

CONTACT INFO

Instructor: Carla Nevarez
Mobile Phone: 407-900-5412 text / call
Office Phone: 407-582-5130
Email: cnevarez2@valenciacollege.edu
Campus: West – Division of Business
Office Hours: By Appointment (Online / Email)
Canvas Support Hotline: 407-582-5600

COURSE INFO

Building/Room: Online
Meeting Time: Monday at 12:00am EST to
 Sunday at 11:59pm EST
Credit Hours: 3
Prerequisites: None
Text & Required Supplies: Understanding Business
 (with Connect access card), 13th Edition, Nickels,
 McHugh, and McHugh.
Publisher: McGraw-Hill Irwin, Boston, MA

COURSE DESCRIPTION & PREREQUISITES

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.

TOPICS/AREAS COVERED

1. Challenges of today's business environment	12. Employee-management issues
2. Creation and Distribution of wealth	13. Marketing
3. Global markets	14. Developing/pricing products and services
4. Ethical behavior and social responsibility	15. Supply chain management
5. Business ownership	16. Promoting products using marketing communications
6. Starting a small business	17. Information technology
7. Management, leadership, and employee empowerment	18. Financial information and accounting
8. Customer-driven businesses	19. Financial management
9. Operations management	20. Securities markets
10. Motivating employees	21. Financial institutions
11. Human resource management	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. 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.

MAJOR LEARNING OUTCOMES (MLO) FOR THIS COURSE

The following MLOs will be assessed through online assessment techniques, discussion questions, weekly LearnSmart activities, and multiple-choice quizzes administered after the material is covered in the course.

- 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).
- Students will be able to identify and explain the differences between the 3 common forms of business ownership (Starting and Growing a Business).
- Students will be able to recognize and explain the principal functions of management (Managing for Quality and Competitiveness).
- 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).
- Students will be able to identify and explain the four "Ps" of marketing (Marketing: Developing Relationships).
- Students will be able to identify and explain the functions of basic accounting, banking, and finance (Financing the Enterprise).

EVALUATION

1. There will be a 10-question quiz on each chapter covered. The quizzes are worth 10 points 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 Sunday at 11:59pm ET of that week** (an outline is provided in this syllabus). Late submissions will have a deduction of 10% per day.
2. There are Connect SmartBook 2.0 assignments to complete for each chapter. The assignments are worth 10 points each, multiple choice and/or 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 at 11:59pm ET of that week** (an outline is provided in this syllabus). Late submissions will not be accepted.
3. There are Connect video cases and case analyses to watch and complete for select chapters. The assignments are worth 25 points each, comprised of multiple-choice questions, and they are completed online. The assignments should be completed during the week the chapters are covered and **are due by Sunday at 11:59pm ET** of that week (an outline is provided in this syllabus). Late submissions will have a deduction of 10% per day.
4. There are Scenario Activity where you will interact and apply the concepts in an adaptive exercise. These assignments are worth 25 points each. The assignments should be completed during the week the chapters are covered and **are due by Sunday at 11:59pm ET** of that week (an outline is provided in this syllabus). Late submissions will not be accepted.
5. 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 one classmate's posting. The discussions are worth 25 points each and they are completed online. **Your initial (first) post should be completed no later than Wednesday at 11:59pm ET of each week and your reply is due by Sunday at 11:59pm ET.** Once the discussion has closed for the week it will not be reopen.

For credit, the discussion board requirements are to post a substantive reply to the instructions posted for that discussion and a substantive comment to a classmate's posting for that discussion thread. Responses must be in your own words. Substantive means responses that add depth and detail to the discussions. For example, use specific examples to support your responses and explain why you agree or disagree with something. "I agree with him/her/them" is not a posting. Late postings will not be accepted.

6. There will be **three** case studies worth 50 points each. Responses to the case studies should be typed in a Microsoft Word document in APA format, submitted through Canvas, and **are due by the dates indicated in the course outline**. Each submission will be run through Unicheck to check for plagiarism. Late submissions will have a deduction of 10% per day.
7. The final exam is 60 multiple-choice questions on the chapters covered and is worth 150 points. The final exam is online and must be submitted by **Sunday, 12/9 at 11:59 pm ET**. Late submissions will not be accepted.
8. There will be one reflection paper worth 50 points, which allows you the opportunity to reflect on what you have learned in the course and how you will use this information. Assignment directions are posted in the course. The reflection paper is online and must be submitted by **Sunday, 12/9 at 11:59 pm ET**. Late submissions will not be accepted.

You should complete the assessments using Mozilla Firefox or Google Chrome as your browser. Canvas no longer supports Internet Explorer. You can use the following links to download the software: [Google Chrome](#) | [Mozilla Firefox](#)

If you experience difficulties with Canvas, please contact Canvas Support Hotline at 407-582-5600 or use the chat feature within Canvas located under the Help Button.

