

The reviews contained in this folder are for the [first edition of \*Fundamentals of Business\*](#).

The third edition of the book was added to the B.C. Open Textbook Collection in October 2021 and the first edition removed February 2022. Although these are reviews of the first edition, we believe they offer valuable feedback that may be of use to potential adopters. As such, we have compiled the first-edition reviews in this folder so they are available to anyone interested in adopting this book.

Please keep in mind that these reviews are for the first edition, and that the third edition has been revised to increase clarity, update data and current event impacts, and incorporate the feedback from many reviewers and adopters.

## Review of *Fundamentals of Business - 1st Edition*

### Survey response 1

Date submitted
2017-08-18 00:41:48

### Reviewer Information

Textbook that was reviewed
Fundamentals of Business - No longer open for review
For what level would this textbook be appropriate?
First Year
My name
Kerri Shields
My title/position
Professor
My institution
Centennial College

### Comprehensiveness

The text covers all areas and ideas of the subject appropriately and provides an effective index and/or glossary.
<ul style="list-style-type: none"><li>* All areas are covered comprehensively. Good book for introduction to business. Team work is included and maybe other types of student success skills could be covered as well for a first semester introduction to business concepts course.</li><li>* Each chapter has a list of learning outcomes which are mapped to Bloom's taxonomy. This is very important for professors and helps when building course outlines/syllabus.</li><li>* Each chapter has a key points or summary at the end. This is very good for students and can be used as a study tool.</li><li>* The Hospitality chapter would not necessarily be used by our fundamentals business course, but it does add more depth and the concepts of customer service which is very important. We have a whole customer service course beyond the fundamental business course.</li><li>* There is much information, which I prefer, in the book. Sometimes it is difficult to cover all chapters in a 14 week semester. Of course, we can always pick and choose the chapters we wish to cover. Some of the chapter topics are actual courses later in the program so they can be covered more lightly--for example, accounting and finance, we have introduction courses for each so the business fundamentals course does not need to go in to too much depth.</li><li>* The legal, union, economic, banking, accounting, finance, and business structures differ in Canada than they do in USA, but for the most part this book could be used in our Canadian business fundamentals course, but we would have to supplement chapters with Canadian content. I would love to take this book and adapt it for Canadian colleges.</li><li>* The personal finance chapter is a good addition, but we would run out of time before we could get to it.</li><li>* We used to have two separate courses, business fundamentals and student success, we recently combined these two courses and reduced the amount of business content to allow us to add some student success concepts (time management, mindfulness, stress management, teamwork) we did not have enough class time to cover the personal finance topic as well, but this is badly needed by today's young people. Happy to see it included here.</li><li>* Overall, great job, nicely done. I would love to see PowerPoints and a testbank with this book--professors would eat it up!</li></ul>
How do you rate the book's overall comprehensiveness?
5

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## Content Accuracy

Content, including diagrams and other supplementary material, is accurate, error-free, and unbiased.

\* Yes, accurate from what I could tell.

\* Some examples were rather old and could be more recent.

\* Some examples were very USA focused which may appear biased, but also when teaching in the USA it brings extra interest for students I suppose. I'm teaching in Canada so I would like a few Canadian company examples.

Overall, how do you rate the accuracy of the content?

5

## Relevance/Longevity

Content is up-to-date, but not in a way that will quickly make the text obsolete within a short period of time. The text is written and/or arranged in such a way that necessary updates will be relatively easy and straightforward to implement.

\* Much of the content is theory such as SWOT and management styles, production methods, accounting forms, and supply/demand so these will not be outdated any time soon.

\* The examples of companies may become outdated as news changes and companies change, but this is the same for any textbook. I did notice some newer examples dates 2015, but I also noticed examples dated before 2000 (maybe replace these with newer examples).

Overall, how do you rate the relevance/longevity of the book?

5

## Clarity

The text is written in lucid, accessible prose, and provides adequate context for any jargon/technical terminology used.

\* Yes, the language level seems reasonable. We have many English-as-a-Second-Language (ESL) students and the language and writing terminology is easy to follow and understand.

\* Layout and flow of topics also enhance the ease of reading and understanding.

Overall, how do you rate the clarity of the book?

5

## Consistency

The text is internally consistent in terms of terminology and framework.

\* Yes, I did not notice any contradictions or oversights.

How do you rate the overall consistency of the text?

5

## Modularity

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The text is easily and readily divisible into smaller reading sections that can be assigned at different points within the course (i.e., enormous blocks of text without subheadings should be avoided). The text should not be overly self-referential, and should be easily reorganized and realigned with various subunits of a course without presenting too much disruption to the reader.

- \* Yes, the chapter contents are provided in chunks with headings and sub-headings that are easy to identify and follow.
- \* Yes, no enormous blocks of text that I noticed.
- \* Diagrams and charts also help understanding.
- \* A professor could use the chapters out of sequence as I did not notice much referencing from subsequent chapter to previous chapters. This is sometimes done in textbooks such as in chapter 8 one might read "Remember in chapter 4 you covered..." and this sometimes causes a bad flow because professors would have difficulty using chapter 8 before chapter 4. Also, when chapter 8 continues in more depth on what was discussed in chapter 4. I don't think this book does that and it seems easy to mix and match the chapters so as to choose the most relevant for what we would want to cover in the course.

Overall, how do you rate the modularity of the text?

5

## Organization/Structure/Flow

The topics in the text are presented in a logical, clear fashion.

