

VALENCIA COLLEGE

GEB 1011: Introduction to Business **Mixed Mode, Spring 2023, Full Term, CRN 22917** **Course Syllabus and Classroom Policies**

Professor: Debbie Frank, Pronouns She/Her

Preferred Communication: Use Canvas inbox to communicate with the instructor.

Email: dfrank7@valenciacollege.edu

Phone (cell): 239-293-2054 (texting is OK but please state name and course)

Advising hours: virtually by appointment only

Website:

- Syllabus, Schedule, and link to homework. <https://online.valenciacollege.edu/login/canvas>
- Learning tools, tests & homework: In McGraw-Hill Connect, access through Canvas

WARNING: To avoid being dropped as a “No Show” students must complete the following by January 24, 2023:

- **Complete the “Chapter 1 SmartBook” Assignment in McGraw-Hill Connect**

Course Description: Introduction to Business - Fundamentals of business organization and procedures to acquaint the student with management, business terminology, organization, and control of large and small businesses.

Pre-requisites: None

Course Outcomes: Upon completion of this course students should be able to:

1. 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).
2. Identify and explain the differences between the 3 common forms of business ownership (Starting and Growing a Business).
3. Recognize and explain the principal functions of management (Managing for Quality and Competitiveness).
4. 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).
5. Identify and explain the four "Ps" of marketing (Marketing: Developing Relationships).
6. Identify and explain the functions of basic accounting, banking, and finance (Financing the Enterprise).

Advising Hours:

By Appointment Virtually – please allow for 24-hour notice

Inclusivity Policy: Courtesy and sensitivity are especially important concerning individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records.

Final Project: There is no final exam. There is a final project worth 150 points. It must be submitted by April 26, 2023.

Important Dates:

<u>Important Dates for Full-Term Courses</u>	<u>Full Term</u>
Classes Begin	January 9, 2023
Martin Luther King Jr. Day – College Closed	January 16, 2023
Drop/Refund Deadline (11:59 pm)	January 17, 2023
Learning Day – College Closed	February 10, 2023
Spring Break – College Closed	Mar 13 - 19
Withdraw "W" deadline	March 24, 2023
Day & evening classes end	April 30, 2023
Final exam period Date & Time	April 24 – 29 at 11:59 PM
Grades viewable in ATLAS	May 2, 2023

Assignment List: In Canvas there is an “Assignment List” located in the Canvas. The Assignment List serves as a checklist. It is a schedule of every required assignment in the course and the corresponding due dates. **Make sure to follow the due dates very closely. Assignment due dates will not be extended.**

Educational Materials: ***Important:*** You will need a McGraw-Hill Connect **access code** to complete the course.

1. You can purchase the access code online from the publisher. **To do this, go into this course in Canvas.** Next, click on the link inside the Canvas course labeled “McGraw-Hill Connect”. Follow the links to register and use your credit card to purchase the access code. Includes access to the assignments and the e-text.

Or

2. Purchase the access code through the campus bookstore. Cost \$104.99 plus shipping. Includes access to the assignments, and the e-text.

Item to Order: Understanding Business w/ Connect Access Card (Bundle) \$105.88. Author(s) Nickels. At Valencia Bookstore ISBN 9781264858118. This purchase includes an access code for Connect.

Access Code: Connect **access code is required.** Connect is where students must complete the required course homework and take exams. Students are required to purchase an access code to use the program. Students **MUST** access Connect through Canvas website. *Instructions for registering with Connect are included in Canvas Orientation Module as well as here:* <https://mhedu.force.com/CXG/s/article/Connect-How-to-pair-an-account-in-Canvas-as-a-student>

Internet Connection for Online Students:

Online students are required to maintain access to online materials, assignments, and assessments. If you lose your internet connection during an exam, **the professor will not reopen the assignment** so that you can have a second attempt. To avoid losing your internet connection make sure to use the most stable platform possible. Suggestions include:

- Use an Ethernet connection (rather than wireless) during exams.
- Use Chrome, Firefox, or Explorer web browsers during exams, not AOL or less popular browsers.
- Do not physically move your computer around during exams. Do not move from room to room.

WARNING: Online students are responsible for having access to a computer and Wi-Fi. Make sure you have a backup plan in case your computer or Wi-Fi malfunctions. **Assignment dates will not be extended due to students’ technical issues.** Backup plans may include using the computer and/or Wi-Fi of a friend or family member or using the free computer at the public library.