IMPORTANT DATES

Start Date:	Monday, September 26, 2022
End Date:	Final Exam is due Friday, December 9, 2022, at 11:59 pm ET
Drop/Refund Deadline:	October 3, 2022 at 11:59pm ET
No Show Reporting Period:	October 4 -13, 2022
Withdrawal Deadline- "W" Grade:	November 11, 2022
College Closed:	Veterans Day November 11, 2022 Thanksgiving Break November 23-27, 2022

GRADING BREAKDOWN

Assessment	Total Points	Percentage of Grade
Case Studies (3 assignments, 50 points each)	150	15%
Connect – SmartBook 2.0 Assignments (9 assignments, 25 points each assignment)	225	22.5%
Connect - Quizzes (5 quizzes, 25 points per quiz)	125	12.5%
Connect – Video Cases (4 assessments, 25 points each)	100	10%
Discussion (6 discussions, 25 points each)	150	15%
Final Exam (60 questions, 2.5 point each)	150	15%
Reflection Paper	50	5%
Scenario Activity (2 assessments, 25 points each)	50	5%
Total	1000	100%

GRADING SCALE

Points	Percentage	Letter Grade
900 - 1000	90% - 100%	A
800 – 899	80% - 89%	B
700 – 799	70% - 79%	C
600 – 699	60% - 69%	D
0 – 599	0% - 59%	F

COLLEGE POLICIES

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.

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

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](#)

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.

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 **11/11/22 11:59pm ET** for this class in the **Fall 2022 Semester**. I also highly recommend you contact your academic advisor and financial aid counselor as students on financial aid may be adversely affected by withdrawing from classes. 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.

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 cumulative points earned.

"No Show" Status:

Class attendance is required beginning with the first week of class. If you do not attend the first week of class, 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. [Class Attendance Policy](#).

No Show Report is from October 4 -13. Remember that the Drop/Refund Deadline is October 3 at 11:59pm ET

CLASS POLICIES

Attendance:

Class attendance is an essential component of your success in this course. **If you are absent more than two weeks in the semester, you are subject to withdrawal.** 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.

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 have a deduction of 10% per day.** This extension will only apply to certain assignments, see Evaluation section above. Exceptions to this would be 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. **Extra credit is not available in this course.**

Students must do their own work; there are no exceptions. All written assignments are submitted to an online plagiarism checker. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.

Atlas:

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.

Academic Accommodations:

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).



COURSE SCHEDULE
GEB 1011 – Introduction to Business
CRN 10109

Week	Assignments	Due Date	Points Possible
Week 1 9/26	Read: Syllabus Read: (1) Dynamic Business Environment Complete: SmartBook 2.0 Complete: Introduction Complete: Discussion	Sunday, 10/2	SmartBook 2.0: 25 Discussion: 25 Introduction: 5
Week 2 10/3	Read: (2) Understanding Economics and How It Affects Business Complete: SmartBook 2.0 Complete: Quiz Chapter 1 and 2 Complete; Video Case Complete: Discussion	Sunday, 10/9	SmartBook 2.0: 25 Quiz: 25 Video Case: 25 Discussion: 25
Week 3 10/10	Read: (3) Doing Business in Global Markets Complete: SmartBook 2.0 Complete: Discussion Complete: Case Study	Sunday, 10/16	SmartBook 2.0: 25 Discussion: 25 Case Study: 50
Week 4 10/17	Read: (5) How to Form a Business and (6) Entrepreneurship and Starting a Small Business Complete: SmartBook 2.0 Complete: Quiz Chapters 3, 5, 6 Complete: Scenario Activity	Sunday, 10/23	SmartBook 2.0: 25 Quiz: 25 Scenario Activity: 25
Week 5 10/24	Read: (7) Management and Leadership and (9) Productions/ Operations Management Complete: SmartBook 2.0 Complete: Video Case Complete: Discussion Complete: Case Study	Sunday, 10/30	SmartBook 2.0: 25 Video Case: 25 Discussion: 25 Case Study: 50

Week	Assignments	Due Date	Points Possible
Week 6 10/31	Read: (10) Motivating Employees and (11) Human Resource Management Complete: SmartBook 2.0 Complete: Video Case Complete: Quiz Chapters 7, 9, 10, 11	Sunday, 11/6	SmartBook 2.0: 25 Video Case: 25 Quiz: 25
Week 7 11/7	Read: (12) Dealing with Employee – Management Issues and (13) Marketing – Helping Buyers Buy Complete: SmartBook 2.0 Complete: Quiz Chapters 12 and 13 Complete: Discussion Complete: Scenario Activity	Sunday, 11/13	SmartBook 2.0: 25 Quiz: 25 Discussion: 25 Scenario Activity: 25
Week 8 11/14	Read: (14) Developing and Pricing Goods and Services and (15) Distributing Products Complete: SmartBook 2.0 Complete: Case Study Complete: Quizzes Chapters 14 and 15	Sunday, 11/20	SmartBook 2.0: 25 Video Case: 50 Quizzes: 25
Week 9 11/21	Read: (17) Understanding Accounting and Financial Information		Thanksgiving Break
Week 10 11/28	Read: (18) Understanding Accounting and Financial Information Complete: SmartBook 2.0 Complete: Discussion Complete: Video Case	Sunday, 12/4	SmartBook 2.0: 25 Discussion: 25 Video Case: 25
Week 11 12/5 Final Exam Week	Complete: Reflection Paper Complete: Final Exam	FRIDAY, 12/9 at 11:59pm ET	Reflection Paper: 50 Final Exam: 150


DISCLAMER

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.