- \* Yes, for the most part. I may not have chosen the same order, but every professor has a preference for the order of teaching these chapters.
- \* I found it odd that teamwork was first, but then I thought it was a brilliant idea because we could place students in study teams early in the course and have them working together throughout.
- \* I like to leave Ethics and CSR until later in the book and move Marketing and Operations up. Some professors like to have Accounting sooner so they can assign tasks to students regarding income statements and balance sheets.

Overall, how do you rate the organization/structure/flow of the text?

5

## Interface

The text is free of significant interface issues, including navigation problems, distortion of images/charts, and any other display features that may distract or confuse the reader.

- \* Yes, I like the flow, colour, headings/subheadings, and easy of reading.

Overall, how do you rate the textbook's interface?

5

## Grammatical/Spelling Errors

The text contains no grammatical or spelling errors.

- \* None that I noticed.

How do you rate the grammar and spelling of the text?

5

## Diversity and Inclusion

The text reflects diversity and inclusion regarding culture, gender, ethnicity, national origin, age, disability, sexual orientation, education, religion. It does not include insensitive or offensive language in these areas.

- \* There are many references to US company or news, but is inclusive and global in many areas too.
- \* Not culturally insensitive or offensive.
- \* There are references to other countries and inter-cultural communications and diversity.

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Overall, how do you rate the diversity and inclusion of the text?

5

## Recommendation

Do you recommend this book? If not, why?

- \* I really like the book, good coverage, lots of material.
- \* It would be nice to add a few short quiz questions at the end of each chapter.
- \* It would be nice to have PowerPoints with the ebook.
- \* It would be nice to have a testbank with the ebook.

## Review of *Fundamentals of Business* - 1st Edition

### Survey response 1

Date submitted
2017-10-10 02:04:21

### Reviewer Information

Textbook that was reviewed
Fundamentals of Business - No longer open for review
For what level would this textbook be appropriate?
First Year
My name
Amy Tucker
My title/position
Lecturer
My institution
Thompson Rivers University

### Comprehensiveness

The text covers all areas and ideas of the subject appropriately and provides an effective index and/or glossary.
The text covers all the critical areas expected in an introduction to business course. The text provides 17 individual chapters as well as a preface on the topic of Teamwork in Businesses. The text provides a table of contents that links the reader to the chapter. There is also a text reference at the end of the text. There is no "glossary, " but words are defined throughout. There is no index provided.
How do you rate the book's overall comprehensiveness?
5

### Content Accuracy

Content, including diagrams and other supplementary material, is accurate, error-free, and unbiased.
The text includes diagrams, visuals, and other supplementary material. The material appears to be accurate and error free. The material is written for an American audience but can be supplemented with Canadian or International examples as needed.
Overall, how do you rate the accuracy of the content?
4

### Relevance/Longevity

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Content is up-to-date, but not in a way that will quickly make the text obsolete within a short period of time. The text is written and/or arranged in such a way that necessary updates will be relatively easy and straightforward to implement.

The text was written in 2016. The content appears to be up-to-date and with relevant examples. The text could be updated as needed if one wanted to update or provide additional materials.

Overall, how do you rate the relevance/longevity of the book?

5

## Clarity

The text is written in lucid, accessible prose, and provides adequate context for any jargon/technical terminology used.

The text is well written and easy to understand. A first-year student should have no problem with the text and content. The key take-aways summarize the chapter in an easy to follow format.

Overall, how do you rate the clarity of the book?

5

## Consistency

The text is internally consistent in terms of terminology and framework.

The terms in the text are defined. It would have been useful to have a glossary or an end of chapter definition key. The framework of the book is clear and easy to follow. The key takeaways provide the user a solid overview of what was reviewed.

How do you rate the overall consistency of the text?

5

## Modularity

The text is easily and readily divisible into smaller reading sections that can be assigned at different points within the course (i.e., enormous blocks of text without subheadings should be avoided). The text should not be overly self-referential, and should be easily reorganized and realigned with various subunits of a course without presenting too much disruption to the reader.

The text is broken up into 17 chapters. The chapters are easy to follow and can be broken up into other topics and sections. The reader should be able to read the table of contents to get an overview of the contents. Each chapter identifies of what is going to be covered, and the key takeaways sum up the final readings.

Overall, how do you rate the modularity of the text?

5

## Organization/Structure/Flow

The topics in the text are presented in a logical, clear fashion.

Each chapter is clearly laid out. The material is presented in a logical and clear fashion.

Overall, how do you rate the organization/structure/flow of the text?

5

## Interface

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The text is free of significant interface issues, including navigation problems, distortion of images/charts, and any other display features that may distract or confuse the reader.

The text does not seem to have any issues with the interface or images. Everything appeared to be in working order.

Overall, how do you rate the textbook's interface?

5

## Grammatical/Spelling Errors

The text contains no grammatical or spelling errors.

Minor issues that most people would not notice.

How do you rate the grammar and spelling of the text?

4

## Diversity and Inclusion

The text reflects diversity and inclusion regarding culture, gender, ethnicity, national origin, age, disability, sexual orientation, education, religion. It does not include insensitive or offensive language in these areas.

The text is free of biased language.

Overall, how do you rate the diversity and inclusion of the text?

5

## Recommendation

Do you recommend this book? If not, why?

The text is up to date and provides excellent examples. I think the instructor could provide Canadian examples or case studies in the material if needed.