

VALENCIA COLLEGE

Division of Business

GEB 1011 – Intro to Business **CRN 17342**
Class Policies & Course Syllabus ~ Fall 2022

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: West Campus, Building 1, Room 150

DAY/TIME: Tuesday & Thursday 10:00 – 11:15 AM

PROFESSOR: Sandra Mertune

PHONE: 407-729-1795

EMAIL: snieves6@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

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.

Major Learning Outcomes (MLO) and assessment of each:

- 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 LearnSmart 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 LearnSmart 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 LearnSmart 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 LearnSmart 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 LearnSmart 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 LearnSmart activities, and a multiple-choice exam administered after the material is covered in the course.

Important Dates

1. Drop/refund Deadline: August 29, 2022 at 11:59 p.m.
2. No Show Reporting Period: August 31, 2022, to September 9, 2022
3. Withdrawal Deadline - "W" grade: October 28, 2022 at 11:59 p.m.
4. Graduation Application Deadline: September 9, 2022
5. Final Grades Viewable in ATLAS: December 13, 2022
6. College Closed (No School): September 5, November 11, November 23-27

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EDUCATIONAL MATERIALS:

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

Log into your Connect course section and navigate to the Content folder where assignments are located.

1. Click on the first assignment and it will begin the registration process.
2. Enter your e-mail address to verify if there is an existing Connect account. It will ask for the Connect password (if a new account, what is entered for the password will be your new password).
3. Once account is located or created, it will ask for registration code. You may enter the registration code you purchased online or click the courtesy access to register for a 14-day free trial.
4. The final step is to click the go to Connect section and finalized by returning to Blackboard. Congratulations! You should now be properly registered to your course section.

If you get stuck or experience any difficulties, you can call 1(800) 331-5094 for help.

OTHER RESOURCES:

West Campus Bookstore:

Campus Store/Customer Service will be open Monday – Friday, 8 a.m. – 6 p.m.

Campus store window pick-up will be available Monday – Saturday, 8 a.m. – 6 p.m.

Visit the [Valencia Campus Store website](#) for more information and online ordering.

407-299-5000, extension 5310

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

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

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Academic Advising:

- Call: 407-582-1507
- Email: 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 for their financial aid questions, as well as for potential assistance with financial support

EVALUATION:

Assignments and Assessments:

There will be homework assignments due with each chapter. These assignments will be comprised of word problems and multiple-choice questions. There will be in class assignments, unannounced quizzes, and a mandatory final exam. (Late submissions will not be accepted).

<u>Grading Policy:</u>	<u>Points:</u>	<u>Where:</u>
Chapter Assessments (19)	475 (25 pts each)	(Connect)
Exams (5) (includes Final)	500 (100 pts each)	(Connect)/ In Class
Application Based Activity (5)	50 (10 pts each)	(Connect)/In class
Written Assignments	75 (3 total)	Connect
Entrepreneur Interview	50	Canvas
Classwork	75	Classroom only
Reflection paper	75 pts	Canvas
Total	1,300	

The sum of these will determine a letter grade as follows:

1170 - 1300 A

1040 - 1169 B

910 - 1039 C

780 - 909 D

0 - 908 F

All Connect assessments must be completed as assigned and during the week when the assigned chapters are covered. All Connect assessments for that week are due by 11:59 pm Sunday night of that week. You will have two attempts for each Connect assessments, and the higher score will be recorded as your earned grade.

There will be a total of 5 exams, and this includes the final exam. The final exam will not be cumulative but on chapters 17-20.

Withdrawal Policy:

A student is permitted to withdraw from a class on or before the withdrawal deadline (10/28/2022) as published in the College calendar. A student is not permitted to withdraw from a class after the withdrawal deadline. Prior to the beginning of the final exam period, the professor is permitted to withdraw a student from the class for violation of the professor's attendance policy. Written notification will be provided to the student prior to withdrawal.

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 upon the completion of all course work, including the required final examination. "A student who fails to take the required final examination may receive a final course grade earned unless the professor elects to assign the student a grade of "I" or as otherwise addressed in the Professor's course syllabus. The student will then receive a final course grade based on the cumulative points earned on all other assessments as specified in the evaluation section on the previous page of the syllabus.

"No Show" Policy

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.

o 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.

o 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.

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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.
- C. Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-11 (www: valenciacollege.edu). The policy can be located at the following link: http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=193&volumeID_1=8&navst=0

Student Code of Conduct:

- A. 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.
- B. 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

Attendance Policy:

Masks are recommended. If you do not feel well, please feel free to opt not to come to class. You will not be penalized.

Make-Up Policy:

Students are adult learners responsible for both their actions and in-actions. 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.

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CLASSROOM POLICIES:

1. Valencia's attendance policy is that a student will be present for all class meetings. After two absences, a student will receive an excessive absence notice and must schedule a conference with the instructor immediately. A student will be withdrawn after four absences (excused or unexcused). Continual tardiness will be viewed as absences and treated as such. Two occurrences of being tardy will equal one absence. A student coming in more than 15 minutes late will be counted as absent for that day.
2. A student is responsible for material covered during absences. Make-ups for scheduled tests must be requested before the test date and are subject to approval of the instructor. Unscheduled tests cannot be made up.
3. There will be no eating or drinking in the classroom. Class begins at a scheduled time and is over when the instructor dismisses class. Leaving early without prior permission will result in a class-work grade of zero and an absent.
4. Students must do their own work; there are no exceptions. Students who plagiarize or cheat, in anyway, risk dismissal from the class and expulsion from the college.
5. 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.
6. 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 Office for Students with Disabilities determines accommodation based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).
7. Please set all mobile communications on vibrate or off mode. If there is an emergency, feel free to leave the classroom for a moment to take care of any NECESSARY communications. Disruption from a cell phone or other mobile device ring-tones, beeps, could result in 5 points being taken off of your final course grade. Laptops are prohibited in class except with permission from the professor.

