



Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](http://www.cool4ed.org) has designed and implemented a faculty review process of the free and open etextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected free and open etextboks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

Business Fundamentals



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Find it: [eTextbook Website](#)

Textbook Authors:

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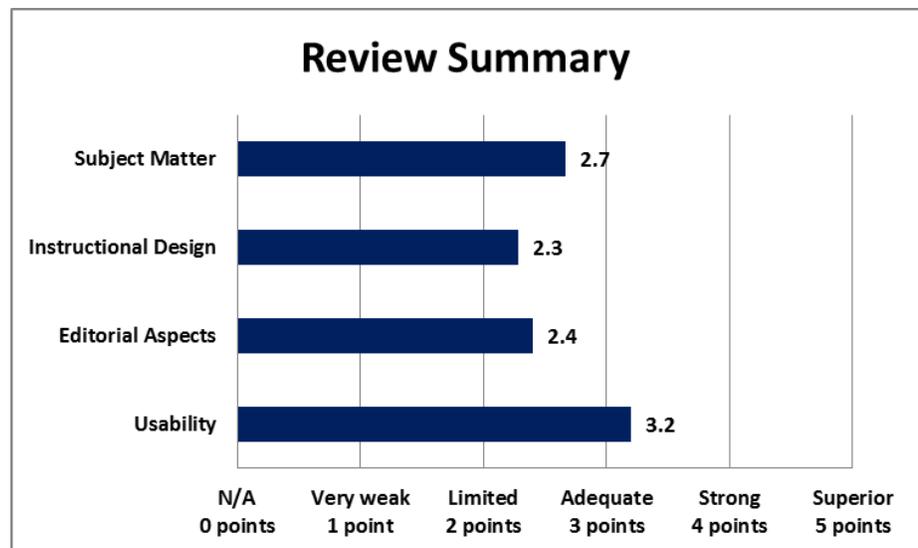
Format Reviewed:

[PDF](#)

A fee may be associated with various formats.

Date Reviewed:

October, 2014



California OER Council eTextbook Evaluation

CA Course ID: [BUS 110](#)

| Subject Matter (30 possible points) | N/A (0 pts) | Very Weak (1pt) | Limited (2 pts) | Adequate (3pts) | Strong (4 pts) | Superior (5 pts) |
|---|-------------|-----------------|-----------------|-----------------|----------------|------------------|
| Is the content accurate, error-free, and unbiased? | | | | X | | |
| Does the text adequately cover the designated course with a sufficient degree of depth and scope? | | | X | | | |
| Does the textbook use sufficient and relevant examples to present its subject matter? | | | X | | | |

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|--|--|--|--|---|--|--|
| Does the textbook use a clear, consistent terminology to present its subject matter? | | | | X | | |
| Does the textbook reflect current knowledge of the subject matter? | | | | X | | |
| Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?) | | | | X | | |

Total Points: 16 out of 30

Please provide comments on any aspect of the subject matter of this textbook:

- The text flows poorly but given that it is the work of numerous authors not unexpected. A major flaw for me is that the work jumps too quickly into the mechanisms of business without providing a more solid grounding into the relationships between business & society, in essence an environments chapter would be helpful. Moreover, the chapters move between multiple levels i.e. national vs international so that some chapters address international aspects of a business function while others do not -- not clear why. Lastly, the title was a bit silly, "your path to finding the pot of gold at the end rainbow". Yes playful but perhaps misleading -- sometimes there is no gold, not every business succeeds. The reality is many business entrepreneurs don't find gold although they may indeed develop skills & competencies for later success.
- I could not access/find supplemental materials for this text.

| Instructional Design (35 possible points) | N/A (0 pts) | Very Weak (1pt) | Limited (2 pts) | Adequate (3pts) | Strong (4 pts) | Superior (5 pts) |
|---|-------------|-----------------|-----------------|-----------------|----------------|------------------|
| Does the textbook present its subject materials at appropriate reading levels for undergrad use? | | | | X | | |
| Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?) | | X | | | | |
| Does the textbook present explicit learning outcomes aligned with the course and curriculum? | | | X | | | |
| Is a coherent organization of the textbook evident to the reader/student? | | | X | | | |
| Does the textbook reflect best practices in the instruction of the designated course? | | | | X | | |
| Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.) | | | X | | | |
| Is the textbook searchable? | | | | X | | |

Total Points: 16 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

- Liked that the text provides lots of links to source materials. Disliked the absence of exercises and cases. Since I think case analyses is an essential part of business education, I would need to supplement the text with lots of cases that I found/generated. Interestingly, most but not all chapters had learning objectives.

| Editorial Aspects (25 possible points) | N/A (0 pts) | Very Weak (1pt) | Limited (2 pts) | Adequate (3pts) | Strong (4 pts) | Superior (5 pts) |
|---|-------------|-----------------|-----------------|-----------------|----------------|------------------|
| Is the language of the textbook free of grammatical, spelling, usage, and typographical errors? | | | | X | | |
| Is the textbook written in a clear, engaging style? | | | X | | | |
| Does the textbook adhere to effective principles of design? (e.g. are pages laid out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?) | | | X | | | |
| Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references) | | | | X | | |
| How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio) | | | X | | | |

Total Points: 12 out of 25

Please provide comments on any editorial aspect of this textbook.

- Limited multimedia elements.

| Usability (25 possible points) | N/A (0 pts) | Very Weak (1pt) | Limited (2 pts) | Adequate (3pts) | Strong (4 pts) | Superior (5 pts) |
|---|-------------|-----------------|-----------------|-----------------|----------------|------------------|
| Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs? | | | | X | | |
| Is the textbook accessible in a variety of different electronic formats? (e.g .txt, .pdf, .epub, etc.) | | | | | X | |
| Can the textbook be printed easily? | | | | | X | |
| Does the user interface implicitly inform the reader how to interact with and navigate the textbook? | | | | X | | |
| How easily can the textbook be annotated by students and instructors? | | | X | | | |

Total Points: 16 out of 25

Please provide comments on any aspect of access concerning this textbook.

- No comment.

| Overall Ratings | Not at all (0 pts) | Very Weak (1 pt) | Limited (2 pts) | Adequate (3 pts) | Strong (4 pts) | Superior (5 pts) |
|--|--------------------|----------------------------|-----------------------------|------------------|--------------------------|----------------------------------|
| What is your overall impression of the textbook? | | | X | | | |
| How willing would you be to adopt this book? | Not at all (0 pts) | Strong reservations (1 pt) | Limited willingness (2 pts) | Willing (3 pts) | Strongly willing (4 pts) | Enthusiastically willing (5 pts) |
| | | X | | | | |

Total Points: 3 out of 10

Overall Comments

If you were to recommend this textbook to colleagues, what merits of the textbook would you highlight?

- I probably would not recommend this textbook, BUT its key merit is that it is free. Most instructors would need to supplement the text with other sources, for more experienced instructors probably not a big deal but first timers would probably find that overly demanding.

What areas of this textbook require improvement in order for it to be used in your courses?

- More exercises, more cases; better exploration of the relationship between business & society (beyond the brief discussion of social responsibility covered in section 12.3)

We invite you to add your feedback on the textbook or the review [to the textbook site in MERLOT](#).
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