VALENCIA COLLEGE

School of Business

West Campus

GEB 1011 Introduction to Business

Session Full (CRN 31244)

Class Policies & Course Syllabus

Summer 2024

**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

**DAY/TIME:** Wednesdays from 10:00 am – 11:45 am

**LOCATION:** West Campus, Building 11, Room 349

**PROFESSOR:** Dr. Cheri Munley

**OFFICE:** West Campus, Building 11, Room 347

**PHONE:** 407-582-1322

**EMAIL:** ccutter1@valenciacollege.edu

**SCHEDULED OFFICE HOURS**

Monday, Tuesday, Thursday, Friday 9:00 am – 11:00 pm (virtual – via e-mail)

Wednesday 11:45 am – 1:45 pm (West Campus, Building 11, Room 347)

**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

1. Human resource management
2. Employee-management issues
3. Marketing

14. Developing/pricing products and services

15. Supply chain management

16. Promoting products using marketing communications

17. Information technology

1. Financial information and accounting
2. Financial management
3. Securities markets
4. Financial institutions
5. Managing personal finances

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These 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.

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 SmartBook activities and multiple-choice quizzes 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 and multiple-choice quizzes 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 and multiple-choice quizzes 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 SmartBook activities and multiple-choice quizzes 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 and multiple-choice quizzes 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 and multiple-choice quizzes administered after the material is covered in the course.

**EDUCATIONAL MATERIALS**:

Required: Understanding Business (with Connect access card), 13th Edition, Nickels, McHugh, and McHugh. Publisher: McGraw-Hill Irwin, Boston, MA

**EVALUATION:**

1. There will be multiple-choice quizzes on each chapter covered and each quiz is worth 20 points. The dates for the quizzes are listed in the course outline located in this syllabus and in the respective weekly modules in Canvas. Each quiz must be completed by the due date to receive credit.
2. There are Connect SmartBook assignments to complete for each chapter. The completion of each SmartBook assignment is worth 20 points. Questions can be multiple choice or fill in the blank, but they must be answered correctly to complete the assignment. 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.
3. There are three discussions, which require a substantive initial response and at least one substantive response to a classmate. Each discussion is worth 20 points.
4. There are three case studies discussions that provide the opportunity to demonstrate understanding and application of course concepts. Each case study is worth 50 points.

You should complete the assessments using Mozilla Firefox as your browser instead of Internet Explorer or Microsoft Edge. If you experience any difficulties in Canvas, please contact VC Canvas help at 407-582-5600.

**GRADING SCALE:**

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| --- | --- | --- |
| **Assessment** | **Total Points** | **Percentage of Grade** |
| **Chapter Quizzes**  (16 chapters, 20 points per chapter) | 320 | 38% |
| **Connect SmartBook Assignments** (16 assignments, 20 points each) | 320 | 38% |
| **Discussions**  (3 discussions, 20 points each) | 60 | 7% |
| **Case Studies**  (3 case studies, 50 points each) | 150 | 18% |
| **Total** | 850 | 100%\* |

\*Rounded

|  |  |  |
| --- | --- | --- |
| **Points** | **Percentage** | **Grade** |
| 765 - 850 | 90% – 100% | A |
| 680 - 764 | 80% - 89% | B |
| 595 - 679 | 70% - 79% | C |
| 510 - 594 | 60% - 69% | D |
| Below 510 | Below 60% | F |

**COLLEGE POLICIES:**

**Academic Honesty:**

1. 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.
2. 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.

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/>

**Students with Food/Housing/Financial Needs**

Any student who has difficulty accessing sufficient food to eat, or who lacks a safe and stable place to live, and believes this may affect his or her performance in the course, is urged to meet with a Counselor in the [Advising Center](https://valenciacollege.edu/students/advising-counseling/) for information about resources that may be available from the college or community.

**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 6/28/24 for this class in the Summer 2024 Semester. I also highly recommend you contact your academic adviser and 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 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".

**Note to International Students (F-1 or J-1 Visa)**

Please be advised that withdrawal from this course due to attendance may result in the termination of your visa status if you fall below the full-time enrollment requirement of 12 credit hours. Contact Valencia’s [International Student Services](http://valenciacollege.edu/international/) office for more information.

