

VALENCIA COLLEGE

Division of Business
GEB 1011 – Introduction to Business (CRN 25089)
Class Policies & Course Syllabus
Spring, 2024

<https://connect.mheducation.com/class/c-smith-geb-1011---spring-2024-intro-to-bus-25089>

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: West Campus, Building One, Room 233

DAY/TIME: T @ 8:30 a.m. – 9:45 a.m.

PROFESSOR: Dr. Calandria Smith, Ph.D.

PHONE: 407-222-6562

EMAIL: csmith224@valenciacollege.edu

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 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.

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) and assessment of each:

- 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 classroom assessment techniques, weekly LearnSmart activities, 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 classroom assessment techniques, 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 classroom assessment techniques, 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 classroom assessment techniques, 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 case studies, classroom assessment techniques, 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 classroom assessment techniques, weekly LearnSmart activities, and a multiple-choice exam administered after the material is covered in the course.

VALENCIA COLLEGE

EDUCATIONAL MATERIALS:

Required Materials:

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

<https://connect.mheducation.com/class/c-smith-geb-1011---spring-2024-intro-to-bus-25089>

OTHER RESOURCES:

West Campus Bookstore:

Campus Store/ Customer Service will be open Monday – Friday, 8 a.m. – 6 p.m.

Campus store window pick-up will be available Monday – Saturday, 8 a.m. – 6 p.m.

Visit the [Valencia Campus Store website](#) for more information and online ordering.

407-299-5000, extension 5310

Learning Support Services provides students with academic support through distance tutoring, face to face tutoring at the campuses, writing consultations, library services, and resources.

Tutoring is offered in most academic disciplines including math, science, foreign languages, English for academic purposes (EAP), computer programming and writing assistance for any course. Assistance with library research can be accessed online through Atlas or the tutoring LibGuide. For more information on how to access tutoring and library research assistance, please visit the college-wide Learning Support Services LibGuide

at: www.valenciacollege.edu/tutoring

Please note: Brainfuse is our new 24/7 online tutoring and learning hub, which is available to all of Valencia's students. This service is best used as a back-up to Valencia's Distance Tutoring service, not as a replacement. Brainfuse is accessible through Canvas or by visiting www.valenciacollege.edu/tutoring

Academic Advising:

- Call: 407-582-1507
- Email: advising@valenciacollege.edu
- Visit <https://valenciacollege.edu/students/student-services/support.php> for links and information on how to get connected to each of the following:
 - **Virtual Answer Center or Virtual Advising Center** (online Zoom access): Monday-Thursday 10a-7p, Fridays 9a-5p; Virtual Answer Center only – Saturdays 9a-1p
 - **Make an appointment** (in person): Monday-Thursday 8a-5p, Fridays 9a-5p (East, West, and OSC only), Fridays - virtual only (DTC, LNC, WP, PNC).

Enrollment Services:

- (phone access): Monday-Thursday 8a-6p and Fridays 9a-5p (407-582-1507)

Financial Aid:

Contact FinAidOffice@valenciacollege.edu for their financial aid questions, as well as for potential assistance with financial support

Important Dates

1. Drop/refund Deadline: January 16, 2024 at 11:59 m.
2. No Show Reporting Period: January 18, 2024 to January 27, 2024
3. Withdrawal Deadline - "W" grade: March 15, 2024 at 11:59 m.
4. Graduation Application Deadline: February 2, 2024
5. Final Grades Viewable in ATLAS: April 30, 2024
6. College Closed (No School): Jan-15 (Martin Luther King Day), Feb-9 (Learning Day), Mar-18 – 22 (Spring Break)

EVALUATION:

Exams, Assignments, and Attendance:

- A. 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.
- B. There are Connect LearnSmart 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 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. There are Connect video cases and case analyses to watch and complete for select chapters. The assignments are worth 10 points each, multiple-choice, 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. 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 help at 407-582-5600.
- D. There will be one case study worth 50 points. Responses to the case studies should be typed in a Microsoft Word document, 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.

VALENCIA COLLEGE

- E. There will be a (50) question multiple-choice final exam administered online available during Finals Week.
- F. Attendance will be called each class meeting and one point will be awarded for those in attendance. Absent students will receive a “0” for that class meeting and attendance points cannot be made up. Please see the attendance policy below.

GRADING SCALE:

Assessment	Percentage of Grade
Quizzes (18 chapters, 10 points per chapter)	20%
Connect LearnSmart Assignments (18 assignments, 10 points each assignment)	15%
Case Study (1 assignment, 50 points)	10%
Mid-Term Exam (50 questions, 1 point each)	25%
Final Exam (50 questions, 2 point each)	25%
Attendance (29 class meetings, 1 point per class)	5%
Total	100%

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.

VALENCIA COLLEGE

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

- A. 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.
- B. 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/student-services/baycarestudentassistanceservices/>

- 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.
- 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."

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 3/15/2024 for this class in the Spring 2024 Semester. I also highly recommend you contact your academic adviser and financial aid counselor as students on

VALENCIA COLLEGE

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” Policy:

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.” 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/>

o 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](#) office for more information.

o Statement of Support for 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](#) for information about resources that may be available from the college or community.

CLASSROOM POLICIES:

1. **Attendance:** Class attendance is an essential component of your success in this course. Class time provides a valuable opportunity to discuss the course material, apply course concepts, learn from each other, and from guest speakers and/or presentations. 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. Make up exams and assignments are subject to the approval of the instructor based on documentation provided by the student.