Grading Policy: Students must complete all coursework, or they will be assigned a grade of zero for any work not submitted unless it is an optional assignment. The course is set up to allow for at least one missed assignment for pre-lecture videos, homework, and quizzes, without it impacting the student's course grade because at least one lowest score in each category will be dropped. Therefore, due date extensions will not be granted for assignments. Students that miss an exam or that begin an exam and are unable to complete it in one attempt will be permitted to take a make-up comprehensive exam at the end of the course.

Grading Scale:

Each student's course grade will be calculated by dividing the total points the student earned during the course by the total points possible. ****There will be rounding to the nearest percent by using the tenth place. For example, if the percentage is 79.4% the percentage will be 79% and a letter grade of C; if 79.5% then the letter grade of B. Rounding only occurs once, 79.499% rounds to 79%.***

Points Earned		Letter Grade
90% to 100%	of 680 Points	A
80% to 89%	of 680 Points	B
70% to 79%	of 680 Points	C
60% to 69 %	of 680 Points	D
Below 60%	of 680 Points	F

Grading Policy: Students must complete all coursework, or they will be assigned a grade of zero for any work not submitted unless it is an optional assignment. **Deadline extensions will not be granted.**

Activity	Points Possible	Percentage of Total	Explanation
Smart Book	60	9%	Twelve assignments count. Each assignment is worth 5 points. Your lowest assignment score(s) will be dropped.
Chapter Quizzes	60	9%	Twelve assignments count. Each assignment is worth 5 points. Your lowest assignment score(s) will be dropped.
In-class mini-projects & activities	110	16%	There will be 14 in-class mini-projects and activities. These activities are designed to be completed during class time. The lowest three will be dropped.
Exams	300	44%	There will be three exams (There is no comprehensive final exam).
Final Project	150	22%	There is a final project worth 150 points.
Total	<u>680</u>	<u>100%</u>	<i>To compute your course grade, add up the points you have earned and divide by the total points possible in the course to date.</i>

TEST-TAKING POLICIES

There are no make-up exams. If you know ahead of time that you will miss an exam on its due date, you may take it early, as the final exam will be available for 8 days and due on a Thursday night. If you need to take the final exam earlier than the period it is open, please contact me ahead of time so I can make the final exam available.

Any collaboration while taking the final exam will also be considered cheating. Please refer to the Student Handbook and Student Catalog for consequences and remedies.

Course Procedures, Online courses: Students should do the following to succeed in this course:

- 1- Login Canvas Weekly: Login to Canvas every week to review due dates and announcements.
- 2- Read text at beginning of the week: Reading the textbook is the most important thing you can do to succeed in the course. Reading prepares you for the understanding of concepts and the completion of assignments. All the assignments are designed to cover concepts presented in the textbook.
- 3- Smart Book: Smart Book Assignments will be completed online through Connect. The Smart Book assignments will be due on **Tuesday nights (11:59 PM)**.
- 4- Quizzes: There will be chapter quizzes on the related week's chapter(s).
- 5- In-class activities and mini-projects: There will be class mini-projects and activities. These activities are designed to be completed during class time.
- 6- Exams: There will be three exams covering the major learning objectives of the chapters. These exams will be taken online within Connect.
- 7- Final Project: There will be a final project with presentations due during the final exam week.
- 8- Tutoring Center / Student Support: There is Distance Tutoring. The following link will provide you with additional information regarding tutoring services: <https://libguides.valenciacollege.edu/distancetutoring>

NO-SHOW PROCEDURE: Any student who does not attend class **by the No Show/drop/refund deadline for this course's part of the term** will be withdrawn by the instructor as a no-show. This will count as an attempt in the class, and students will be liable for tuition. If your plans have changed and you will not be attending this class, please withdraw yourself through your Atlas account during the drop period for this part of the term.

Attendance: Aside from the no-show period, students should attend classes and submit a minimum of one assignment (homework or discussion posting) each week to meet the attendance requirement. Missing the equivalent of more than two weeks of classes for any reason, other than absences excused by Valencia's policies or in cases of documented emergencies, is excessive and a basis for withdrawal. In online classes, attendance is registered by completing assignments, checking the "Ask Your Instructor" discussion board weekly, and completing required discussions.

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 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 to create a plan for the best course of action.

Excused absences are hospital stays, court dates, jury or military duty, illness, or death of an immediate family member. Immediate family members are parents, spouses, and children. Grandparents are not immediate family members nor are boyfriends or girlfriends even if you live with them.

MAKE-UP POLICY: Assignments including tests must be completed on or before the assignment deadline. Assignments will only be permitted to be made up if the student had an excused absence. For such absences, it is the student's responsibility to contact the instructor within 48 hours of the assignment's original deadline

Withdrawal

- The instructor will not withdraw students for nonattendance **after** the "no show" period. Students must withdraw themselves from the course through ATLAS.

