

VALENCIA COLLEGE  
Division of Business  
West Campus  
GEB 1011 Introduction to Business  
Full term (CRN 24019)

Class Policies & Course Syllabus  
Spring 2024 - 202420

**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:** Online

**DAY/TIME:** Monday at 12:00am EST to Sunday at 11:59pm EST

**PROFESSOR:** Dr. Lynn Desjarlais

**OFFICE:** (by appointment via Zoom)

**PHONE:** 407-494-0660

**EMAIL:** ldesjarlais@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 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) for this Course and how each will be assessed:**

- 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, discussion questions, weekly McGraw Hill Connect 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, discussion questions, weekly McGraw Hill Connect 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, discussion questions, weekly McGraw Hill Connect 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, discussion questions, weekly McGraw Hill Connect 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, discussion questions, weekly McGraw Hill Connect 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, discussion questions, weekly McGraw Hill Connect activities, and a multiple-choice exam administered after the material is covered in the course.

## **EDUCATIONAL MATERIALS:**

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

## **EVALUATION:**

### **Quizzes, Assessments, Written Assignments, and Exams:**

- A. There is a 10 point attendance quiz located on the last page of the Orientation Module within our Canvas course. This quiz is required.
- B. 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.
- C. There are McGraw Hill Connect 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 McGraw Hill Connect assignment to earn the points.
- D. 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.
- E. 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.

For credit for the discussion board requirement, you 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. Late postings will not be accepted.

- F. The final exam is 50 multiple-choice questions on the chapters covered. The final exam is online and must be submitted by **Thursday, April 25th.**

- G. There will be one reflection paper worth 25 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.

You should complete the assessments using Mozilla Firefox or Google Chrome as your browser. If you have trouble difficulties in Canvas, please contact VC Canvas help at 407-582-5600.

#### GRADING SCALE:

Assessment	Total Points	Percentage of Grade
<b>Canvas Attendance Quiz</b>	10	1%
<b>McGraw Hill Quizzes</b> (14 chapters, 10 points per chapter)	140	22%
<b>McGraw Hill Video Cases/Analysis</b> (14 assessments, 10 points each)	140	22%
<b>McGraw Hill Connect Chapter Assignments</b> (14 assignments, 10 points each assignment)	140	22%
<b>Canvas Discussion</b> (6 discussions, 20 points each)	120	25%
<b>Reflection Paper</b>	25	3%
<b>Final Exam</b> (50 questions, 1 point each)	50	6%
<b>Total</b>	625	100%*
<b><i>Optional Extra Credit Discussions</i></b>	Up to 10 points	-

\*101% due to rounding

Points	Percentage	Grade
545 - 625	90% – 100%	A
464 - 544	80% - 89%	B
383 - 463	70% - 79%	C
302 - 382	60% - 69%	D
Below 301	Below 60%	F

#### COLLEGE POLICIES:

##### 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.

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

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:**

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

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)

### **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/baycare-student-assistance-services/>

### **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 **03/15/24** for this class in the **Spring 2024** semester. I also highly recommend you contact your academic adviser 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.

If you drop the course(s) by the **Drop/Refund Deadline, which is 01/16/24** for this class, all tuition and refundable fees will be refunded. (Application and certain other fees are not refundable.) See *(College Policy: 6HX28:06-08.1 Student Fees and Refunds)* for more information.

### **“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. The policy can be located at the following link:

<http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/>

### **CLASS POLICIES:**

1. **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 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.*

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. 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.
3. Students must do their own work; there are no exceptions.
4. 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.
5. 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).

**Learning Support at Valencia:** 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 Resources:**

#### Online Bookstore:

Valencia Bookstore:

Visit - <https://www.valenciabookstores.com>

Valencia College Campus Store makes it easy to find the exact textbooks you need for every class.

#### Find Your Course Materials

- Click on Get Your Books! below.
- Log into Atlas with your Valencia Username and Password.
- Select the Current Registered Term and click on the Submit button.
- You will be redirected to your Student Detail Schedule, where you can view courses that you are currently enrolled.
- On the Student Detail Schedule page, select the text Click here for all your course materials.
- A list of all your course materials will populate. Add the course materials you wish to purchase by clicking on the Plus Sign (+).

Contact us anytime with questions or concerns via email at: [onlineorder@valenciacollege.edu](mailto:onlineorder@valenciacollege.edu) or 407-582-5310.

#### Academic Advising:

Call: 407-582-1507

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

Distance Tutoring & Technology Support at Valencia: You can easily access Valencia's free distance tutoring and tech support from a computer, laptop or mobile device.

Distance tutoring services are provided fully online via Zoom. Through this service, you will receive real-time assistance via a Valencia tutor. Online tutoring is offered in: mathematics, sciences, accounting & economics, computer programming, EAP and foreign languages, and writing.

Online Learning Technology Support services are also available. Students can receive assistance with navigating: Canvas, OneDrive, Zoom, YouTube, and Microsoft Office (Word, Excel, & PowerPoint). Support is also provided for video editing (via iMovie and MovieMaker) and converting documents from a Mac to PC. Tech support is available live (on-demand) via Zoom, by appointment, or via email. Students are encouraged to use the 24/7 Canvas Help located inside Canvas by clicking on the "Help" icon.

