Lake Sumter State College · Business and Technologies · Business

Introduction to Business GEB-1011

Spring Full Term 2024 CRN 20165 3 Credits 01/08/2024 to 04/27/2024 Modified 12/22/2023

Class days, Location, Time

COURSE INFO

Instructional Method: Traditional Online
Start and End Dates: Monday, January 08, 2024 to Saturday, April 27, 2024

CLASS DETAIL

Lead Instructor: Clark, Jacquel
Class Location: Online (Textbooks: South Lake Bookstore)

Virtual Office Hours: Monday through Thursday, 3:00 p.m. until 6:00 p.m.

Course Description

A survey of modern business practices. This course explores various business areas including economics, management, marketing, accounting, and finance. This course is designed to help prepare students for future business courses and assist students in deciding whether to choose business as a career.

Requisites

Prerequisite: Successful completion of all developmental reading courses indicated through placement testing

Course Objectives

Objectives are defined as what the course will do and/or what the students will do as part of the course.

Objective 1 – Provide the student with an integrated view and appreciation of the business world.

Objective 2 – Introduce the student to business terminology and business concepts.

Objective 3 – Introduce the student to basic practices and problems in business.

Objective 4 – Require the student to use and develop the thinking levels of Application and Analyzing found on Bloom's Taxonomy Educational Objectives (Knowledge-Based) that are required to be successful in business.

Objective 5 – Promote student interest in business as a career.

Student Learning Outcomes

Lake-Sumter State College (LSSC) aims to provide students with a broad foundation of knowledge and skills across the various academic disciplines and programs. A "learning outcome" is defined as the knowledge, skills, attitudes, or habits of mind that students take with them beyond the learning experience.

The following learning outcomes will be assessed in this course:

GEB1011.1 – Demonstrates understanding of how economics works in the business world.

GEB1011.2 – Demonstrates understanding of how management works in the business world.

GEB1011.3 – Demonstrates understanding of how marketing works in the business world.

GEB1011.4 – Demonstrates understanding of how accounting works in the business world.

As a result of completing courses as part of the Business Administration A.S., like this one, students will be able to achieve the following learning outcomes:

1. Identify, describe, and apply current information, theories, techniques, and practices of the major business disciplines.
2. Critically analyze business situations to construct and select viable solutions, draw conclusions, or solve problems.
3. Communicate with clarity, appropriate tone, proper mechanics, and relevant content.
4. Demonstrate ethical awareness, the ability to do ethical reflection, and the ability to apply ethical principles in decision-making.
5. Demonstrate the management skills unique to the successful operation of a small business enterprise.

INSTITUTIONAL

Achievement of Institutional Student Learning Outcomes (ISLOs) contributes to your success as a citizen and member of the workforce. The ISLOs include Analytical Thinking, Communication, Information Fluency, and Social Responsibility. In this course, we will address:

- Social Responsibility: Interpret the breadth and variety of human culture and/or the complex interrelationships between humans and the environment

This course and section participates in the campus-wide assessment process. Existing assignment(s) for this course were chosen for this purpose. This assignment/assessment will be graded by your instructor as explained in the syllabus. The separate reporting/scoring of the assignment/assessment for the purposes of LSSC's assessment efforts WILL NOT affect your grade in the course, or any other course work at the College. It will, however, help the College support the advancement and improvement of student learning in general. Your confidentiality will be maintained during the assessment processes.

Textbooks & Other Course Materials

Click the link below for information about your course textbook:

You will need the campus location, and either your XID or the class information (ex. Spring 2022, ENC 1101, CRN 10111) to find the textbook for your class.

https://www.lssc.edu/current-students/bookstore/ (https://www.lssc.edu/current-students/bookstore/)

Textbook Required is Understanding Business with Connect Access Card, 13th edition

Be sure to purchase the lab that goes with the text. The textbook is by Nickels, McHugh, McHugh, McGraw Hill, 2022. ISBN 9781264249480.

The above item is part of a program where course materials are included in a course charge or tuition. These materials are included with the course and do not require additional purchases. Access is gained by registering through the McGraw portal in the global navigation bar of the Canvas shell.

