

Introduction to Business, GEB 1011
Syllabus
Professor Powell
Fall 2014

PROFESSOR: Lana Powell

Office: West Campus, Building 11, Room 347

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Phone number: 407-582-1322 Office

Office hours (also by Appointment): Office Hours will be set and sent during the First Week of Classes

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

Credit: 3

Prerequisite(s) and Co-requisite(s): None

Meeting places and times: West Campus Building 11 Room 349

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:

- ***Understanding Business, 10th edition with Connect***, by William Nickels, James McHugh, and Susan McHugh. Valencia has a customized, soft cover version available in the bookstore.
- Supplements: Connect by McGraw Hill
- Resources: There is a copy of the text on reserve in the East and West Campus Libraries

ASSESSMENT METHODS AND EVALUATION:

- 10% of final grade = Connect Learn Smart
- 10% of final grade= Connect Quizzes
- 10% of final grade = Midterm
- 10% of final grade = Final Exam
- 10% of final grade = Attendance
- 35% of final grade = Community Involvement Project
- 15%of final grade = Term Paper

Grade Scale:

A = 90 - 100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = Below 60

CONNECT LEARN SMART

Your book has software that can be bought with the textbook or separately. The Learn Smart should be done after reading the chapter, but before taking the quiz. It is a flash card program which will help you learn the terms in the Chapter. If you miss a word, the word will be added back to the pack and you will get to try again. When you complete the

assignment, you will receive 100%. **There will be a due date for each Chapter. You will not receive any credit for late assignments.**

CONNECT QUIZ

After reading the Chapter and completing the Learn Smart, then take a Quiz for each Chapter. **There will be a due date for each Chapter. Your grade will be reduced 10% for each day it is late.**

FINAL EXAM: There will be a required Final Exam for this course. If a student does not complete the Final Exam in the designated time frame, a grade of "0" will be assigned. Students must complete all coursework or will be assigned a grade of "0" for anything missing, unless it is an optional assignment.

IMPORTANT DATES:

Withdrawal deadline for W grade is September 2 Classes end December 7, 2014.

Credit Classes Do Not Meet: September 1, Monday or October 9, Thursday, and the college is closed November 26-30, 2014.

NO-SHOW PROCEDURE

Any student who does not attend class **by the No Show/drop/refund deadline for this course's part of 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 term.

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: <http://valenciacollege.edu/generalcounsel/policy/> .

See College calendar for important dates and final exam schedule at <http://valenciacollege.edu/calendar> .

MAKE-UP POLICY: Make up Assignments, Quizzes, and Exams will 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

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. <http://valenciacollege.edu/generalcounsel/policy>

ACADEMIC HONESTY: [SAMPLE CLAUSE: 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 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.

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DISCLAIMER: Changes may be made at the discretion of the instructor.