



GEB 1011 INTRODUCTION TO BUSINESS

Session FULL-MIXED MODE (CRN 15925)
Class Policies & Course Syllabus
Fall 2023

COURSE DESCRIPTION

This course examines the fundamentals of business organization and procedures to acquaint students with management, business terminology, organization and control of large and small businesses. Major topics include:

- The Business Environment
- Starting and Growing a Business
- Managing for Quality and Competitiveness
- Creating the Human Resource Advantage
- Marketing: Developing Relationships
- Financing the Enterprise

Credit hours: 3

Prerequisites: None

Class Meeting Room: Winter Park Campus, Room 114

Day/Time: Wednesday, 10:00 a.m. -11:15 a.m.

PROFESSOR: M. Rodriguez Raupach, Ph.D.
A.K.A: Dr. Rodriguez

Front Door: <https://frontdoor.valenciacollege.edu/?mrodriguezraupach>

Office: Winter Park Campus, Faculty Office

Phone: 407-582-5339

Email: mrodriguezraupach@valenciacollege.edu

Canvas: Preferred mode of communication during the term.

Office hours:

M: 8:30-12:30 Virtual

T: 8:45-9:45 and 12:45-1:45 West Campus, Building 5, Room 149

W: 8:30-10:00 and 11:15-11:45 Winter Park Campus, Faculty Office

R: 8:30-11:30 Virtual

F: 8:00-9:00 Virtual

Note: Contact Professor to schedule Campus or Virtual meeting.

COURSE MAJOR LEARNING OUTCOMES (MLO)

Course outcomes are set by Valencia College and reinforce the Student Competencies of Think, Value, Act, and Communicate. For more information select:

<http://valenciacollege.edu/competencies>. The MLOs for this course are to:

- 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

Text: Understanding Business, 13th Edition

McGraw-Hill Education [2022]

By W. Nickels, J. McHugh, and S. McHugh

ISBN: 978-1-259—92943-4

Supplemental: In addition to the ebook, we will be discussing current events and using supplemental resources such as journal articles and videos. Links for these supplemental resources will be provided on Canvas.

Software: All course materials and communication tools will be accessed via your Canvas account for this course. As a Valencia student, you have access to Microsoft Office (Word, Excel, PowerPoint) free for personal use. It is recommended that you download the desktop version of MS Office to avoid formatting issues in Canvas. You can learn more about accessing these applications in Atlas, on the "My Atlas" tab, right hand column, under "Microsoft Office for Personal Use."



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COURSE EVALUATION

The purpose of the evaluation strategy for this course is to measure your Knowledge, Skills, and Abilities (KSAs) as a Valencia College student.

MLOs will be assessed by one or more of the following:

- 1) **SmartBook** are assigned reading with self-check questions. Questions are open text or notes and are intended as practice to make sure you understand the course content for any given week or module. You will have unlimited attempts on each module before the due date.
- 2) **Business Plan Practice Assignments** are application questions based on the SmartBook assignment and class notes. You will have two attempts per assignment before the due date.
- 3) **Business Plan Sections Organizer Assignments** are high level organizers for the main sections of a business plan. You will describe high level strategic ideas for each section and include annotated references to support your strategies. The assignments provide students with opportunities to apply course concepts for a hypothetical new business of their choice. All submissions will be checked for proper spelling/grammar and plagiarism.
- 4) **Final Business Plan Organizer** is the final high level organizer for all sections of the business plan described in item 3). Students are expected to have considered the instructor's feedback and lessons learned during the entire course and submit an updated and final version of a Business Plan Organizer for a hypothetical, new business idea. See specific instructions and rubric on Canvas.
- 5) **One Extra Credit Assignment** will be available for all students who would like to improve their grade due to a zero or poor performance on any assessment. This assignment may consist of writing exercises, presentations, research, or creative project. The Extra Credit Assignment must be completed as described in Canvas and turned in by the due date. No exceptions.

EVALUATION

Assessment	Total Points	Percentage of Grade
SmartBook (14 Chapters, 20 points each)	280	28%
Business Plan Practice Assignments (8 Assignments, 15 points each)	120	12%
Business Plan Sections Organizer (4 Assignments, 100 points each)	400	40%
Final Business Plan Organizer	200	20%
Total	1000	100%
Extra Credit Assignment	80	



GRADING SCALE

Points	Percentage	Grade
900- 1000	90% – 100%	A
800 - 899	80% - 89%	B
700 - 799	70% - 79%	C
600 - 699	60% - 69%	D
0 - 600	Below 60%	F

CLASS POLICIES

Students must adhere to the following policies to remain in good standing.

- 1) **Attendance:** If you are absent more than two weeks in the semester, you are subject to withdrawal. Attendance is recorded each week you attend class and submit a weekly assignment. You are marked absent each week you do not attend class and fail to submit the weekly assignment. Logging into Canvas without submitting something does not count for attendance. The academic week runs from Monday at 12:00 am EST to Sunday at 11:59 pm EST.

