

VALENCIA COLLEGE

GEB1011 (CRN 25091) Introduction to Business

Spring 2024

CREDIT HOURS: 3

PREREQUISITES: None

CLASS MEETING ROOM: Building 11 - Room 351. West Campus

DAY/TIME: Tuesday and Thursday. 11:30am - 12:45pmm.

PROFESSOR: Dr. Matthew G. Kenney

OFFICE: West Campus, Building 11, Office 200B

PHONE: 407-582-1225

EMAIL: mkenney5@valenciacollege.edu

Office Hours: Monday- Friday: 12:45 - 2:45pm. Monday, Wednesday and Friday via Zoom.

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.

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

This course reinforces the [Valencia Student competencies](#).

Major Learning 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).

Free Textbook:

[Introduction to Business](#).

Please Note: This course does not require the purchase of any digital resources.

Assessment

This course will measure learning to ensure major learning outcomes are achieved.

- **Multiple-choice** demonstrates your ability to recall management concepts drawn from lectures, your notes, and reading the text (and supplementary course materials). This assessment method also demonstrates your ability to think critically when selecting the best answer to a given question.
- **Case Study** analysis demonstrates your ability to integrate small business management theory into practice. What you should see: When managers follow the best practices discussed in class—they experience success. Problems arise when managers stray from

management science and manage primarily by intuition or intimidation. A case study analysis in this course will place you in the position of a small business manager faced with important management decisions.

- **Peer-to-Peer** communication is vitally important in any managerial career. Look to major conflicts within teams and organizations, and you'll inevitably see communication is somehow related. In this course, weekly discussion board assignments will demonstrate your ability to communicate effectively in writing; and provide valuable feedback to your peers. Emphasis—when formulating discussion board grades—is placed on critical thinking, courtesy, punctuality, and professionalism.

Grading

Submitted content is assessed on a cumulative 1,000 points. Because punctuality is an essential trait of effective managers—and graded assignments are discussed in-depth (both in grade books and discussion threads) once an assessment is complete—late submissions are generally not accepted. Contact Dr. Kenney if you anticipate being unable to complete work by the due date.

Four (4) multiple choice quizzes*. Each exam will consist of 25 questions. Students may use their textbooks, notes, and supplementary materials.

- Total Points Available: 300
- 30% of Final Grade

Case Studies – Two case studies will be analyzed during the course. Students will evaluate real and/or hypothetical scenarios and provide substantive analysis based upon business theories and best practices explored in the readings.

- Total Points Available: 200
- 20% of Final Grade

Final Exam - A fifty (50) question final exam will be based upon the Major Learning Outcomes. This is an open book exam, a multiple-choice exam.

- Total Points Available: 100
- 10% of Total Grade

Analysis and Peer-to-Peer Communication – There will be nine (8) discussions created, which allows you to analyze small business management topics; and provide feedback to your classmates. This learning method is designed to sharpen writing and critical thinking skills, demonstrate an ability to research management issues, and communicate effectively in a virtual setting.

- Total Points Available: 400
- 40% of Final Grade

Grading Scale

Your course grade will be determined by the following scale:

90 - 100 A

80 – 89.9 B

70 – 79.9 C

60 – 69.9 D

0 - 59.9 F

[Weekly Course Assignment Schedule](#)

Course Schedule: Please see the [Home tab of Atlas](#) for a list of assignment due dates.

Course and College Policies

College Policies

A full description of all College policies can be found in the [College Catalog](#), [Policy Manual](#), and [Student Handbook](#).

Attendance Policy

With the Covid-19 situational factors at play, students should stay home if feeling ill. The general policy is that students are allowed three (3) unexcused absences. A fourth absence will result in notice of excessive absenteeism; and a fifth absence will result in withdrawal from the course. Of course, if there are extenuating circumstances exceptions can be made. Withdrawal will be made on a case-by-case basis until the Covid-19 pandemic has abated. The Attendance feature of Canvas may be used to weigh attendance and tardiness at the instructor's discretion, with point values of 1 - 100 points.

Make-Up Policy

Students are adult learners responsible for both their actions and inaction. As such, tardiness with regard to completing assignments is considered unprofessional and is generally not condoned. Weekly discussion board posts are not accepted late for academic credit since feedback is given to the class, which would give the student who submits late an unfair advantage. Case study multiple-choice exams may be submitted late given extenuating circumstances. Such late work will be accepted on a case-by-case basis.

