**Valencia College**

**GEB 1011 Introduction to Business**

**Course Syllabus—Spring 2022**

**GEB-1011 Introduction to Business CRN:** 24218 **Section** WC

**Location:** WC **-001** Room 113 **Course Prerequisites**: MAN 2300 **Credit Hours:** 3

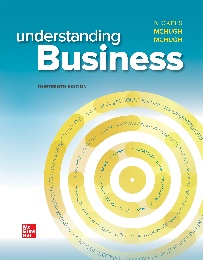
**Time:**  Thursday 6:00 pm – 8:45pm

**Professor: Debbie Griffith**

[**Email:dgriffith1@valenciacollege.edu**](mailto:dgriffith1@valenciacollege.edu)

**Available for student consultation by appointment.**

**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.



**Textbook:**

Understanding Business. 13th Edition.

Author: Nickels McHugh McHugh

ISBN: -978-1-260-89485-1

**Course Objective:** The goal of this course is to provide students with a theoretical framework to examine and form a knowledge base of understanding pertaining to Business Administration. We will examine past and present issues and challenges within the areas of Business Management, Administration and Operations with an emphasis on:

* Understanding economics and how it affects business
* Doing business in global markets
* Understanding ethical and socially responsible
* Management and Leadership
* Human Resource Management
* Marketing concepts
* Understanding accounting and financial information

### **COURSE OUTCOMES**

* 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).

**Note on Time Zones:**This course is based on Eastern Standard Time (EST), so all due dates and times are listed in EST. Please make sure to consider this as you complete and submit work throughout the course.

**Instructor communication:** Please feel free in reaching out to me if you are having difficulties with the assignments and/or exams as soon as possible.  I will be happy to work with you to develop strategies that may be helpful in gaining better outcomes.  Email through Canvas is the best way to contact me.  I do my best to respond to emails within 24-48 hours Monday-Friday.  Emails sent during the weekend will be responded to on the next Monday.  (Please make sure to provide your name and contact information.)

**Expected Student Conduct:** Valencia College is dedicated not only to the advancement of knowledge and learning but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility of becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty. Students who engage in any prohibited or unlawful acts that result in disruption of a class may be directed by the faculty member to leave the class. Violation of any classroom of Valencia’s rules may lead to disciplinary action up to and including expulsion from Valencia.

Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion, or other appropriate and authorized actions. You will find the Student Code of Conduct in the current Valencia Student Handbook <http://www.valenciacollege.edu/generalcounsel/policies.cfm>(Click the Student Handbook link under General Information on the Student tab at the Valencia Website.)

**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>

**Valencia Student Core Competencies:** This course seeks to reinforce the following Valencia Student Competencies:

* **Think** clearly, critically and creatively be analyzing, synthesizing, integrating and evaluating symbolic works and truth claims.
* Reflect on your own and others’ **values** from individual, cultural and global perspectives.
* **Communicate** by reading, listening, writing and speaking effectively.
* **Act** purposefully, reflectively and responsibly by implementing effective problem solving and decision-making strategies.

**No-Show Policy:** Class attendance is required beginning with the first week of class. **Students who are not actively participating in a course and 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. In accordance, you must log into Canvas and complete the Welcome assignment online no later than January 16, 2022, at 11:59. The policy can be located at the following link: <http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance>

**The drop deadline is** January 18, 2022. **Withdrawal:** Per Valencia Policy 4-07 (Academic Progress, Course Attendance, and Grades, and Withdrawals), a student who withdraws from class before the established deadline **of March 25, 2022, 11:59 pm,** for the Fall semester will receive a grade of "W." A student is not permitted to withdraw after the withdrawal deadline. **However, a faculty member MAY withdraw a student up to the beginning of the final exam period for violation of the class attendance policy.** A student 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 4-07, please go to: <http://valenciacollege.edu/generalcounsel/policydetail.cfm?RecordID=75>

**NOTE:** Before choosing to withdraw, students should speak first with your professor regarding your progress in the course and with an Academic Advisor to discuss the impact of the W on your academic progress, future fees, and financial aid.