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) **Late submissions:** The student is responsible for submitting ALL assessments before the due dates outlined in the course schedule or Canvas. Late submissions will not be accepted. If you are unable to participate in the course due to illness, family emergency, etc., please communicate with me as soon as possible in order to create a plan for the best course of action.
- 3) **Student participation:** Students must have an active Atlas account and 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, Canvas, etc.) may affect your grade. Students are expected to do their own work. Failure to so may result in Academic Dishonesty.
- 4) **Students with Disabilities:** 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 two weeks of class. The OSD determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).



SCHEDULE OF CLASSES

Session Full
Fall 2023

Week	Topic & Assignments	Due Dates
<p>1 Wednesday, 8/23</p>	<p>Canvas Week 1</p> <ul style="list-style-type: none"> • Go to: Start Here • Read: Orientation Module <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 1: Taking Risks and Profits within a Dynamic Business Environment</i> • Business Plan Practice: Market Research 	<p>Wednesday, 8/30</p>
<p>2 Wednesday, 8/30</p>	<p>Canvas Week 2</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 2: Understanding Economics and How it Affects Business</i> • Business Plan Practice: Industry 	<p>Tuesday, 9/5</p>
<p>3 Wednesday, 9/6</p>	<p>Canvas Week 3</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 5: How to Form a Business</i> • Business Plan Practice: Business Plan Overview 	<p>Monday, 9/11</p>
<p>4 Wednesday, 9/13</p>	<p>Canvas Week 4</p>	<p>Monday, 9/18</p>

Week	Topic & Assignments	Due Dates
	<p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 6: Entrepreneurship and Starting a Small Business</i> • Business Plan Sections Organizer: <ul style="list-style-type: none"> ○ Company Background ○ Management Team 	
<p>5 Wednesday, 9/20</p>	<p>Canvas Week 5</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 7: Management and Leadership</i> • Business Plan Practice: Management & Human Resources 	<p>Monday, 9/25</p>
<p>6 Wednesday, 9/27</p>	<p>Canvas Week 6</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 9: Productions and Operations Management</i> • Business Plan Practice: Business Operations/Management 	<p>Monday, 10/2</p>
<p>7 Wednesday, 10/4</p>	<p>Canvas Week 7</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 13: Marketing: Helping Buyers Buy</i> • Business Plan Practice: Marketing Process 	<p>Monday, 10/9</p>
<p>8 Wednesday, 10/11</p>	<p>Canvas Week 8</p> <p>Complete/Submit:</p>	<p>Monday, 10/16</p>

Week	Topic & Assignments	Due Dates
	<ul style="list-style-type: none"> • SmartBook - <i>Chapter 14: Developing and Pricing Goods and Services</i> • Business Plan Practice: Product & Services 	
<p>9 Wednesday, 10/18</p>	<p>Canvas Week 9</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 15: Distributing Products</i> 	<p>Monday, 10/23</p>
<p>10 Wednesday, 10/25</p>	<p>Canvas Week 10</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 16: Using Effective Promotions</i> • Business Plan Sections Organizer: <ul style="list-style-type: none"> ○ Marketing Plan ○ Location Analysis 	<p>Monday, 10/30</p>
<p>11 Wednesday, 11/1</p>	<p>Canvas Week 11</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 17: Understanding Accounting and Financial Information</i> • Business Plan Practice: Financial Summary 	<p>Monday, 11/6</p>
<p>12 Wednesday, 11/8</p>	<p>Canvas Week 12</p> <p>Complete/Submit:</p> <ul style="list-style-type: none"> • SmartBook - <i>Chapter 18: Financial Management</i> • Business Plan Sections Organizer: <ul style="list-style-type: none"> ○ Financial Plan ○ Capital Required 	<p>Monday, 11/13</p>

Week	Topic & Assignments	Due Dates
13 Wednesday, 11/15	Canvas Week 13 Complete/Submit: <ul style="list-style-type: none"> • SmartBook - Chapter 3: Doing Business in Global Markets • Business Plan Sections Organizer: <ul style="list-style-type: none"> ○ Manufacturing Plan ○ Executive Summary 	Monday, 11/20
14 Wednesday, 11/22	Canvas Week 14 THANKSGIVING BREAK	Monday, 11/27
15 Wednesday, 11/29	Canvas Week 15 Complete/Submit: <ul style="list-style-type: none"> • Final Business Plan Organizer • Extra Credit 	Monday, 12/4
16 Wednesday, 12/6	Canvas Week 16 Complete and Submit: <ul style="list-style-type: none"> • SmartBook - Chapter 4: Demanding Ethical and Socially Responsible Behavior 	Wednesday, 12/6

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.



Valencia College Policies

Academic Dishonesty

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.

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, including artificial intelligence, the source shall be appropriately acknowledged.

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 link to the LifeMap Student Handbook: <https://valenciacollege.edu/students/student-services/documents/student-handbook.pdf>

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/baycarestudentassistanceservices/>

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. Following is the link to the website: <https://valenciacollege.edu/students/advising-counseling/>

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 **10/27/23** for this class in the **Fall 2023** Full Semester. If you are thinking about withdrawing from this course, I ask that you please contact me first. I also highly

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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 academic achievement on all course work.

If you drop the course(s) by the Drop/Refund Deadline, which is **8/28/23** 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.

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. Following is the link to the website: <https://international.valenciacollege.edu/>

“No Show” Status

Class attendance is required beginning with the first class meeting. If you do not attend the first class meeting, 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/>