- Students that have not self-withdrawn will receive a grade in the course based on the points that they earned in the course.
- A faculty member is not permitted to withdraw a student from his or her class as a response to student conduct which falls under the jurisdiction of the Student Code of Conduct (6Hx28:8-03).] Per Valencia Policy 4-07 (Academic Progress, Course Attendance, Grades, and Withdrawals), 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. **See Important Dates for the Withdrawal Deadline for this course.**
- A student who is withdrawn by faculty for violation of the class attendance policy will receive a grade of “W”. 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”. For a complete policy and procedure overview on Valencia Policy 6Hx28:4-07, please go to: <http://valenciacollege.edu/generalcounsel/policy/>

STANDARDS OF CLASSROOM CONDUCT: Valencia College is dedicated to the advancement of knowledge and learning and the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility for becoming familiar with and abiding by the general rules of conduct as listed in 6Hx28: 8-03 and the Student Handbook. Even though Faculty manages the classroom environment, the primary responsibility for maintaining a respectful and civil learning environment rests with the students. Students who violate the Student Code of Conduct may be referred to the Dean of Student's Office for disciplinary action, which may result in a sanction up to and including expulsion. <http://valenciacollege.edu/generalcounsel/policy>

ACADEMIC HONESTY: Each student is required to follow Valencia’s policy regarding academic honesty. All work submitted by students is expected to be the result of the student’s thoughts, research, and self-expression unless the assignment specifically states “group project.” Any act of academic dishonesty will be handled by Valencia policy as outlined in the Student Handbook and Catalog.]

COLLEGE POLICIES: A full description of all College policies can be found in the College Catalog at <http://valenciacollege.edu/catalog/> ; Policy Manual at <http://www.valenciacollege.edu/generalcounsel/> ; and the Student Handbook at <http://valenciacollege.edu/studentdev/CampusInformationServices>

STUDENT ASSISTANCE PROGRAM: Valencia College is interested in making sure 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. Free face-to-face counseling is also available.

OFFICE OF STUDENTS WITH DISABILITIES INFORMATION: Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form 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 accommodations based on appropriate documentation of disabilities.

- East Campus Bldg. 5, Rm. 216 Ph: 407-582-2229 Fax: 407-582-8908 TTY: 407-582-1222
- West Campus SSB, Rm. 102 Ph: 407-582-1523 Fax: 407-582-1326 TTY: 407-582-1222
- Osceola Campus Bldg. 1, Rm. 140A Ph: 407-582-4167 Fax: 407-582-4804 TTY: 407-582-1222
- Winter Park Campus Bldg. 1, Rm. 212 Ph: 407-582-6887 Fax: 407-582-6841 TTY: 407-582-1222

Individual Freedom and Educational Discrimination: As a registered student in this class, you assume the responsibility for conducting yourself in a manner that contributes positively to Valencia’s learning community as described in the Student Code of Conduct. My role as an instructor is to facilitate academic discussions and promote critical thinking about sometimes challenging and uncomfortable facts and ideas. Your peers and instructor may share diverse ideas and viewpoints, or we may differ in our ideas and

viewpoints, but we will always be respectful of other opinions as provided by the law and as expected in an academic environment. No lesson is intended to espouse, promote, advance, inculcate, or compel a particular feeling, perception, viewpoint, or belief in a concept. Concepts, as presented, are not endorsed by the instructor but are presented as part of the larger course of instruction. Should a student feel uncomfortable with how course content is presented or discussed, please contact the instructor for further conversation.

Online “Netiquette”: Netiquette refers to the standards for appropriate interaction in an online environment. Students are expected to display proper netiquette in their communications with their instructors and other students. This includes being polite, disagreeing agreeably when necessary, including your name and any other identifiers in any communication, and practicing congeniality and mutual respect. We're not here to troll or flame, but to learn and be a community. If an email or discussion post ever concerns you, please notify me privately and we will work toward a resolution.

Technical Skills: To be successful in this course students will need to be able to:

- 1- Utilize Canvas effectively. Valencia provides tutorials on the use of Canvas with a course named Valencia 101. You can find it at: <http://valenciacollege.edu/oit/learning-technology-services/student-resources/getting-started-online/online-101.cfm>
- 2- Students enrolled in online classes will need access to the internet. Minimum system requirements and links to plugins can be found at: <http://valenciacollege.edu/oit/learning-technology-services/student-resources/getting-started-online/system-requirements.cfm> A DSL or cable connection is preferable.
- 3- Students will need access to a computer with Mozilla Firefox, Windows Explorer, or Safari web browser. AOL's web browser is not compatible with the publisher-provided software used in the course. Connect does not function correctly on tablets, cell phones, or wirelessly.

