

VALENCIA COLLEGE
 Introduction to Business
 Class Policies & Course Syllabus
 Summer 2023
 (06/20/23-08/01/23)

COURSE DESCRIPTION:

This introductory 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. Upon completion of the course, you should feel comfortable considering careers in both small and large multi-national corporations.

CREDIT HOURS:	3	PROFESSOR:	Dr. Andrés Villalobos
PREREQUISITES:	None	EMAIL:	Please use your Canvas Inbox for all course-related inquiries. Direct email on emergencies only: avillalobos3@valenciacollege.edu
CLASS MEETING ROOM:	Canvas Online Course	OFFICE HOURS:	By Appointment Only
DAY/TIME:	N/A		

TOPICS/AREAS COVERED

- Taking Risks and Making Profits within the Dynamic Business Environment
- Understanding Economics and How it Affects Business
- Doing Business in Global Markets
- Demanding Ethical and Socially Responsible Behavior
- How to Form a Business
- Entrepreneurship and Starting a Small Business
- Management and Leadership
- Production & Operations Management
- Human Resource Management
- Dealing with Employee-Management Issues
- Marketing
- Developing & Pricing Goods & Services
- Distributing Products
- Using Effective Promotions
- Financial Management
- Using Securities Markets for Financing and Investing Opportunities
- Money, Financial Institutions, and the Federal Reserve

These topics may be covered as discrete topics and/or integrated with other topic areas in an order at the discretion of the professor. 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.

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 SmartBook activities, discussions, and a multiple-choice quiz 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 SmartBook activities, discussions, 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 SmartBook activities, discussions, 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 weekly SmartBook activities, discussions, 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 SmartBook activities, discussions, 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 SmartBook activities, discussions, and a multiple choice exam administered after the material is covered in the course.

TEXTBOOK AND MATERIALS (REQUIRED):

Understanding Business 13th ed. (with Connect Access Card)

- Nickels, W. G., McHugh, J. M., & McHugh, S. M. (2022). *Understanding business* (13th). New York, NY: McGraw-Hill Education.

HANDOUTS & ONLINE RESOURCES

- *Handouts:* All additional materials will be made available on Valencia College Online Canvas or McGraw-Hill's Connect Homework System. Please access these resources as made available on Canvas or the McGraw-Hill Connect learning management system.
- *Canvas:* The primary means of communication will be Canvas. This will include such items as announcements, assignment instruction and due dates, and grades.

- *McGraw-Hill Connect*: Some resources used in the class will be made available through Connect. Connect is a resource offered through the textbook publisher and provides an array of learning resources.

COURSE COMPETENCIES

The course seeks to strengthen students' skills applicable to Valencia's Student Core Competencies (*Think, Value, Communicate, and Act*) as described in the Valencia College Catalog, which can be located at the following link: <http://valenciacollege.edu/competencies>

EVALUATION

Exams, Assignments, and Attendance:

1. There will be a 10-question quiz on each chapter covered. The quizzes will be comprised of multiple-choice questions and are administered online. The dates for the quizzes and are listed in the course outline located in this syllabus. Each quiz must be completed by the due date to receive credit.
2. There are Connect SmartBook assignments to complete for each chapter. The assignments are worth 10 points each, multiple choice and fill in the blank, and they are completed online. The assignments should be completed during the week the chapters are covered and the assignments are due by Sunday midnight of that week (an outline is provided in this syllabus). Late assignments will not be accepted, and you must complete 100% of the chapter Connect SmartBook 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 Canvas, please contact VC Canvas at 407-582-5600.
3. There will be discussion questions to give us the opportunity to explore the course concepts. Each discussion will be based on the chapter's main topics and require you to post a substantive response to the discussion question and respond to at least two classmate's posting and the professor. See details under the *Online Discussion Guidelines*.
4. There will be one paper (case study) worth 100 points. Responses to the case study should be typed in a Microsoft Word document, submitted through Canvas, and is due by the date indicated in the course outline. Each submission will be run through Unicheck to check for plagiarism.
5. There will be one reflection paper, which allows you to reflect on the top three things you learned in the course, why the concepts are important, and how you will use them. Late submissions will not be accepted.
6. There will be a 25-question multiple choice final exam administered online. There is one attempt on the exam. Late submissions will not be accepted.

