

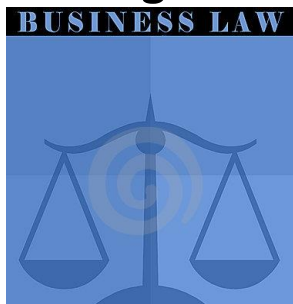


Faculty Review of Open eTextbooks

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:

The Legal and Ethical Environment of Business



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Find it: [eTextbook Website](#)

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Reviewed by:

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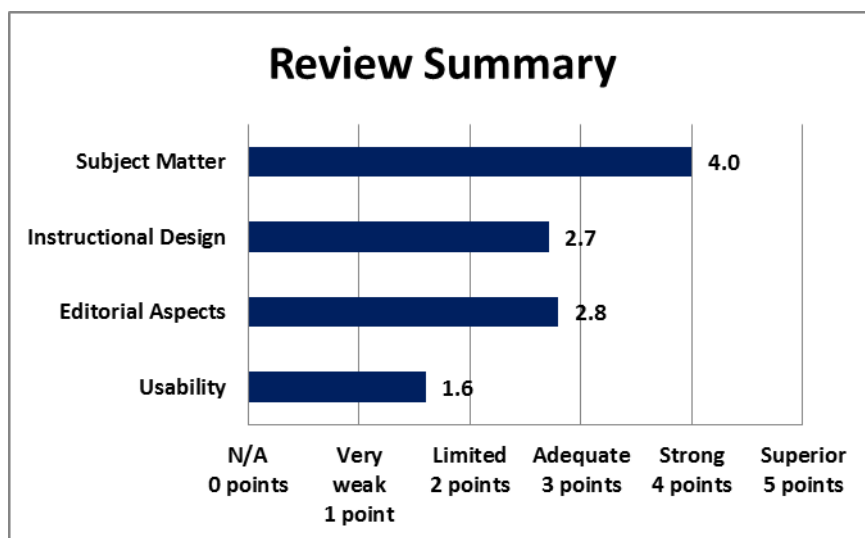
Professor

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 125](#)

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: 24 out of 30

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

- This is a basic business law textbook. It covers many of the main topics (e.g., contracts, torts, criminal law), but it leaves out some important topics, such as negotiable instruments and agency.
- I didn't see a test bank available, as that would be helpful for an instructor.
- Additionally, the online version does not contain a table of contents, nor an index. I think both of those would be helpful for students (and instructors).

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: 19 out of 35

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

- The online version is very limited. I could only scroll through page by page. There was no table of contents, nor any links to jump from topic to topic.
- The writing style is good--it flows well and is easy to read. I really enjoyed the hyperlinks within the text--it allows students to read about current cases and other relevant material. It makes the textbook appear more timely. However, it seems these hyperlinks were used as a substitute to including the text of any real opinions from seminal cases. I think students are at a disadvantage when they are unable to read cases, and see the legal reasoning used for the opinions. I did see other cases being discussed within the text of the book--which was very good--it's just I think there is something lost when case opinions (or excerpts from them) are eliminated.
- Additionally, there was too much emphasis placed on non-substantive course materials, such as the legal system, the court and introductory materials. Contracts did not start until Chapter 6, and that was almost mid-way through the textbook.
- Further, it seems the more emphasis was placed on writing, as opposed to making the textbook easier for students to learn from. For example, in contracts, the basic elements of a contract (offer, acceptance, consideration, legality and capacity) were buried in paragraphs. I believe a better way to emphasize important requirements like these should be bullet points or sub-headings. I had to read the section twice to find out where the elements of contracts were discussed.

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: 14 out of 25

Please provide comments on any editorial aspect of this textbook.

- Again, the online version which I used to link into was very limited. It seemed like it was page after page of text, with very limited visual interruptions (e.g., pictures, headings).
- There was no table of contents and no index.

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: 8 out of 25

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

- From the online version I was linked to, there was no ability to do any of these things. Scrolling through hundreds of pages to read text was not easy, and was tedious. There did not appear to be any other format which I was able to use.
- Also, the exercises at the end of each chapter seem rather simplistic and limited in scope.

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: 5 out of 10

Overall Comments

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

- The use of hyperlinks within the textbook to refer students to current cases and examples was very relevant and timely. I wish more textbooks would do this.
- The text is written in easy, well-written language. Students should have no problems understanding the materials.

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

- Table of Contents/Index
- Test banks
- More in-depth use of cases and case analysis
- More sophisticated end-of-chapter materials, perhaps including summaries or in-depth exercises

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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