Disclaimer Statement: *This syllabus may be altered, at the instructor's discretion. It is the responsibility of the student to make any adjustments as announced. Changes will be announced on the “Ask Your Instructor” discussion board.*

EXAM POLICY: The instructor reserves the right to require a student(s) to complete an exam(s) in a campus testing center at her discretion.

Assignment List below.

Students are strongly encouraged to print the assignment list because they will use it to follow due dates and not miss assignments.

Makeup and/or due date extensions will not be provided.

Week	Topics	Assignments	Tentative Due Dates - follow dates in Canvas and Connect
9-Jan Week 1	Review Syllabus & Course Schedule <i>In-class activity</i> <i>Business Environment - Seated Bucket Ball</i>	1 - Complete Orientation Module 2 - Register with McGraw-Hill Connect	1/17/2023 1/17/2023 1/17/2023
16-Jan Week 2	Chapters 1 and 2 Business Environment & Understanding Economics <i>In-class activity - Technology Trends</i>	1 - Complete Chapters 1 & 2 Learn Smart 2 - Complete Chapters 1 & 2 Quizzes	1/24/2023 1/24/2023
23-Jan Week 3	Chapters 3 and 4 Doing Business in Global Markets Ethical and Socially Responsible Behavior <i>In-class activity - Sand Cloud TEDx</i>	1 - Complete Chapters 3 & 4 Learn Smart 2 - Complete Chapters 3 & 4 Quizzes	1/31/2023 1/31/2023
30-Jan Week 4	Chapters 5 How to Form a Business <i>In-Class activity - Discussions in Modules</i>	1 - Complete Chapter 5 Learn Smart 2 - Complete Chapter 5 Quizzes	2/7/2023 2/7/2023
6-Feb Week 5	Chapter 6 Entrepreneurship Exam Review - Crossword Puzzle Competition	1 - Complete Chapter Learn Smart 2 - Complete Chapter Quiz	2/14/2023 2/14/2023
13-Feb Week 6	Chapter 7 Management and Leadership <i>In-Class activity - Meet with Business Leaders on Teams</i>	1 - Complete Chapter Learn Smart 2 - Complete Chapter Quiz 3 - Complete Chapters 1 - 6 Exam	2/21/2023 2/21/2023 2/23/2023
20-Feb Week 7	Chapter 10 Motivating Employees <i>In-Class activity - Words with Frenemies</i>	1 - Complete Chapters Learn Smart 2 - Complete Chapters Quizzes	2/28/2023 2/28/2023
27-Feb Week 8	Chapter 11 Human Resource Management <i>In-Class activity - HR Assignment</i>	1 - Complete Chapter Learn Smart 2 - Complete Chapter Quiz	3/7/2023 3/7/2023
6-Mar Week 9	Chapter 13 Marketing <i>In-Class activity - 4H Framework</i>	1 - Complete Chapter Learn Smart 2 - Complete Chapter Quiz	3/21/2023 3/21/2023
13-Mar Week 10	Spring Break - College Closed Monday 3/13 - Sunday 3/19		
20-Mar Week 11	Chapter 15 (this chapter is not on the exam) Distributing Products <i>In-Class activity - Intro to Case Studies (Wheels on Meals)</i>	1 - Read Wheels on Meals Case before coming to class No Chapter 15 Learn Smart and Quizzes 2 - Complete Chapters 7, 10, 11, & 13 Exam	3/28/2023 3/28/2023 3/30/2023
27-Mar Week 12	Chapter 16 Using Effective Promotions <i>Introduce and work on Shark Tank Analysis Project</i>	1 - Complete Chapters Learn Smart 2 - Complete Chapters Quizzes	4/4/2023 4/4/2023
3-Apr Week 13	Chapters 17 Understanding Accounting and Financial Information <i>Lecture for CH 17 and if extra time</i> <i>Work on Shark Tank Analysis Project</i>	1 - Complete Chapter Learn Smart 2 - Complete Chapter Quiz	4/11/2023 4/11/2023
10-Apr Week 14	Chapter 18 Financial Management <i>Lecture for CH 18 and if extra time</i> <i>Work on Shark Tank Analysis Project</i>	1 - Complete Chapter Learn Smart 2 - Complete Chapter Quiz	4/18/2023 4/18/2023
17-Apr Week 14	Extra Study Week for Unexpected Events <i>Work on Shark Tank Analysis Project</i>	1 - Complete Chapters 16 - 18 Exam	4/20/2023
24-Apr Week 15	Shark Tank Analysis Presentations 4/26		