GRADING SCALE

Assessment	Total Points	Percentage of Grade
Quizzes (14 chapters, 10 points per chapter)	150	23%

Assessment	Total Points	Percentage of Grade
Connect SmartBook Assignments (14 assignments, 10 points each assignment)	150	23%
Discussions (3 discussions, 55 points each)	165	26%
Paper (1 assignment, 100 points)	100	16%
Reflection Paper (1 assignment, 25 points)	25	4%
Final Exam (25 questions, 50 points)	50	8%
Total	640	100%

COLLEGE POLICIES

- **No Show Policy**
 - Class attendance is required for face-to-face classes 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”. Class attendance is required for online classes; students who are not actively participating in an online class and/or do not submit the required attendance activity or 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.”
- **Withdrawal Policy**
 - Per Valencia policy, a student who withdraws from class before the established deadline for a particular term will receive a grade of “W”. A student is not permitted to withdraw after the withdrawal deadline.
 - A faculty member will withdraw a student up to the withdrawal deadline for violation of the class attendance policy. A student who is withdrawn by faculty for violation of the class attendance policy will receive a grade of “W”. After the withdrawal deadline, faculty will not withdraw a student and the student will receive the grade earned at the end of the course. 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.” If you do not intend to complete the course, you must withdraw yourself prior to the withdrawal date.
- **College Student Conduct Policy**
 - Valencia is dedicated not only to the advancement of knowledge and learning but also to the development of responsible personal and social conduct. As a registered student, you assume the responsibility for conducting yourself in a manner that contributes positively to Valencia’s learning community and that does not impair, interfere with, or obstruct the orderly conduct, processes, and functions of the college as described in the Student Code of Conduct.

- **Academic Honesty**
 - 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.
 - 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. If a student is caught submitting plagiarized work a first offense will result in a zero score on the assignment, a second offense will result a class grade of F.
 - 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
- **Students with Disabilities**
 - Valencia is committed to ensuring that all of its programs and services are accessible to students with disabilities. The Office for Students with Disabilities (OSD) determines reasonable and appropriate accommodations for qualified students with documented disabilities based upon the need and impact of the specific disability.
 - Any student requiring course accommodations due to physical, emotional or learning disability must contact the instructor and provide a Notification to Instructor form by the end of the second week of class. To obtain a letter of accommodation, contact OSD at 407-582-2229.
- **BayCare Student Assistance Services**
 - Valencia College strives to ensure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. If needed, the counselor may refer the student to appropriate resources or to speak face-to-face with a licensed counselor.
- **Student Illness**
 - If you are unable to participate in the course due to illness, family emergency, etc., please communicate with me as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with me as soon as possible in order to create a plan for the best course of action.
- **Additional Resources**
 - **Loaner Laptops for Students** - Due to the COVID-19 situation and shift to virtual/online learning, Valencia is currently loaning laptops to students in

need. You can request a laptop by completing the request form at <https://valenciacollege.edu/laptop> . This link will take you to the Atlas log-in screen, and then to the form. Laptops are distributed on a first come-first served basis, so if you are in need, request a laptop early!

- **Distance Tutoring & Technology Support at Valencia:** You can easily access Valencia's *free* distance tutoring and tech support from a computer, laptop or mobile device. Distance tutoring services are provided fully online via Zoom. Through this service, you will receive real-time assistance via a Valencia tutor. Online tutoring is offered in: mathematics, sciences, accounting & economics, computer programming, EAP and foreign languages, and writing. Online Learning Technology Support services are also available. Students can receive assistance with navigating: Canvas, OneDrive, Zoom, YouTube, and Microsoft Office (Word, Excel, & PowerPoint). Support is also provided for video editing (via iMovie and MovieMaker) and converting documents from a Mac to PC. Tech support is available live (on-demand) via Zoom, by appointment, or via email. Students are encouraged to use the 24/7 Canvas Help located inside Canvas by clicking on the "Help" icon. To get started using the Distance Tutoring and Learning Technology Support services, please visit www.valenciacollege.edu/tutoring. Through this site, you can view the schedule of tutors/tech support assistants, find available times, learn more about the services, and access a collection of supplemental resources that are available 24/7. Hours of Operation: Monday-Friday: 8 am – 10 pm; Saturday & Sunday: 9 am – 7 pm.
- **Online Tools** - As a Valencia student, you have access to Microsoft Word (as well as Microsoft Excel, PowerPoint, etc.) free for personal use. You can learn more about accessing these applications in [Atlas](#), on the "My Atlas" tab, right hand column, under "Microsoft Office for Personal Use."
- Academic Resources - We want you to stay connected to the latest academic resources we have available for you during this transitional time.
- **Online Tutoring Services:** In response to COVID-19, Valencia's tutoring services have moved online and are now being offered for accounting & economics, computer programming, math, EAP and foreign languages, science, writing, and more! To get started, visit <https://libguides.valenciacollege.edu/c.php?g=1014597&p=7348794> and self-enroll in the tutoring courses in Canvas. This is where you will access the links to live tutoring (via Zoom), as well as the schedule of tutors, times, services, and additional topics through Smarthinking.
- **Quick Start Library Guide:** Use this handy guide to learn about and gain access to all the library resources from home or on-the-go. Visit <http://libguides.valenciacollege.edu/quickstartlibraryguide> to get started!
- **Keep Learning:** Visit <https://valenciacollege.edu/students/online/keep-learning/> if you are still unable to find what you are looking for, please visit our Keep Learning webpage to get information on a wide range of resources and online learning tips.
- **Enrollment services:**
 - Call: 407-582-1507