**Course requirements:**

**Respect for online classroom community:** When practicing discussion post etiquette, it is imperative that we create and maintain an environment free of judgment and full of support and respect. Be ready to openly share your opinions, thoughts, and beliefs, but also be understanding and accepting of the perspectives of others. We are all here to learn from one another. When discussing a controversial issue, speak to the issue not to individuals.  Discuss issues in a spirit of mutual respect with a goal of greater understanding surrounding the issue.

**Canvas access:** Access to internet is required for Canvas. Students are required to check Canvas weekly and responsible for all information posted by professor on Canvas. **Note:** **DO NOT** rely solely on syllabus additional information will be provided on Canvas through announcements and “Home” tab.

**Attendance:** This class relies heavily on lectures, films and discussions; regular class attendance and active participation are required. Please email me in advance if you are unable to make it to class. However, in an effort to maintain a healthy learning environment if you find yourself feeling unwell and suspect you might be **experiencing systems of COVID-19 please stay home.** I will work with you on an individual basis to pursue the best course of action in keeping you on track with course expectations.

**Students with difficult personal circumstances** that may interfere with their ability to meet course deadlines and/or academic work should communicate with me during the first two weeks of class.  **Please take this course only if you can devote the necessary time and effort to meet the course requirements.**

**Please note** you are responsible for all assignments, readings and handouts. All assigned work not stated on Syllabus will be available on canvas. Missing the equivalent of 3 assignments for any reason, other than prior instructor approval or in accordance with Valencia’s policies, is excessive and a basis for withdrawal.

**Readings and Assignments:** This syllabus covers required readings and assignments for the course. All additional readings will be provided on canvas or can be accessed online using Valencia College library resources. **NO LATE SUBMISSIONS** will be accepted without prior approval. **NOTE:** see below “Assignments” section for detail rubric for assignment submittals)

**Celebration of Knowledge:** All quizzes will be given online and will be taken from assigned readings. (25 points each)

# Assignments: You will be responsible for 5 assignments each worth a total of 135 points. LATE ASSIGNMENTS will only be accepted in cases of documented reason received and approved by the professor in accordance with college policy.

**Discussion Paper:** (30 points).

**Celebration of Knowledge Final Project:** The final will consist of both a written paper and PowerPoint slide presentation “**Create Your Business Model”** rubric is available under “**Project Outline**”, on the home page. Throughout the semester, various pieces of the project draft will be due.

**Grading Criteria: There are a total of 500 points that can be earned for this course.** Grading will be based on demonstrated understanding and application of the concepts and processes studied in the course. The point breakdown is as follows:

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| **Assignments (5) 135 points** |
| **Discussion paper 30 points** |
| **Project Drafts (2) 40 points (20 points each)** |
| **Celebration of Knowledge (4) 100 points (25 points each)** |
| **Create Your Own Business Model written report 150 points** |
| **Create Your Own Business Model Pwpt Presentation 45 points** |

**Total 500 points**

**Grading System:** Final grades will be based on total number of points received in class.

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| --- | --- |
| **A =** 90-100 **450-500** |  |
| **B =** 80-89 **400-449** |  |
| **C =** 70-79 **350-399** |  |
| **D =** 60-69 **300-349** |  |
| **F =** 59 and below **295 and lower** |  |

**Make-Up Policy:** All assigned work must be completed and handed in by the due date. Assignments are always welcomed early. All exams must be taken on or before assigned due dates. No make-up tests are available without explicit consent of instructor which will only be granted in case of documented extreme emergency. The Celebration of Knowledge final exam must be submitted by the date published for final exams.

**Students with difficult personal circumstances** that may interfere with their ability to meet course deadlines and/or academic work should communicate with me during the first two weeks of class.  **Please take this course only if you can devote the necessary time and effort to meet the course requirements.**

**Academic Honesty:** Students will be expected to adhere to the Valencia College Student LifeMap Handbook (p. 225) as it references Valencia College’s Policy 6HX28:08-11. Each student is required to follow Valencia policy regarding academic honesty. All work submitted by students is expected to be the result of the student’s individual thoughts, research, and self-expression unless the assignment specifically states,

“group project.” Any act of academic dishonesty will be handled in accordance with Valencia policy as set forth in the Student Handbook and Catalog.

