

VALENCIA COLLEGE

West Campus Business Division

GEB1011 Introduction to Business CRN 10519

Term Period: Full - Fall 2024 May August 19th to December 8th 2024

Credit Hours: 3

Prerequisites: None

Class Meeting Room: Bldg 1: Room 147

Day/Time: Mondays from 11:30am to 12:45pm

Professor: Dr. Luis Pizarro

Office: West Campus, Building 11, Office 200

Phone: 407-582-7532

EMAIL: lpizarro3@valenciacollege.edu

Faculty Front Door: <http://frontdoor.valenciacollege.edu/?lpizarro3>

Office Hours: Note: For virtual meetings, please first email or call me first so that we may set up a time. Also, if I am available, we can certainly meet virtually outside of the stated time frames.

- On campus (my office) Mondays from 7am to 9am
- Virtual: Tuesdays and Wednesdays from 8am to 10am, and Thursdays and Fridays from 3pm to 5pm

Important dates

- Drop Refund Deadline (by 11:59pm EST): August 26th 2024
- No Show Reporting Period: August 28th thru September 6th 2024
- Student Initiated Withdrawal ("W" grade) Deadline: (by 11:59pm EST): October 25th 2024

College Closed:

- Labor Day: September 2nd 2024
- Thanksgiving: November 27th to December 1st 2024

COURSE: GEB1011 - Fundamentals of business organization and procedures to acquaint student with management, business terminology, organization, and control of large and small business.

COURSE OUTCOMES:

- Students must 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 must be able to identify and explain the differences between the 3 common forms of business ownership (Starting and Growing a Business).
- Students must be able to recognize and explain the principal functions of management (Managing for Quality and Competitiveness).
- Students must 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 must be able to identify and explain the four "Ps" of marketing (Marketing: Developing Relationships).
- Students must be able to identify and explain the functions of basic accounting, banking, and finance (Financing the Enterprise).

EDUCATIONAL MATERIALS:

Introduction to Business 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 formats you want. Web view is recommended -- the responsive design works seamlessly on any device.

ASSESSMENT METHODS AND EVALUATION:

- 15% of final grade = Discussions
- 5% of final grade = Direct Paraphrasing & Muddiest Point Activity
- 30% of final grade = Average of all Quizzes
- 30% of final grade = Quizzes
- 20% of final grade = Case Study

NOTE: This course does NOT have a final exam!

Grade Scale:

A = 90 - 100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = Below 60

COURSE CADENCE:

Unless otherwise specified, the normal week cycle starts on Mondays 12:01am and run through Sundays 11:59pm. Students, therefore, are required to complete all week's deliverables i.e., discussions, quizzes, exams, activities, etc., no later than Sunday nights by 11:59pm. Exceptions may be allowed, as per the "Make-up" policy below, in an emergency basis. But whenever possible such cases must be communicated to your instructor within 48 hours of the deliverable's due date. Keep in mind that accepting late work, regardless of circumstances, is still up to the discretion of your instructor.

NO-SHOW PROCEDURE:

Any student who does not attend class by the drop/refund deadline for this part of term will be withdrawn by the professor 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 drop yourself through your Atlas account by the drop deadline.

CLASSROOM POLICIES ATTENDANCE:

On campus: Although I do not withdraw students for non-attendance, attendance does count toward your final grade, hence is highly suggested for successful learning and completing this course.

Virtual: Weekly participation is the measured used to record attendance.

NOTE: If you have scheduled a vacation or any other engagement that may preclude you from complying with attendance expectations, you are still responsible for due work at the set schedule. I do not open modules nor make assignments available earlier than scheduled to accommodate student personal schedules unless of course it is due to extenuating circumstances.

CLASSROOM POLICIES ON RECORDING LECTURES:

Students may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a planned presentation by a college faculty member or instructor, during a scheduled class, delivered for the purpose of transmitting knowledge or information that is reasonably related to the pedagogical objective of the course in which the student is enrolled. Recording class activities other than class lectures, including but not limited to class discussions, student presentations, labs, academic exercises involving student participation, and private conversations, is prohibited. Recordings may not include the image or voice of other students in the class, may not be used as a substitute for class participation and class attendance, and may not be published or shared without the written consent of the faculty

member. Failure to adhere to these requirements may constitute a violation of the College's Student Code of Conduct.

WITHDRAWAL:

Per Valencia Policy 4-07 (Academic Progress, Course Attendance and 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 the part of term of 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: College Policies . 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.

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. Consult the International Student Services office for more information.

MAKE-UP POLICY:

Make up Assignments, Quizzes, and Exams may be allowed in cases of documented student emergencies. For student emergencies, it is the student's responsibility to contact the instructor and provide documentation within one week unless special arrangements have been made previously.

Please be advised that I do not offer "extra credit" nor adjust grades that are borderline for the next upper grade. This means that you must focus on completing the scheduled work, because you will not have the opportunity to improve final grades by either completing past due work or being given extra credit work.

STANDARDS OF CLASSROOM CONDUCT:

Valencia College is dedicated to the advancement of knowledge and learning and to 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 manage 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. College Policies

ACADEMIC HONESTY:

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.]

COLLEGE POLICIES:

A full description of all College policies can be found in College Catalog and at College Policies .

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.

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.

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

SPECIAL RULES:

Please refrain from cell phone use during class.

DISCLAIMER:

Changes may be made at the discretion of the instructor.