Academic Honesty

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

Student Code of Conduct

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03

Withdrawal Policy

Students who are enrolled but do not participate during the first week of the course will be classified as “no show” students and withdrawn from the course by Dr. Kenney.

A student is permitted to withdraw from a class on or before the withdrawal deadline as published in the [College's Important Dates Calendar](#).

A student is not permitted to withdraw from a class after the withdrawal deadline. 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 as published in the faculty member's syllabus.

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 another 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 academic achievement upon the completion of all course work. Missed assignments shall receive zero points. A grade of “I” or Incomplete may be posted at the term's end by the professor only under extenuating circumstances.

CLASS POLICIES:

1. Multiple Choice Exams will be made available for a full week. Students will have 120-minutes to complete online exams.
2. Students must do their own work; there are no exceptions. Students who plagiarize or cheat in any way risk dismissal from the class and expulsion from the college.
3. Students must have an active Atlas account. Students must check their Atlas e-mails regularly so as not to 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.

4. Students with disabilities who qualify for academic accommodations must provide a letter from the Office of Students with Disabilities, and accommodations will be based upon said documentation. Contact OSD directly at West Campus SSB 102, ext. 1523.
-

Student Support Services

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. Contact Valencia's [International Student Services](#) office for more information.

Statement of Support for Students with Food/Housing/Financial Needs

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.

Student Assistance Program

Valencia College is interested in making sure all our students have a rewarding and successful college experience. For 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.

If you are unable to participate in the course due to illness, family emergency, etc., please communicate with your instructor as soon as possible in order 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 your instructor as soon as possible in order to create a plan for the best course of action.

Laptop Loaner Program

Due to the COVID-19 situation and shift to virtual/online learning, Valencia is currently loaning laptops to students in need. You can request a laptop by completing the request [form](#). This link will take you to the Atlas log-in screen and then to the form. Laptops are distributed on a first-come-first-served basis, so if you are in need, request a laptop early.

Learning 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 a 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. 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

Computer/Equipment Use Policy:

Use of computers in the Business, IT, and Public Service classrooms at Valencia Community College is restricted to those activities designated by the instructor to enhance the class materials. Any other use is strictly forbidden. Inappropriate use includes, but is not limited to: Use of computer to send E-mail or access Internet sites not specifically assigned in class. Use of computer for job, internship, homework or other activities not assigned in class. Modifying any hardware or software system configuration or setting.

Activities not in accordance with the Valencia Student Code of Conduct Use of computers in the departmental open lab is limited to those activities involved with preparing homework or coursework in this department and is subject to the same restriction as listed above. Computer use is remotely monitored; any student using computers inappropriately may be subject to dismissal from class or banishment from the lab.

Subsequent offense may be sent to the campus administration for further disciplinary action.

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.

Valencia I.D. Cards

Valencia ID cards are required for LRC, Testing Center, and IMC usage. 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.

*DISCLAIMER:

At the discretion of the instructor, 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.

Course Summary:

Date	Details	Due
Sun Jan 14, 2024	Discussion Topic Discussion #1 - Business Environment	due by 11:59pm
Sun Jan 21, 2024	Discussion Topic Discussion #2: Human Resources	due by 11:59pm
Sun Jan 28, 2024	Discussion Topic Discussion #3: Leadership	due by 11:59pm
Sun Feb 4, 2024	Quiz Quiz 1	due by 11:59pm
Sun Feb 11, 2024	Discussion Topic Discussion #4: Marketing	due by 11:59pm
Sun Feb 18, 2024	Discussion Topic Discussion #5: Marketing	due by 11:59pm
Sun Feb 25, 2024	Assignment Video Case #1	due by 11:59pm

Date	Details	Due
Sun Mar 3, 2024	Quiz Quiz #2	due by 11:59pm
Sun Mar 10, 2024	Discussion Topic Discussion #6: Strategy	due by 11:59pm
Sun Mar 17, 2024	Discussion Topic Discussion #7: Finance	due by 11:59pm
Sun Mar 24, 2024	Quiz Quiz #3	due by 11:59pm
Sun Mar 31, 2024	Discussion Topic Discussion #8: Accounting and Finance	due by 11:59pm
Sun Apr 7, 2024	Quiz Quiz #4	due by 11:59pm
Sun Apr 21, 2024	Assignment Video Case #2	due by 11:59pm
Wed Apr 24, 2024	Quiz Final Exam	due by 11:59pm
	Assignment Roll Call Attendance	