

# VALENCIA COLLEGE

Division of Business  
GEB 1011 – Introduction to Business (CRN 24573)  
Class Policies & Course Syllabus  
Spring, 2025

## **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 (1), Room 233

**DAY/TIME:** Tuesday @ 8:30 a.m. – 9:45 a.m.

**PROFESSOR:** Dr. Calandria Smith, Ph.D.

**EMAIL:** [csmith224@valenciacollege.edu](mailto: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

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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):**

- 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).

## **EDUCATIONAL MATERIALS:**

[\*Introduction to Business\*](#)

[\*Links to an external site.\*](#) from OpenStax, ISBN-10: 1-947172-55-7

You have several options to obtain this book:

- [View online](#)
- [Download a PDF](#)

You can use whichever format you want. Web view is recommended -- the responsive design works seamlessly on any device.

## **ASSESSMENT METHODS AND EVALUATION:**

- 35% of final grade = Average of all Quizzes
- 20% of final grade = Discussions
- 10% of final grade = Final Exam
- 20% of final grade = Mid-Term/Oral Presentation
- 15% of final grade = Case Studies

Type of final: There is a required final exam. If the student does not take the final, the final exam grade will be averaged as a 0. All coursework must be completed, or it will be assigned a grade of 0.

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

## **Important Dates**

1. Drop/refund Deadline: January 13, 2025, at 11:59 m.
2. No Show Reporting Period: January 15, 2025, to January 24, 2025
3. Withdrawal Deadline - “W” grade: March 14, 2025, at 11:59 m.
4. Graduation Application Deadline: March 14, 2025
5. Final Grades Viewable in ATLAS: April 29, 2025
6. College Closed (No School): Jan-20 (Martin Luther King Day), Feb-7 (Learning Day), Mar-17 – 23 (Spring Break)

## **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](http://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](http://www.valenciacollege.edu/tutoring)

### **Academic Advising:**

- Call: 407-582-1507
- Email: [advising@valenciacollege.edu](mailto:advising@valenciacollege.edu)

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- 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](mailto:FinAidOffice@valenciacollege.edu) for their financial aid questions, as well as for potential assistance with financial support

## **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 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](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](http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=180&volumeID_1=8&navst=0)

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## **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/>

- 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."

## **COLLEGE POLICIES**

### ***No Show Policy***

*Class attendance is required; the instructor will withdraw students who do not attend classes during 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 6Hx28:4-07:*

***A student is permitted to withdraw from a class on or before the withdrawal deadline on Friday, March 14<sup>th</sup> at 11:59 p.m. A student is not permitted to withdraw from a class after the withdrawal deadline.***

*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."*

*A student who receives a grade of "W" will not receive credit for the course, and the "W" will not be calculated in the student's grade point average; however, the enrollment will count in the student's total attempts in the specific course. If a student withdraws from a class, the student may, upon request and only with the faculty member's permission (which may be withheld at any time in the sole discretion of the faculty member), continue to attend the course. If a student is administratively withdrawn, the student is not permitted to continue to attend the class.*

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*After the withdrawal deadline, the student will receive the grade earned at the end of the course. Instructors do not withdraw students from class. Students must withdraw themselves prior to the withdrawal date.*

## 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.
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 absence.
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 any way, risk dismissal from the class and expulsion from the college.
6. Students must check their *Atlas e-mails* and ‘*Announcements*’ module regularly 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

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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 to 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 ringtones, 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 by evaluating your own and other's 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.

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>

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## SCHEDULE OF CLASSES GEB 1011 – Introduction to Business (CRN 24573) Spring, 2025

Week Beginning	Assignment	Due Date
<b>Week 1</b> 01/6/2025	<b>Welcome &amp; Overview</b>  <b>Read: Chapter 1</b> – Understanding Economic Systems and Business	Monday, January 13 <sup>th</sup>
<b>Week 2</b> 01/13/2025	<b>Read: Chapter 2</b> – Making Ethical Decisions and Managing a Socially Responsible Business	Tuesday, January 21 <sup>st</sup>
<b>Week 3</b> 01/20/2025  <b>Dr. Martin Luther King, Jr. Day</b> <b>School Closed</b>	<b>Read: Chapter 3</b> – Competing in the Global Marketplace	Monday, January 27 <sup>th</sup>
<b>Week 4</b> 01/27/2025	<b>Read: Chapter 4</b> – Forms of Business Ownership  <b>Read: Chapter 5</b> – Entrepreneurship: Starting and Managing Your Own Business	Monday, February 3 <sup>rd</sup>
<b>Week 5</b> 02/3/2025	<b>Read: Chapter 6</b> – Management and Leadership in Today’s Organizations	Monday, February 10 <sup>th</sup>
<b>Week 6</b> 02/10/2025	<b>Read: Chapter 7</b> – Designing Organizational Structures	Monday, February 17 <sup>th</sup>
<b>Week 7</b> 02/17/2025	<b>Read: Chapter 8</b> – Managing Human Resources and Labor Relations	Monday, February 24 <sup>th</sup>
<b>Week 8</b> 02/24/2025	<b>Read: Chapter 9</b> – Motivating Employees	Monday, March 3 <sup>rd</sup>



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<b>Week 9</b> 03/03/2025	<b>Read: Chapter 10</b> – Achieving World-Class Operations Management	Monday, March 10 <sup>th</sup>
<b>Week 10</b> 03/10/2025	<b>Read: Chapter 11</b> – Creating Products and Pricing Strategies to Meet Customers' Needs	Monday March 17 <sup>th</sup>
<b>Week 11</b> <b>03/17/2025 – 03/23/2025</b> <b>SPRING BREAK</b> <i>No Homework Due</i>		
<b>Week 12</b> 03/24/2025	<b>Read: Chapter 12</b> – Distributing and Promoting Products and Services	Monday, March 31 <sup>st</sup>
<b>Week 13</b> 03/31/2025	<b>Read: Chapter 14</b> – Using Financial Information and Accounting	Monday, April 7 <sup>th</sup>
<b>Week 14</b> 04/07/2025	<b>Read: Chapter 15</b> – Understanding Money and Financial Institutions	Monday, April 14 <sup>th</sup>
<b>Week 15</b> 04/14/2025	<b>Read: Chapter 16</b> – Understanding Financial Management and Securities Markets	Monday, April 21 <sup>st</sup>
<b>Week 16</b> 04/21/2025	<b>FINAL EXAM</b> Available <i>Tuesday, 4/22</i> – <i>Thursday, 4/24</i>	<b>Final Grades</b> <b>Viewable in Atlas</b> <i>04/29/2025</i>

## **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.