

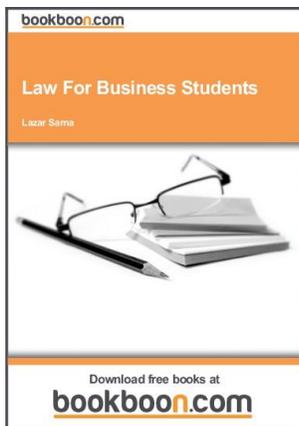


Faculty Review of Open eTextbooks

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 etextbooks 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:

Law for Business Students



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Title/Position:

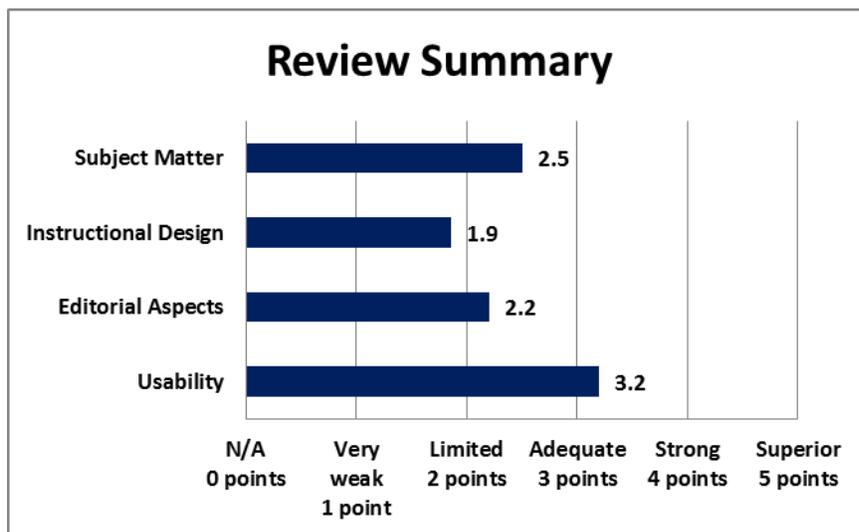
Professor

Format

Reviewed:

[Online](#)

A small fee may be associated with various formats.



Date Reviewed:

December 2015

California OER Council eTextbook Evaluation Rubric

CA Course ID: [BUS 120](#)

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		
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: 15 out of 30

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

- This book is a very brief textbook and does its job of teaching the 'concepts' of law 'for business'. The general topics by way of chapters offer the fundamentals - almost long definitions. Even though the book is brief, what is desperately needed is more sophisticated and purposeful Introduction to set a better tone and utility of the book.
- The book covers what is required to 'understand' the law. However, the book doesn't really define law. Perhaps the title is not aligned with the content. For example, the student might want to know what 'law' is before the book's first chapter just jumps into 'corporate structure'.
- The 'subject matter' of the book represented in the chapter portfolio lacks continuity as well.

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: 13 out of 35

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

- Perhaps reading the book as a PDF may weaken the readability, but the book simply reads as a memorandum.
- The glaring lack of learning outcomes is a major weakness as well as the missing summary.
- Again, this is a very brief book, but the lack of exercises or reflection questions or 'take aways' further diminishes the learning opportunity.
- The reader does learn what the 'chapters' define, but there are no supporting examples and no analytical discussion.

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				

Please provide comments on any editorial aspect of this textbook:

- My comments above identify the major flaws of the book.
- As for the organization, the advertisements throughout the book are pointless. If they are simply to support the funding of the book, very well then. But if they are not, then this space can be used for more effective learning tools that would be supported by stronger editorial features of the text.
- A small note - is this a Canadian book for a Canadian audience? The editorial evidence is the chapter using the word 'labour'. This is not American English and I wonder if the author or publishing team is targeting a different audience.

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:

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?

- The single merit is that the book is an easy 'reference' book. If you want to know the concepts of 'corporate law' (perhaps a better title) this is a good, concise offering

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

- Areas of improvement include general layout, a stronger introduction and plan of the book, and a more sophisticated supporting narrative.
- Additionally, it is essential to include examples and reflection questions, activities or references.
- Lastly, did I miss something, but there seem to be 18 footnotes for the book - why footnotes? Perhaps a list of references of chapter endnotes might be better.

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



For questions or more information, contact the [CA Open Educational Resources Council](#).



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