Technology Requirements

This course will use Canvas to supplement materials, provide Canvas assignments, and provide exams. This means a variety of class resources and assignments/exams will be available online through the LSSC Canvas system.

The online homework and assessment manager is called Connect. Connect empowers students by continually adapting to deliver precisely what you need, when you need it, and how you need it, so your instructional time is more engaging and effective.

Additionally, this course will also use an enhanced e-text to help keep you engaged in learning while helping you achieve a greater conceptual understanding of the course material. All chapters have a Smart Book assignment in Connect worth 10 points each. This is an assignment where you will earn points for reading the chapter and answering questions online regarding what you have read. You have unlimited attempts and unlimited time to answer these questions, that is, until the due date.

When accessing Canvas and Connect, it is important to have good internet connectivity and the proper browser. Connect is best used with Google Chrome or Firefox. Connect will automatically communicate with Canvas. This means your work in Connect will automatically be downloaded into Canvas for scorekeeping. Canvas is your main system and where you will take your exams; Connect is an auxiliary system where you will do your reading, homework, and take chapter quizzes. **You will not be able to pass this course without purchasing the software before the course begins.**

Students may be required to use word processing and Excel in addition to Connect and Canvas. Computers and software are available on all Lake-Sumter campuses in the libraries and the learning centers for student use. Therefore, lack of home computer access is not an acceptable reason for missing class deadlines. To ensure consistency for students, the APA 7th edition is required for all research papers.

Canvas provides technical support. If you are having problems with Canvas, you can call the Canvas Support Hotline at 1-844-803-6622. Or in Canvas, look for the Help tab and click on it. The tab should be on the left-hand side of the screen. You will be given guides that might help resolve your problem. Also, you can do a live chat with a Canvas support person who can help you solve your issue.

If you need technical support for the Connect software, they can be reached at 800-331-5094.

It is the student's responsibility to have an alternative plan if their main computer system fails or encounters technical issues that prevent the completion of required assignments by the specified due date (i.e., complete work on-site at a campus library or learning center, have a secondary computer available, et **Computer hardware, software, and/or printer problems are not acceptable excuses for incomplete or late assignments.**

Methods of Evaluation

Students are evaluated on a point system where points are earned through the completion of the following: discussions, possible essays, smart book assignments, homework assignments, quizzes, extra credit, and exams.

Your grade in this course will be determined based on the percentage of total points earned. Each assignment is assigned a point value. The assignments in this course include Smart Book, homework and quiz sessions in Connect, and discussions, possible essays, homework, extra credit, and exams in Canvas.

Criteria

The grading scale for this course is 90-100% = A; 80-89% = B; 70-79% = C; 60 - 69% = D; and 59% and below = F.

Type	Weight	Topic	Notes
Smart Book Assignments in Connect	10 points each	Lab Work	With respect to the Smart Book assignments in Connect, weekly assignments are due on Sunday at 11:59 p.m., unless otherwise noted. The maximum points available are 10; however, you will earn as many points as you get correct by the end of the week.
Homework Assignments in Connect	Different Point Values	Lab Work	With respect to homework assignments in Connect, all homework is due on Sunday at 11:59 p.m. unless otherwise noted. No late homework is accepted for credit. Partial credit is given on questions with multiple parts. You are allowed three attempts to get the correct answer per question.

Type	Weight	Topic	Notes
Quizzes Assigned in Connect	20 points each	Lab Work	All quizzes assigned in Connect are due on Sunday at 11:59 p.m., unless otherwise noted. No late quiz is accepted for credit. Quizzes are expected to be completed in one session and have a 45-minute time limit. You are allowed two attempts to take the quiz. At the end of the quiz, you will be given only your score. You may review the results of the actual quiz questions any time after the due date. The highest quiz score will be recorded.
Canvas Assignments	Different Point Values	Canvas Work	All assignments in Canvas are due on Sunday at 11:59 p.m., unless otherwise noted. No late Canvas assignment is accepted for credit. These assignments will be graded by the instructor according to the assigned rubric, and feedback will be given no later than the week after the due date.
Canvas Exams	100 Points Each	Canvas Work	Canvas exams will be available over a five-day period and will be due on Sunday at 11:59 p.m., unless otherwise noted. No late exam is accepted for credit. The exams are expected to be completed in one session, and you have a 75-minute time limit. At the end of the exam, you will be given only your score and shown your incorrect answers. You may review the results of the actual exam questions with correct answers any time after the due date.