If you drop the course(s) by the Drop/Refund Deadline, which is 5/13/24 for this class, all tuition and refundable fees will be refunded. (Application and certain other fees are not refundable.) See (College Policy: 6HX28:06-08.1 Student Fees and Refunds) for more information.

**“No Show” Status:**

Class attendance is required. Students who are not actively participating in an online class and/or do not submit the first week’s 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:** Class attendance is an essential component of your success in this course. Attendance is recorded each week you submit any of that week’s required assessments. You are marked absent each week you do not submit any of the weekly assignments. Logging into Canvas without submitting something does not count for attendance.  The academic week runs from Monday at 12:00am EST to Sunday at 11:59pm EST.

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.

2. **Exams and Assignments:** The student is responsible for taking their exams and completing assignments during the week they are assigned. Assessments not submitted by the assigned due dates will not be accepted. 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. Students must do their own work; there are no exceptions.

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

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| --- | --- | --- | --- |
| **Week**  **Beginning (Monday)** | **Assignment** | **Due Date** | **Points Possible** |
| Week 1  May 6 | **Read:** Syllabus  **Complete:** Attendance Quiz  **Read:** (1) Dynamic Business Environment  **View:** PowerPoint  **Complete:** Discussion  **Complete:** SmartBook  **Complete:** Quiz | Sunday,  May 12 | SmartBook: 20  Quiz: 20  Discussion: 20 |
| Week 2  May 13 | **Read:** (2) Understanding How Economics Affects Business  **View:** PowerPoint  **Complete:** SmartBook  **Complete:** Quiz  **Complete:** Case Study | Sunday  May 19 | SmartBook: 20  Quiz: 20  Case Study: 50 |
| Week 3  May 20 | **Read:** (3) Doing Business in Global Markets  **View:** PowerPoints  **Complete:** SmartBook  **Complete:** Quiz | Sunday,  May 26 | SmartBook: 20  Quiz: 20 |
| Week 4  May 27 | **Read:** (4) Demanding Ethics and Socially Responsible Behavior  **View:** PowerPoint  **Complete:** SmartBook  **Complete:** Quiz  **Complete:** Case Study | Sunday  June 2 | SmartBook: 20  Quiz: 20  Case Study: 50 |
| Week 5  June 3 | **Read:** (5) How to Form a Business and  (6) Entrepreneurship and Starting a Small Business  **View:** PowerPoints  **Complete:** SmartBooks  **Complete:** Quizzes | Sunday,  June 9 | SmartBooks: 40  Quizzes: 40 |
| Week 6  June 10 | **Read:** (7) Management and Leadership and  (11) Human Resource Management  **View:** PowerPoints  **Complete:** SmartBooks  **Complete:** Quizzes | Sunday,  June 16 | SmartBooks: 40  Quizzes: 40 |
| Week 7  June 17 | **Read:** (13) Marketing – Helping Buyers Buy and  **View:** Resources  **Complete:** SmartBook  **Complete:** Quiz  **Complete:** Discussion | Sunday,  June 23 | SmartBook: 20  Quiz: 20  Discussion: 20 |
| Week 8  June 24 | **Read:** (14) Developing and Pricing Goods and Services  And (15) Distributing Products  **View:** Resources  **Complete:** SmartBook  **Complete:** Quiz | Sunday,  June 30 | SmartBooks: 40  Quizzes: 40 |
| Week 9  July 1 | **Read:** (16) Using Effective Promotions  **View:** Resource  **Complete:** SmartBook Assignment  **Complete:** Quiz  **Complete:** Case Study | Sunday  July 7 | SmartBook: 20  Quiz: 20  Case Study: 50 |
| Week 10  July 8 | **Read:** (17) Understanding Accounting and Financial Information  **View:** Resources  **Complete:** SmartBook  **Complete:** Quiz | Sunday,  July 14 | SmartBook: 20  Quiz: 20 |
| Week 11  July 15 | **Read:** (18) Financial Management  (19) Using Security Markets for Financial and Investment Opportunities  **View:** Resources  **Complete:** SmartBooks  **Complete:** Quizzes | Sunday,  July 21 | SmartBooks: 40  Quizzes: 40 |
| Week 12  July 22 | **Read:** (20) Money, Financial Institutions, and the Federal Reserve  **View:** Resources  **Complete:** SmartBook  **Complete:** Quiz  **Complete:** Discussion | Sunday  July 28 | SmartBook: 20  Quiz: 20  Discussion: 20 |

**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.