To get started using the Distance Tutoring and Learning Technology Support services, please visit [www.valenciacollege.edu/tutoring](http://www.valenciacollege.edu/tutoring). Through this site, you can view the schedule of tutors/tech support assistants, find available times, learn more about the services, and access a collection of supplemental resources that are available 24/7.

### Hours of Operation:

Monday-Friday: 8 am – 10 pm

Saturday & Sunday: 9 am – 7 pm

### Online Tools:

Students who need Microsoft office (Word, Excel, PowerPoint) can access these applications through Atlas. Please feel free to use the following statement: 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."



**SCHEDULE OF CLASSES**  
 GEB 1011 - Introduction to Business  
 Full term (CRN 24019)  
 Spring 2024

<b>Week Beginning (Monday)</b>	<b>Assignment</b>	<b>Due Date</b>	<b>Points Possible</b>
<b>Module 1</b> Week 1 and 2 January 8	<ul style="list-style-type: none"> <li>• Read: Syllabus</li> <li>• Read: (1) Dynamic Business Environment</li> <li>• Read: (2) Understanding How Economics Affects Business</li> <li>• Complete: McGraw Hill Connect Chapter Review</li> <li>• Complete: Video Cases</li> <li>• Complete: Quizzes</li> <li>• Complete: Discussion</li> </ul>	Sunday, January 21	<ul style="list-style-type: none"> <li>• McGraw Hill Connect Chapter Review:20</li> <li>• Video Cases: 20</li> <li>• Quizzes: 20</li> <li>• Discussion: 20</li> </ul>
<b>Module 2</b> Week 3 and 4 January 22	<ul style="list-style-type: none"> <li>• Read: (5) How to Form a Business</li> <li>• Read: (6) Entrepreneurship and Starting a Small Business</li> <li>• Complete: McGraw Hill Connect Chapter Review</li> <li>• Complete: Video Cases</li> <li>• Complete: Quizzes</li> <li>• Complete: Discussion</li> </ul>	Sunday, February 4	<ul style="list-style-type: none"> <li>• McGraw Hill Connect Chapter Review:20</li> <li>• Video Cases: 20</li> <li>• Quizzes: 20</li> <li>• Discussion: 20</li> </ul>

<p><b>Module 3</b> Week 5 and 6 February 5</p>	<ul style="list-style-type: none"> <li>• Read: (7) Management and Leadership</li> <li>• Read: (9) Productions/ Operations Management</li> <li>• Complete: McGraw Hill Connect Chapter Review</li> <li>• Complete: Video Cases</li> <li>• Complete: Quizzes</li> <li>• Complete: Discussion</li> </ul>	<p>Sunday, February 18</p>	<ul style="list-style-type: none"> <li>• McGraw Hill Connect Chapter Review:20</li> <li>• Video Cases: 20</li> <li>• Quizzes: 20</li> <li>• Discussion: 20</li> </ul>
<p><b>Module 4</b> Week 7, 8 and 9 February 19</p>	<ul style="list-style-type: none"> <li>• Read: (11) Human Resource Management</li> <li>• Read: (12) Dealing with Employee – Management Issues</li> <li>• Read: (13) Marketing – Helping Buyers Buy</li> <li>• Complete: McGraw Hill Connect Chapter Review</li> <li>• Complete: Video Cases</li> <li>• Complete: Quizzes</li> <li>• Complete: Discussion</li> </ul>	<p>Sunday, March 10</p>	<ul style="list-style-type: none"> <li>• McGraw Hill Connect Chapter Review:30</li> <li>• Video Cases: 30</li> <li>• Quizzes: 30</li> <li>• Discussion: 20</li> </ul>
<p><b>Module 5</b> Week 10, 11, 12 and 13</p>	<ul style="list-style-type: none"> <li>• Read: (14) Developing and Pricing Goods</li> </ul>	<p>Sunday, April 7</p>	<ul style="list-style-type: none"> <li>• McGraw Hill Connect Chapter Review: 30</li> </ul>

<p>March 11 <i>(College is closed March 18-24 for Spring Break)</i></p>	<p>and Services</p> <ul style="list-style-type: none"> <li>• Read: (17) Understanding Accounting and Financial Information</li> <li>• Read: (18) Financial Management</li> <li>• Complete: McGraw Hill Connect Chapter Review</li> <li>• Complete: Video cases</li> <li>• Complete: Quizzes</li> <li>• Complete: Discussion</li> <li>• Complete: Reflection Paper</li> </ul>		<ul style="list-style-type: none"> <li>• Video Cases: 30</li> <li>• Quizzes: 30</li> <li>• Discussion: 20</li> <li>• Reflection Paper: 25</li> </ul>
<p><b>Module 6</b> Week 14, 15, 16 April 8</p>	<ul style="list-style-type: none"> <li>• Read: (19) Using Security Markets for Financial and Investment Opportunities</li> <li>• Read: (20) Money, Financial Institutions, and the Federal Reserve</li> <li>• Complete: McGraw Hill Connect Chapter Review</li> <li>• Complete: Video cases</li> <li>• Complete: Quizzes</li> <li>• Final Exam</li> </ul>	<p><b>Thursday,</b> <b>April 25</b></p>	<ul style="list-style-type: none"> <li>• McGraw Hill Connect Chapter Review: 20</li> <li>• Video Cases: 20</li> <li>• Quizzes: 20</li> <li>• Discussion: 20</li> <li>• Final Exam: 50</li> </ul>

**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.