Faculty Review of Open eTextbooks

The California Open Educational Resources Council 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:

The Legal and Ethical Environment of Business 2.0

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Textbook Authors:
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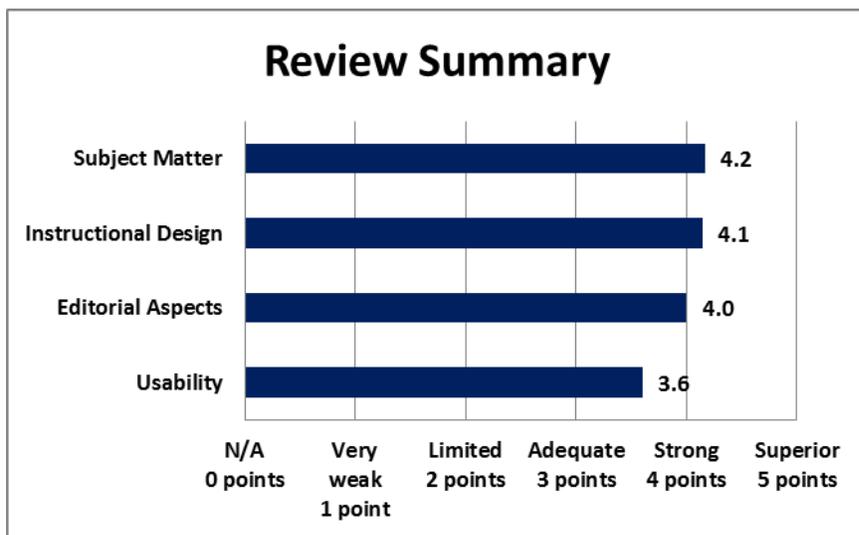
Reviewed by:
Margaret White

Institution:
College of the Siskiyous

Title/Position:
Professor

Format Reviewed:
Online

A small fee may be associated with various formats.

Date Reviewed:
August 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	

	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
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: 25 out of 30

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

- The book covers the required subject matter for a transfer-level Legal Environment of Business Course. It also includes the Constitution for the United States of America as an Appendix. There are current event examples linked throughout the text (as of August 2015 references included June 2013 access dates.)

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: 29 out of 35

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

- The text is well designed with key concepts and learning objectives listed at the beginning of each chapter and subchapter. Practice worksheets, internet examples, and other asides from the text are highlighted and formatted appropriately. Each subchapter ends with key takeaways and exercises.
- Images are used appropriately, along with graphs and other visual aids to illustrate concepts when appropriate.
- Key terms are underlined and links to pop-up definitions. This can be extremely helpful for students in this type of course.

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 latid0out 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: 20 out of 25

Please provide comments on any editorial aspect of this textbook.

- The text is well-written and designed for active learning.

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: 18 out of 25

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

- Students would need to download the pdf version of the book in order to annotate and highlight.

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	
	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
How willing would you be to adopt this book?						X

Total Points: 9 out of 10

Overall Comments

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

- The text is designed well, with built-in study aids such as hyper-linked terms, and online quizzes which link to the relative area of the text for each question. The instructor manual and PowerPoint files are timesavers for instructors. The publisher offers the ability to customize the textbook.

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

- It is unclear whether the electronic versions provide all the necessary elements for full accessibility.

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For questions or more information, contact the CA Open Educational Resources Council.