- Email: enrollment@valenciacollege.edu
- Hours
 - Mon-Thurs: 8 AM - 8 PM
 - Fri: 8 AM - 5 PM
 - Sat and Sun: - 10 AM - 3 PM
- **Academic Advising:**
 - Call: 407-582-1507
 - Email: advising@valenciacollege.edu
 - Link to “chat” <https://valenciacollege.edu/students/advising-counseling/>
 - Hours
 - Mon-Fri: 7 AM – 10 PM
 - Sat and Sun: - 10 AM - 10 PM
- **Virtual Answer Center:**
 - M-F 7a-10p
 - Sat/Sun 10a-10p
 - [Zoom Link to Virtual Answer Center](#)
 - [Website](#) for Virtual Answer Center
- **Counseling Services:**
 - M-Th 8a-8p
 - Friday 8a-5p
 - Sat/Sun 10a-3p
- **Financial Aid:**
 - Contact FinAidOffice@valenciacollege.edu for their financial aid questions, as well as for potential assistance with financial support

COLLEGE LINKS

[College Catalog](#)

[Valencia Policy Manual](#)

[Student Handbook](#)

[Microsoft Office Instructions for free software](#)

[Course Support](#): onsite, online tutoring, writing help, etc.

COURSE POLICIES

- **Attendance Policy** – Online courses move swiftly, and it is easy for students to fall behind if not actively engaging in class discussions. Attendance is recorded each time you submit an assessment or participate in a posted online academic discussion. Logging into class without active participation does not constitute weekly attendance. The online academic week runs from Monday at 12:00 am EST to Sunday at 11:59 pm EST. If you are absent for more than two weeks in the semester or fail to complete two (2) successive discussion forums, you are subject to automatic withdrawal from the course. 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.

- **Late Submissions** - Assignments that are submitted late will have their points reduced in accordance with their tardiness. For each day that assignments are late, the total possible points will be reduced by 10 percent. This means that an assignment submitted five days after the required deadline will receive an F. However, since the final course grade is based on points earned for all assignments, you should never fail to submit an assignment. An assignment submitted late can still make a significant contribution to your overall point total for the course. I reserve the right to not accept a late submission when a previous one has been late. 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.
- **Make-Up Policy** – Students are adult learners responsible for both their actions and inactions. As such, tardiness with regard to completing assignments is considered unprofessional and is generally not condoned.
- **Student Code of Conduct:** Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03
- **Atlas Account** - 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.
- **Withdrawal Policy:**
 - Students who are enrolled, but do not participate during the first week of the course will be classified as “No show” students and withdrawn from the course by Dr. Villalobos.
 - A student is permitted to withdraw from a class on or before the withdrawal deadline as published in the College’s Important Dates. Calendar <http://valenciacollege.edu/calendar/>
 - A student is not permitted to withdraw from a class after the withdrawal deadline. 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.
 - 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. Missed assignments shall receive zero points. A grade of “I” or Incomplete may be posted at term’s end by the professor only under extenuating circumstances.
- **Online Discussion Guidelines**
 - The online discussion forum begins on Monday at 12:00 AM EST and the final posting for the weekend on a Sunday night at 11:59 PM EST.
 - **There is a minimum of three meaningful posts:**

- Submit one initial meaningful (main) response to the prompt by Sunday at 11:59 PM EST.
- Submit two meaningful responses on two classmates' postings by Sunday at 11:59 PM EST.
 - Please note that you are required to make two meaningful comment postings to your classmates' initial post. Comments such as “You did an awesome job”, “You explained your point well”, “I like the way you summarized the reading” are not meaningful comments. Make sure you understand the content covered and your peer’s point of view. Then, think about both (readings & peer’s content) and formulate your post.

Criteria	Ratings			
Initial Post	(20 pts) Response goes beyond simply answering the prompt; attempts to stimulate further thought & discussion.	(12 pts) Response provides obvious information without further analysis of the concept; lacks depth of knowledge or reasoning.	(6 pts) Response does not accurately address the prompt or all parts of the prompt.	(0 pts) No response provided to the prompt within the associated time frame.
Responses to Peers	(35 pts) Responses are substantive and attempt to stimulate further thought & discussion.	(15 pts) Responses provide obvious information without further analysis of the concept.	(6 pts) Responses are very brief and do not add new content or depth.	(0 pts) No responses provided within the associated time frame.
				Total Points: 55

CLASS POLICIES:

- Multiple Choice Quizzes will be made available for a full-week. Students will have from 30 to 120 minutes to complete online exams. See specific times for each quiz or exam.
- **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 Valencia College.**
- Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from Dr. Villalobos. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.
- Students with disabilities who qualify for academic accommodations must provide a letter from the Office of Students with Disabilities, and accommodations will be based upon said documentation. Contact OSD directly at West Campus SSB 102, ext. 1523.
- Audio and video recording are strictly prohibited unless a letter is provided by the Office of Students with Disabilities.

CLASS SCHEDULE

See Canvas

DISCLAIMER STATEMENT (MODIFICATIONS TO SYLLABUS)

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.