VALENCIA COLLEGE

Division of Business and Hospitality

West Campus

GEB 1011 Introduction to Business

Session Full (CRN 24521)

Class Policies & Course Syllabus

Spring 2018

**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: WC-011 Room 349**

**DAY/TIME:** Tuesdays 07:00 – 9:45 PM

**PROFESSOR:** Professor W. Slot

**OFFICE:** West Campus, Building 10, Room 209

**PHONE:** 407-582-1988

**EMAIL:** wslot@valenciacollege.edu

**SCHEDULED OFFICE HOURS**

(Virtual – via e-mail)

**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

1. Human resource management
2. Employee-management issues
3. Marketing

14. Developing/pricing products and services

15. Supply chain management

16. Promoting products using marketing communications

17. Information technology

1. Financial information and accounting
2. Financial management
3. Securities markets
4. Financial institutions
5. Managing personal finances

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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.

This course reinforces the Valencia Student Competencies of Think, Value, Act, and Communicate described in the Valencia College Catalog, which can be located at the following link: http://valenciacollege.edu/competencies

**Major Learning Outcomes (MLO) for this Course**

**and how each will be assessed:**

* 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 case studies, 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 differences between the 3 common forms of business ownership (Starting and Growing a Business). This MLO will be assessed through 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 weekly LearnSmart activities, a video case, 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 weekly LearnSmart activities, a video case, 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, weekly LearnSmart activities, video cases, 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 the weekly LearnSmart activities, a case study, and a multiple choice exam administered after the material is covered in the course.

**EDUCATIONAL MATERIALS**:

Required: Understanding Business (with Connect access card), 11th Edition, Nickels, McHugh, and McHugh. Publisher: McGraw-Hill Irwin, Boston, MA

**EVALUATION:**

**Exams, Assignments, and Attendance:**

1. There will be a 10 question quiz on each chapter covered. The quizzes will be comprised of multiple choice questions and are administered online. The dates for the quizzes and are listed in the course outline located in this syllabus. Each quiz must be completed by the due date to receive credit.
2. There are Connect LearnSmart assignments to complete for each chapter. The assignments are worth 10 points each, multiple choice and fill in the blank, and they are completed online. The assignments should be completed during the week the chapters are covered and the assignments are due by Sunday midnight of that week (an outline is provided in this syllabus). Late assignments will not be accepted, and you must complete 100% of the chapter Connect LearnSmart assignment to earn the points. You should complete the assessments using Mozilla Firefox or Google Chrome as your browser instead of Internet Explorer. If you experience any difficulties in Blackboard, please contact VC Blackboard help at 407-582-5600.
3. There are Connect Video Cases to complete for select chapters. The assignments are worth 10 points each, multiple choice, and they are completed online. The assignments should be completed during the week the chapters are covered and the assignments are due by Sunday midnight of that week (an outline is provided in this syllabus). Late assignments will not be accepted. You should complete the assessments using Mozilla Firefox or Google Chrome as your browser instead of Internet Explorer. If you experience any difficulties in Blackboard, please contact VC Blackboard help at 407-582-5600.
4. There will be four case studies worth 25 points each. Responses to the case studies should be typed in a Microsoft Word document, submitted through Blackboard, and are due by the dates indicated in the course outline. Each submission will be run through SafeAssign to check for plagiarism.
5. There will be a 50 question multiple choice final exam administered in class on Thursday, 4/24, from 7:00 pm – 9:45 pm.
6. Attendance will be called each class meeting and one point will be awarded for those in attendance. Absent students will receive a “0” for that class meeting and attendance points cannot be made up. Please see the attendance policy below.

**GRADING SCALE:**

|  |  |  |
| --- | --- | --- |
| **Assessment** | **Total Points** | **Percentage of Grade** |
| **Quizzes**  (18 chapters, 10 points per chapter) | 180 | 30% |
| **Connect Video Cases**  (7 cases, 10 points per case) | 70 | 11% |
| **Connect LearnSmart Assignments** (18 assignments, 10 points each assignment) | 180 | 30% |
| **Case Studies**  (4 assignments, 25 points each) | 100 | 16% |
| **Final Exam**  (50 questions, 1 point each) | 50 | 8% |
| **Attendance**  (15 class meetings, 2 point per class) | 30 | 5% |
| **Total** | 610 | 100% |

|  |  |  |
| --- | --- | --- |
| **Points** | **Percentage** | **Grade** |
| 549 - 610 | 90% – 100% | A |
| 488 - 548 | 80% - 89% | B |
| 427 - 487 | 70% - 79% | C |
| 366 - 427 | 60% - 69% | D |
| Below 366 | Below 60% | F |

**COLLEGE POLICIES:**

**Academic Honesty:**

1. 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.
2. 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.

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

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:**

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 policy can be located at the following link:

<http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=180&volumeID_1=8&navst=0>

**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/studentservices/baycarestudentassistanceservices/

**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 3/30/18 for this class in the Spring 2018 Semester. I also highly 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 professorwill 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 cumulative points earned.

**“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/

**CLASS POLICIES:**

1. **Attendance:** Class attendance is an essential component of your success in this course. Class time provides a valuable opportunity to discuss the course material, apply course concepts, learn from each other, and from guest speakers and/or presentations. If you are absent more than four classes during the semester, you are subject to automatic withdrawal from the course. Attendance is recorded each class meeting, the academic week is Monday-Sunday by midnight (Eastern Time), and to receive attendance credit, you must be in class. Attendance points cannot be made up.