**Student Code of Conduct:** Students will be expected to adhere to the Valencia College Student LifeMap Handbook (p. 229-230) as it references Valencia College’s Policy 6HX28:08-03.

# Students with Disabilities:

Students with disabilities who qualify for academic accommodations must provide a notification from the Office for Students with Disabilities (OSD) and discuss specific needs with the instructor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities. The **West Campus Office** is located in the Student Services Building.

# Valencia I.D. Cards:

Valencia ID cards are required for Library and Testing Center. No other form of ID at those locations will be accepted. Possession and utilization of a Valencia ID is mandatory in order to obtain these services.

**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, eating disorders, gender issues 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 to speak to a professional counselor or use the following link: http//catalog.valenciacollege.edu/studentservices/ycarestudentassistanceservices. Free face-to-face counseling is also available.

# IMPORTANT DATES:

# College-wide Closure (Credit Classes Do Not Meet):

# Spring break March 7-13, 2022.

**Full Term:** Classes begin January 10, 2022. **Drop/Refund** **deadline** is 11:59 pm January 18, 2022.**The withdrawal deadline for W grade is 11:59 pm on March 22, 2022.** The last day of classes is May 2, 2021.

**Create Your Own Business Model Project due** April 24, 2022

**Note:** This syllabus may be amended or modified in any way upon notice so be sure to check Canvas “Home” page and announcements regularly. Any changes will be intended to benefit the student and will not significantly add to the rigor of the course. Feel free in emailing directly with any questions.

# CLASS SCHEDULE

**Spring, 2022**

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| **Week**  **Beginning (Monday)** | **Assignments and Readings** |
| Week 1  Jan 10-16 | **Read:** Syllabus and Chapter 1 - Dynamic Business Environment  **Complete:** Welcome Assignment on home page, Course Syllabus Quiz |
| Week 2  Jan 17-23 | **Read:** Chapters 2 - Understanding How Economics Affects Business  **Complete:** Assignment |
|  |  |
| Week 3  Jan 24-30 | **Read:** Chapters 4 - Demanding Ethical and Socially Responsible Behavior  **Complete:** Assignment |
| Week 4  Jan 31-Feb 6 | **Watch:** film Wizard of Lies or The Smartest Guy in the Room (Enron)  **Complete:** Discussion Paper |
| Week 5  Feb 7-13 | **Read: Read:** Chapter 7 Management and Leadership **Complete:** Assignment |
| Week 6  Feb 14-20 | **Work on Create Business Model Draft Complete:** Celebration of Knowledge (Chapters 1,2,4) |
| Week 7  Feb 21-27 | **Read:** Chapter 11 - Human Resource Management  **Complete:**  Assignment |
| Week 8  Feb 28-Mar 6 | **Create Your Business Model Draft sections 1&2 Due** |
| Week 9  Mar 7-13 | **There are no classes from 3/7 – 3/13 the college will be closed for Spring Break!** |
|  |  |
| Week 10  Mar 14-20 | **Read:** Chapter 13- Marketing - Helping Buyers Buy  **Read:** Chapter 14-Developing and Pricing Goods and Services |
| Week 11  Mar 21-27 | **Create Your Business Model Draft sections 3&4 Due**  **Read:** Chapter 17 - Understanding Accounting and Financial Information and Chapter 18 – Financial Management  **Complete:** Celebration of Knowledge (Chapter 13-14) |
| Week 12  Mar 28 – April 3 | **Read:** Netflix Case Study |
| Week 13  April 4-10 | **No assignments due this week work on FINAL projects.** |
| Week 14  April 11-17 | **Create Your Own Business Model**  **In-Class Presentations** |
| Week 15  April 18-24 | **Create Your Own Business Model Written Paper and PowerPoint Presentation Due** |
| Week 16  April 25-29  Final Exam Week | **Week 16 Assignment** |
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