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/>

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- 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 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 in order to create a plan for the best course of action.
- 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."
- 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 at <https://valenciacollege.edu/laptop> . 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!

Institutional Core Competencies:

The following Valencia Student Competencies will be reinforced throughout the entire course:

THINK – Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.

VALUE – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.

COMMUNICATE – Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.

ACT – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

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SCHEDULE OF CLASSES Intro to Business (CRN 17343) Fall, 2022

Week 1 August 22, 2022	Intro & Syllabus Review Chapter 1- Taking Risks and Making Profits within the Dynamic Business Environment –Define Business/Business Environment/ Factors of Production Assignments Due: CH 1 Assessment
Week 2 August 29, 2022	Chapter 2- Understanding Economics and How it Affects Business- Fiscal & Monetary Policy/Economic Systems/Evaluation of Economic Performance Assignments Due: ABA: ECONOMICS CH 2 Assessment
Week 3 September 5, 2022	Chapter 3- Doing Business in Global Markets- Global Trade/Global Strategies/Barriers to Trade/Trade Relationships Chapter 4- Demanding Ethical and Socially Responsible Behavior- Business Ethics/Social Responsibility/Global Ethics Assignments Due: ABA: International Trade CH 3 & CH 4 Assessments Written Assignment #1
Week 4 September 12, 2022	Exam 1 (Chapter 1-4) Chapter 5- How to Form a Business- Sole Proprietorship/Partnership/Corporation/LLC/Franchise Assignments Due: CH 5 Assessment
Week 5 September 19, 2022	Chapter 6- Entrepreneurship and Starting a Small Business- Funding/Opportunities & Threats/Pros & Cons Chapter 7- Management and Leadership- Planning/Organizing/Leading/Controlling Assignments Due: ABA: Entrepreneurship CH 6 & CH 7 Assessments Written Assignment #2

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<p>Week 6 September 26, 2022</p>	<p>Exam 2 (Chapter 5-7)</p> <p>Chapter 8- Structuring Organizations for Today's Challenges – Structure/Models/Change</p> <p>Assignments Due:</p> <p>CH 8 Assessment Written Assignment #3</p>
<p>Week 7 October 3, 2022</p>	<p>Chapter 9- Production & Operations Management- Production Processes/Operations Management Planning/Quality</p> <p>Chapter 10- Motivating Employees – Motivation Theories</p> <p>Assignments Due:</p> <p>CH 9 & CH 10 Assessments</p>
<p>Week 8 October 10, 2022</p>	<p>Chapter 11-Human Resource Management – Laws/HR Challenge/Compensation/Movement</p> <p>Chapter 12-Dealing with Employee-Management Issues-Collective Bargaining/Tactics/Issues</p> <p>Assignments Due:</p> <p>CH 11 & 12 Assessments</p>
<p>Week 9 October 17, 2022</p>	<p>Exam 3 (Chapter 8-12)</p> <p>Chapter 13- Marketing: Helping Buyers Buy</p> <p>Assignments Due:</p> <p>CH 13 Assessment</p>
<p>Week 10 October 24, 2022</p>	<p>Chapter 14 – Developing & Pricing Goods & Services – /Differentiation/Packaging/Branding/Product Life Cycle/Pricing</p> <p>Assignments Due:</p> <p>CH 14 Assessments</p>
<p>Week 11 October 31, 2022</p>	<p>Chapter 15-Distributing Products-Intermediaries/Utility/Distribution Channels</p> <p>Chapter 16-Using Effective Promotions-Promotion Mix/Advertising/Public Relations</p> <p>Assignments Due:</p> <p>CH 15 & CH 16Assessment ABA: 4 Ps of Marketing</p>
<p>Week 12 November 7, 2022</p>	<p>Exam 4 (Chapter 13-16)</p> <p>Guest Speakers</p> <p>Assignments Due:</p> <p>Interview Paper</p>

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<p>Week 13 November 14, 2022</p>	<p>Chapter 17- <i>Understanding Accounting and Financial Information</i>- Accounting Cycle/Financial Statements/Financial Performance Assignments Due: CH 17 Assessment ABA: Accounting and Financial Ratios</p>
<p>Week 14 November 21, 2022</p>	<p>No Class Thursday, November 24, 2022 Chapter 18 <i>Financial Management</i>-Financial Planning/Short-Term & Long-Term Assignments Due: CH 18 Assessment Reflection Paper</p>
<p>Week 15 November 28, 2022</p>	<p>Chapter 19 – <i>Using Securities Markets for Financing and Investing Opportunities</i>- Stocks/Bonds/Primary & Secondary Markets Assignments Due: CH 19 Assessment</p>
<p>Week 16 December 5, 2022</p>	<p>Final Exam (Chapter 17-19)</p>

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.

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MTB 1103 – Practical Business Math Procedures (CRN 20231)

Class Policies & Course Syllabus ~ Spring 2022