBA
E-mail: kgermann@lincolnuca.edu
Phone: 510-531-3082
Home e-mail: kengermann@att.net
Home Phone: (510) 531-3082
Textbook: **Understanding Business**
10th Edition, by Nickels, McHugh, J., and McHugh S., McGraw-Hill, NY,NY, 2013
ISBN: 007352459X and ISBN:-139780073524597

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.

COURSE LEARNING OUTCOMES

At the end of the course:

- * Students will understand how free market system works.
- * Students will understand how banking and investment work and understand the ethical considerations.
- * Students will have a thorough knowledge of an organization's structure and human resources.
- * Students will learn the general management issues in planning, financing, marketing, and personnel.
- * Students will learn the legal requirements.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with application assignments. The emphasis will be on learning by doing. Every student must participate in an intensive preparation and classroom activity.

COURSE PROJECT

Every student must complete and submit a plan for setting up a business operations in a new international market place. Final project will be presented orally on the last day of class.

REQUIREMENTS/HOMEWORK

Continuous assessment is emphasized. Board posted written questions and assigned readings must be

completed every week. Reading, writing and “application assignments” are scheduled throughout the course. Students must complete all assignments/ exams when due. Plagiarism will result in grade of F.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. Students will not receive any credit for missed assignments.

EXAMS AND GROUP PROJECT

Both midterm and final exams are take home and case studies, where the student uses their learnings to solve actual problems. The group project will be undertake a larger problem and develop solutions to them. Teams will be required to do an oral presentation on the final class.

GRADING

Class Exercises	100 points
Mid-term exam	100 points
Final exam	100 points
Course Project - Written	100 points
Oral	<u>100 points</u>
Total	500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	300-349	D
415-434	B	299 & below	F
400-414	B-		
385-399	C+		

COURSE SCHEDULE

Class	Topic	Chapters
1	Overview	Ch. 1,2
2	Modern Business Environment	Ch. 3,4
3	Business Ownership	Ch. 5,6
4	Organizational Structures	Ch. 7,8
5	Management and Motivation	Ch. 9,10
6	Human Resource Management	Ch. 11,12
7	(a) Review (b)Take home Midterm Exam	
8	Marketing: Product and Price	Ch. 13,14
9	Marketing: Promotion and Distribution	Ch. 15,16
10	Accounting	Ch. 17,18
11	Financial Management	Ch. 19,20
12	Take Home Final	

13 Final due

BA 300 Survey of Bus Foundations
Syllabus

Page 3 out of 3

14 Written Group Project due
15 Oral Presentation of Course Project

COMMENTS

- * Participation is required. 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.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the "War on Poverty". My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 181 countries.

Course Revised: August 13, 2017

APPENDIX. Program and Institutional Learning Outcomes

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework