

VALENCIA COLLEGE
Division of Business and Hospitality
West Campus
GEB 1011 Introduction to Business
Session TWK (CRN 10166)
Class Policies & Course Syllabus
Fall 2016

COURSE DESCRIPTION:

This course teaches students the fundamentals of business organization and procedures to acquaint students with management, business terminology, organization, and control of a large and small business.

CREDIT HOURS: 3

PREREQUISITES: None

CLASS MEETING ROOM: Online

DAY/TIME: Online

PROFESSOR: Dr. Andrea Brvenik

OFFICE: Virtual Monday –Thursday 10am to 4-pm

PHONE: 727-642-1621

EMAIL: abrvenik@valenciacollege.edu

OFFICE HOURS

TOPICS/AREAS COVERED

1. Challenges of today's business environment
2. Creation and Distribution of wealth
3. Global markets
4. Ethical behavior and social responsibility
5. Business ownership
6. Starting a small business
7. Management, leadership, and employee empowerment
8. Customer-driven businesses
9. Operations management
10. Motivating employees
11. Human resource management
12. Employee-management issues
13. Marketing
14. Developing/pricing products and services
15. Supply chain management
16. Promoting products using marketing communications
17. Information technology
18. Financial information and accounting
19. Financial management
20. Securities markets

21. Financial institutions
22. Managing personal finances

These may be covered as discrete topics and/or integrated with other topic areas in an order at the discretion of the professor. It should be understood that this topic knowledge is the minimum level for a grade of D or better. These and other topics may be expanded or elaborated at the discretion of the individual professor and is in no way intended to be comprehensive or all-inclusive.

This course reinforces the Valencia Student Competencies of Think, Value, Act, and Communicate described in the Valencia College Catalog, which can be located at the following link: <http://valenciacollege.edu/competencies>

Major Learning Outcomes (MLO) for this Course and how each will be assessed:

- Students will be able to identify, interpret, and understand the concepts of how the supply and demand of products/services affect consumer behavior, manufacturing decisions, and the pricing of goods (The Business Environment). This MLO will be assessed through the course project, weekly LearnSmart activities, and a multiple choice exam administered after the material is covered in the course.
- Students will be able to identify and explain the differences between the 3 common forms of business ownership (Starting and Growing a Business). This MLO will be assessed through the course project, weekly LearnSmart activities, and a multiple choice exam administered after the material is covered in the course.
- Students will be able to recognize and explain the principal functions of management (Managing for Quality and Competitiveness). This MLO will be assessed through the course project, weekly LearnSmart activities, and a multiple choice exam administered after the material is covered in the course.
- Students will be able to explain the process of determining human resource needs and the steps to best match people and the desired business outcomes (Creating the Human Resource Advantage). This MLO will be assessed through the course project, weekly LearnSmart activities, and a multiple choice exam administered after the material is covered in the course.
- Students will be able to identify and explain the four "Ps" of marketing (Marketing: Developing Relationships). This MLO will be assessed through the course project, weekly LearnSmart activities, and a multiple choice exam administered after the material is covered in the course.
- Students will be able to identify and explain the functions of basic accounting, banking, and finance (Financing the Enterprise). This MLO will be assessed through the course

project, weekly LearnSmart activities, and a multiple choice exam administered after the material is covered in the course.

EDUCATIONAL MATERIALS:

Required: Understanding Business (with Connect access card), 11th Edition, Nickels, McHugh, and McHugh. Publisher: McGraw-Hill Irwin, Boston, MA

EVALUATION:

Tests, Assignments, and Attendance:

- A. There will be four exams during the term. These exams will be comprised of multiple choice questions and are administered online. The dates for the exams and the chapters included in each exam are listed in the course outline located at the end of this syllabus. Each exam must be completed by the due date.

- B. There are Connect LearnSmart assignments to complete for each chapter. The assignments are multiple choice and fill in the blank and they are completed online. The assignments must be completed by the due dates provided in this syllabus. Late assignments will not be accepted, and you must complete 100% of the chapter Connect LearnSmart assignment to earn the points. You should complete the assessments using Mozilla Firefox as your browser instead of Internet Explorer. If you experience any difficulties in Blackboard, please contact VC Blackboard help at 407-582-5600.