VALENCIA COLLEGE

3. There will be no eating or drinking in the classroom. Class begins at a scheduled time and is over when the instructor dismisses class. Leaving early without prior permission will result in a class-work grade of zero and an absent.
4. 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 in the room.
5. Students must do their own work; there are no exceptions. Students who plagiarize or cheat, in anyway, risk dismissal from the class and expulsion from the college.
6. 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.
7. 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 two weeks of class. The Office for Students with Disabilities determines accommodation based on appropriate documentation of disabilities (West Campus SSB 102, Ext. 1523).
8. Please set all mobile communications on vibrate or off mode. If there is an emergency, feel free to leave the classroom for a moment to take care of any NECESSARY communications. Disruption from a cell phone or other mobile device ring-tones, beeps, could result in 5 points being taken off of your final course grade. Laptops are prohibited in class except with permission from the professor.

Institutional Core Competencies:

The following Valencia Student Competencies will be reinforced throughout the entire course:

THINK – Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.

VALUE – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.

COMMUNICATE – Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.

ACT – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

VALENCIA COLLEGE

SCHEDULE OF CLASSES GEB 1011 – Introduction to Business (CRN 25089) Spring, 2024

Week Beginning (Tuesday)	Assignment	Due Date	Points Possible
Week 1 Jan 9 th	Read: Syllabus Read: (1) Dynamic Business Environment Complete: LearnSmart Complete: Quiz	Sunday, Jan 14 th	LearnSmart: 10 Quiz: 10 Attendance: 1
Week 2 Jan 16 th	Read: (2) Understanding How Economics Affects Business (3) Doing Business in Global Markets and Complete: LearnSmart Assignments Complete: Quizzes Complete: Case Study	Sunday, Jan 21 st	LearnSmarts: 10 Quizzes: 10 Attendance: 1
Week 3 Jan 23 rd	Read: (4) Demanding Ethics and Socially Responsible Behavior Complete: LearnSmart Complete: Quiz	Sunday, Jan 28 th	LearnSmart: 10 Quiz: 10 Attendance: 1
Week 4 Jan 30 th	Read: (5) How to Form a Business Complete: LearnSmart Complete: Video Case Complete: Quiz	Sunday, Feb 4 th	LearnSmart: 10 Quiz: 10 Attendance: 1

VALENCIA COLLEGE

Week 5 Feb 6 th	Read: (7) Management and Leadership Complete: LearnSmart Assignment Complete: Video Case Complete: Quiz	Sunday, Feb 11 th	LearnSmart: 10 Quiz: 10 Attendance: 1
Week 6 Feb 13 th	Read: (9) Productions/ Operations Management Read: (10) Motivating Employees	Sunday, Feb 18 th	LearnSmart: 10 Quiz: 10 Attendance: 1
Week 7 Feb 20 th	Read: (11) Human Resource Management Read: (12) Dealing with Employee – Management Issues Complete: Quiz for chapter 11	Sunday, Feb 25 th	LearnSmarts: 10 Quizzes: 10 Attendance: 1
Week 8 Feb 27 th	Read: (13) Marketing – Helping Buyers Buy Complete: Assignments and Quiz Read: (14) Developing and Pricing Goods and Services and Complete: Assignments and Quiz	Sunday, March 3 rd	LearnSmart: 10 Quiz: 10 Attendance: 1
Week 9 March 5 th MID-TERM EXAM	Read: (15) Distributing Products Complete: Assignments and Quiz for chapter 15	Sunday, March 10 th	LearnSmarts: 10 Quizzes: 10 Attendance: 1
Week 10 March 12 th	Read: (16) Using	Sunday, March 17 th	LearnSmart: 10

VALENCIA COLLEGE

	<p>Effective Promotions</p> <p>Complete: LearnSmart</p> <p>Complete: CASE STUDY</p> <p>Complete: Quiz</p>		<p>Case Study: 50</p> <p>Quiz: 10</p> <p>Attendance: 1</p>
SPRING BREAK WEEK – NO WORK DUE			
<p>Week 12 March 26th</p>	<p>Read: (17) Understanding Accounting and Financial Information</p> <p>Complete: LearnSmart Assignment</p> <p>Complete: Quiz</p>	<p>Sunday, March 31st</p>	<p>LearnSmart: 10</p> <p>Quiz: 10</p> <p>Attendance: 1</p>
<p>Week 13 April 2nd</p>	<p>Read: (18) Financial Management</p> <p>Read: (19) Using Security Markets for Financial and Investment Opportunities</p> <p>Complete: LearnSmart for chapter 18</p> <p>Complete: Quiz for chapter 18</p>	<p>Sunday, April 7th</p>	<p>LearnSmarts: 10</p> <p>Quizzes: 10</p> <p>Attendance: 1</p>
<p>Week 14 April 9th</p>	<p>Read: (19) Using Security Markets for Financial and Investment Opportunities</p> <p>Complete: LearnSmart for chapters 19</p> <p>Complete: Quiz for chapter 19</p>	<p>Sunday, April 14th</p>	<p>LearnSmart: 10</p> <p>Quiz: 10</p> <p>Attendance: 1</p>
<p>Week 15 April 16th</p>	<p>Read: (20) Money, Financial Institutions, and the Federal Reserve</p> <p>Complete:</p>	<p>Sunday, April 21st</p>	<p>LearnSmart: 10</p> <p>Quiz: 10</p> <p>Attendance: 1</p>

VALENCIA COLLEGE

	LearnSmart Complete: Quiz		
Week 16 Final Exam Week	FINAL EXAM	The Final Exam is available from April 23rd – 25th	Final Exam: 100 Attendance: 1

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.