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. **Exams and Assignments:** The student is responsible for taking their exams and completing assignments during the week they are assigned. Assessments not submitted by the assigned due dates will not be accepted. Extenuating circumstances such as hospitalization or a death in the immediate family preventing the completion of an exam or assignment must be documented and provided to the instructor. Make up exams and assignments are subject to the approval of the instructor based on documentation provided by the student.

3. **Student Technology in the Classroom:** I understand there are many good reasons to have laptops, mobile phones, and other wireless communication devices. Many of us have work and family responsibilities that sometimes cannot wait until the end of class.

Recognizing that it may be necessary on occasion to communicate with others during class, please do not use technology to text, email, surf, talk, or anything else while class is in session. Feel free to leave the classroom for a moment to take care of any necessary emergency communications.

Florida is a “two consent” state concerning recording conversations. Students may not record their instructors, either in conversation or in class, without their consent. If you want to record a classroom conversation, you must first receive permission from everyone in the room.

4. Students must do their own work; there are no exceptions.

5. Students must have an active Atlas account. 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 week of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

**SCHEDULE OF CLASSES**

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| **Week**  **Beginning (Monday)** | **Assignment** | **Due Date** | **Points Possible** |
| --- | --- | --- | --- |
| Week 1  January 9th | **Read:** Syllabus  **Read:** (1) Dynamic Business Environment  **Complete:** LearnSmart Assignment  **Complete:** One Video Case  **Complete:** Quiz | Monday, January 15th | **LearnSmart:**10  **Video Case:** 10  **Quiz:** 10  **Attendance:** 2 |
| Week 2  January 16th | **Read:** (2) Understanding How Economics Affects Business  **Complete:** LearnSmart Assignment  **Complete:** Quiz | Monday, January 22nd | **LearnSmart:**10  **Quiz:** 10  **Attendance:** 2 |
| Week 3  January 23rd | **Read:** (3) Doing Business in Global Markets and **Complete:** LearnSmart Assignment  **Complete:** Quiz | Monday, January 29th | **LearnSmart:**10  **Quiz:** 10  **Attendance:** 2 |
| Week 4  January 30th | (4) Demanding Ethics and Socially Responsible Behavior  **Complete:** LearnSmart Assignment  **Complete:** Quiz  **Complete:** Chapter 2 Case Study | Monday, February 5th | **LearnSmart:**10  **Quiz:** 10  **Attendance:** 2  **Case Study:** 25 |
| Week 5  February 6th | **Read:** (5) How to Form a Business and (6) Entrepreneurship and Starting a Small Business  **Complete:** LearnSmart Assignments  **Complete:** Chapter 6 Case Study  **Complete:** Quizzes | Monday, February 12th | **LearnSmarts:**20  **Quizzes:** 20  **Case Study:** 25  **Attendance:** 2 |
| Week 6  February 13th | **Read:** (7) Management and Leadership and  (9) Productions/ Operations Management  **Complete:** LearnSmart Assignments  **Complete:** Video Case  **Complete:** Quizzes | Monday, February 19th | **LearnSmarts:**20  **Video Case:** 10  **Quizzes:** 20  **Attendance:** 2 |
| Week 7  February 20th | **Read:** (11) Human Resource Management  **Complete:** LearnSmart Assignment  **Complete:** Video Case  **Complete:** Quiz | Monday, February 26th | **LearnSmart:**10  **Video Case:** 10  **Quiz:** 10  **Attendance:** 2 |
| Week 8  February 27th | **Read:** (12) Dealing with Employee – Management Issues  **Complete:** LearnSmart Assignment  **Complete:** Case Study  **Complete:** Quiz | Monday, March 5th | **LearnSmart:**10  **Case Study:** 25  **Quiz:** 10  **Attendance:** 2 |
| Week 9  March 6th | **Read:** (13) Marketing – Helping Buyers Buy and (14) Developing and Pricing Goods and Services  **Complete:** LearnSmart Assignment  **Complete:** Video Case  **Complete:** Quizzes | Monday, March 12th | **LearnSmarts:**20  **Video Cases:** 20  **Quizzes:** 20  **Attendance:** 2 |
| Week 10  March 13th  College is Closed for Spring Break – No Classes this week | | | |
| Week 11  March 20th  (Location TBD) | Library, Research, Internship and Advisor Presentation  **Attendance:** 2 | | |
| Week 12  March 27th | **Read:** (15) Distributing Products and (16) Using Effective Promotions  **Complete:** LearnSmart Assignments  **Complete:** Video Case  **Complete:** Quizzes | Monday, April 2nd | **LearnSmarts:**20  **Quizzes:** 20  **Case Study:** 10  **Attendance:** 2 |
| Week 13  April 3rd | **Read:** (17) Understanding Accounting and Financial Information  **Complete:** LearnSmart Assignment  **Complete:** Case Study  **Complete:** Quiz | Monday, April 9th | **LearnSmart:**10  **Quiz:** 10  **Case Study:** 25  **Attendance:** 2 |
| Week 14  April 10th | **Read:** (18) Financial Management (19) Using Security Markets for Financial and Investment Opportunities  **Complete:** LearnSmart Assignments  **Complete:** Quizzes | Monday, April 16th | **LearnSmart:**20  **Video Case:** 10  **Quizzes:** 20  **Attendance:** 2 |
| Week 15  April 17th | **Read:** (20) Money, Financial Institutions, and the Federal Reserve  **Complete:** LearnSmart Assignment  **Complete:** Quiz | Monday, April 23rd | **LearnSmart:**10  **Quiz:** 10  **Attendance:** 2 |
| Week 16  April 24th  Final Exam Week | **Final Exam** | The final exam is from 7:00 pm - 9:45 pm on Tuesday, 4/24. | **Final Exam:** 50  **Attendance:** 2 |

**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.