- C. This course will contain discussion questions to give us the opportunity to explore the material. Each discussion will be based on the chapter's main topics, and require you to post a substantive response to the main discussion question and at least one substantive response to a classmate's posting.

For credit for the discussion board requirement, you are to post a substantive reply to the instructions posted for that discussion. Then you are to post a substantive comment to someone else's posting for that discussion thread. Substantive means responses that thoroughly answer the initial discussion question or participation responses that add depth, detail, and new perspectives to the discussions. For example, use specific examples to support your responses and explain why you agree or disagree with something. Responses must be in your own words (do not copy from the text, classmates, websites, etc.) and should demonstrate your understanding and application of the course material. Do this on the Blackboard discussion board for each discussion thread. Late postings will not be given credit. You will have until 11:59 pm of the Sunday evening of the week that the discussion(s) are assigned.

GRADING SCALE:

Assessment	Total Points	Percentage of Grade
Exams	160	

(four exams, 16 chapters, 10 questions per chapter, 1 point per question)		
Connect LearnSmart Assignments (18 assignments, one assignment per chapter, 30 questions per chapter, 10 points each assignment)	180	
Course Project Written assignment	100	
Discussion (5 weeks, 10 points each)	50	
Total	510	100%

Points	Percentage	Grade
	90% – 100%	A
	80% - 89%	B
	70% - 79%	C
	60% - 69%	D
	Below 60%	F

Academic Honesty:

- A. All forms of academic dishonesty are prohibited at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive.
- B. All work submitted by students is expected to be the result of the students' individual thoughts, research, and self-expression. Whenever a student uses ideas, wording, or organization from another source, the source shall be appropriately acknowledged.
- C. Students shall take special notice that the assignment of course grades is the responsibility of the students' individual professor.

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-11

The policy can be located at the following link:

http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=193&volumeID_1=8&navst=0

Student Code of Conduct:

Valencia College is dedicated to the advancement of knowledge and learning and also to the development of responsible personal and social conduct. The primary purpose for the maintenance of discipline in the College setting is to support a civil environment conducive to learning and inquiry.

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03

The policy can be located at the following link:

http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=180&volumeID_1=8&navst=0

Student Assistance Program:

Valencia College has contracted with a private and confidential counseling service to provide short-term assistance to credit students who need to resolve problems that are affecting their college performance. Examples might include: stress, relationship/family issues, alcohol/drug problems, eating disorders, depression, and gender issues. Students who are experiencing any of these issues and who are enrolled in credit classes at Valencia should call the toll-free number 1-800-878-5470 to speak to a professional counselor. Following is the link to the website: <http://catalog.valenciacollege.edu/studentservices/baycarestudentassistanceservices/>

Withdrawal Policy: The student is permitted to withdraw from a class on or before the withdrawal deadline as published in the College calendar. A student is not permitted to withdraw from a class after the withdrawal deadline, which is 11/18/16 for this class in the Fall 2016 Semester. The professor is permitted to withdraw a student from the class for violation of the professor's attendance policy with written notification to the student prior to the beginning of the final exam period as published in the faculty member's syllabus. Before withdrawing from a class, I highly recommend you speak with your financial aid counselor as students on financial aid may be adversely affected by withdrawing from classes.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn by a professor will receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or other grade as determined in consultation with the professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F".

Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's academic achievement upon the completion of all course work, including the required final examination. A student who fails to take the required final examination may receive a final course grade earned, unless the professor elects to assign the student a grade of "I" or as otherwise addressed in the Professor's course syllabus.

“No Show” Status:

Class attendance is required beginning with the first class meeting. If you do not attend the first class meeting, you may be withdrawn from the class as a “no show.” Students who are not actively participating in an online class and/or do not submit the first assignment by the scheduled due date must be withdrawn by the instructor at the end of the first week as a "no show". If you are withdrawn as a “no show,” you will be financially responsible for the class and a final grade of “WN” will appear on your transcript for the course. The policy can be located at the following link:

<http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/>

CLASS POLICIES:

1. **Attendance:** If you do not attend, as described below, for two weeks, you are subject to withdrawal. Attendance is recorded each time you post a discussion question response or submit an assignment or exam. Logging into Blackboard without submitting something does not count for attendance. The academic week is Monday-Sunday by midnight (Eastern Time). To receive credit for attending your class, you must submit at least one of the following items each week:

1. Submit an academic assignment.
2. Submit an exam.
3. Participate in a posted online academic discussion.

If the syllabus notes additional activities that must be completed during a given week or time period for the student to be viewed as having “attended” the course, those instructions apply in addition to the minimal requirements listed above.

NOTE:

- Logging into class without active participation does not constitute weekly attendance.
 - Participation must be in the Blackboard shell. Work done in a lab or other outside environment will not count towards attendance.
2. **Exams and Assignments:** The student is responsible for taking their exams and completing assignments by the assigned due dates. Extenuating circumstances such as hospitalization or a death in the immediate family preventing the completion of an exam or assignment must be documented and provided to the instructor. Make up exams and assignments are subject to the approval of the instructor based on documentation provided by the student.
 3. **Student Technology in the Classroom:** Florida is a “two consent” state concerning recording conversations. Students may not record their instructors, either in conversation or in class, without their consent. If you want to record a classroom conversation, you must first receive permission from everyone who might be part of the recording.
 3. Students must do their own work; there are no exceptions. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.
 4. Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.
 5. Students with disabilities who qualify for academic accommodations must provide a letter from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first week of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

SCHEDULE OF CLASSES
 GEB 1011 - Introduction to Business
 Session TWK (CRN 10166)
 Fall 2016

Week Beginning (Monday)	Assignment	Assignment Due Date	Points Possible
Week 1 October 3 rd	Read: (1) Dynamic Business Environment and (2) Understanding How Economics Affects Business Complete: LearnSmart Assignments Respond: Week One Discussion	Sunday, October 9 th	LearnSmart: 20 Discussion: 10
Week 2 October 10 th	Read: (3) Doing Business in Global Markets and (4) Demanding Ethical and Socially Responsible Behavior Complete: LearnSmart Assignments Exam #1 – Chapters 1, 2, 3, 4	Sunday, October 16 th	LearnSmart: 20 Exam: 40
Week 3 October 17 th	Read: (5) How to Form a Business and (6) Entrepreneurship and Starting a Small Business Complete: LearnSmart Assignments Respond: Week Three Discussion	Sunday, October 23 rd	LearnSmart: 20 Discussion: 10
Week 4 October 24 th	Read: (7) Management and Leadership and (9) Production and Operations Management Complete: LearnSmart Assignments Exam #2 – Chapters 5, 6, 7, 9	Sunday, October 30 th	LearnSmart: 20 Exam: 40
Week 5 October 31 st	Read: (11) Human Resource Management	Sunday, November 6 th	LearnSmart: 20 Discussion: 10

	and (12) Dealing with Employee – Management Issues Complete: LearnSmart Assignments Respond: Week Five Discussion		
Week 6 November 7 th	Read: (13) Marketing – Helping Buyers Buy and (14) Developing and Pricing Goods and Services Complete: LearnSmart Assignments Respond: Week Six Discussion	Sunday, November 13 th	LearnSmart: 20 Discussion: 10
Week 7 November 14 th	Read: (15) Distributing Products and (16) Using Effective Promotions Complete: LearnSmart Assignments Exam #3: Chapters 13-16	Sunday, November 20 th	LearnSmart: 20 Exam: 40
The college is closed 11/23-11/27	Work on Course Project due Week 8	No deliverables due this week	
Week 8 November 28 th	Read: (17) Understanding Accounting and Financial Information and (18) Financial Management Complete: LearnSmart Assignments Complete: Course Project	Sunday, December 4 th	LearnSmart: 20 Course Project: 100
Week 9 December 5 th	Read: (19) Using Security Markets for Fin and Investment Opportunities Read: (20) Money, Financial Institutions, and the Federal Reserve Complete: LearnSmart Assignments	Sunday, December 11 th	LearnSmart: 20 Discussion: 10

	Respond: Week Nine Discussion		
Week 10 December 12 th	Exam #4 - Final Exam (Chapters 17-20)	<u>FRIDAY</u> , December 16 th	Exam: 40

DISCLAIMER:

The schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.