Breakdown

Category	Description	Points	% of Total
First Week Work	Introductory Activities	20 Points	1%
Smart Book	Reading in Connect	130 Points	9%
Homework	Homework in Connect	390 Points	29%
	Homework in Canvas	175 Points	13 %
Quizzes	Chapter Quizzes in Connect	260 Points	19%
Exams	Exams (4) in Canvas Modules	400 Points	29%
	Total Points	1,375 Points	100%
	Extra Credit Points are available	75 Points	

* Instructor Policies

Communication:

For this course, please note that all students should use the Canvas INBOX as this is always the most secure method of contacting your instructor. As a secondary method, use Lakehawk Mail. If you use the Lakehawk system, please be sure you include an appropriate message in the subject line, including your course name or number. Your instructor will not open an email unless it is clearly marked and from someone known. If your message is about sensitive information, such as grades, be sure to use the Canvas messaging system. Your instructor will attempt to respond to student Canvas emails within 48 hours, which includes weekends. Typically, the instructor will not be available on Sunday's.

To ensure consistency in conferencing, the instructor will use Zoom for face-to-face meetings as appropriate.

Grade Disputes:

If you wish to dispute the grade assigned on any assessment, you must do so in writing within 48 hours after the assessment has been returned. You must include a specific rationale for why your answer is correct. "The quiz or question is not fair" or "I think I deserve partial credit" does not constitute a rationale. I will respond, stating my position about the dispute. I do not get into debates with students about their grades. So, make sure you present your dispute with all the supporting evidence and precisely explain your position when submitting your dispute, because you have one chance to do so.

Extra Credit:

Any and all extra credit available for the course is scheduled throughout the course and can be seen on the course schedule included at the end of this syllabus. That being said, do not ask for extra credit at the end of the semester in order to get those extra ".24" points needed for your grade to make it to the next letter grade. The time to take advantage of extra credit is during the semester, always keeping the end of the semester in mind and the accumulation of total points.

Instructor Help:

The instructor is dedicated to ensuring students complete the more involved Canvas assignments successfully. Recognizing these assignments' challenges, the instructor is readily available to help. Students can find invaluable assistance and guidance within the discussion section of the course. Whether clarifying concepts and equations, providing additional resources, or answering commonly asked questions, the instructor's active presence in the discussions fosters an environment of support and collaboration, empowering students to conquer the complexities of the assignments confidently.

AI:

The use of artificial intelligence (AI) tools via website, app, or any other access is not permitted in this class. It is plagiarism to present AI-created content as your own, and it will result in legal action.

🏛 Institutional Policies & Procedures

Academic Integrity

The successful functioning of the academic community demands honesty, which is the basis of respect for both ideas and persons. In the academic community, there is an ongoing assumption of academic integrity at all levels. There is the expectation that work will be independently thoughtful and responsible as to its sources of information and inspiration. Honesty is an appropriate consideration in other ways as well, including but not limited to the responsible use of library resources, responsible conduct in examinations, and the responsible use of the Internet. See the college catalog (https://lssc.smartcatalogiq.com/2019-2020/Catalog-and-Student-Handbook/College-Policies-Procedures/Academic-Integrity) for complete statement.

Basic Needs Statement

Any student who faces challenges securing basic needs such as food or housing and believes this may affect their performance in the course is encouraged to contact a campus dean at deanofstudents@lssc.edu (mailto:deanofstudents@lssc.edu). The deans will then be able to share any resources at their disposal.

Course Content

- All LSSC students will be exposed to a learning environment promoting the open exchange of ideas.
- LSSC course content is presented on an adult level and classroom discussions require a mature understanding of divergent viewpoints and the ability to think analytically. Courses will not be modified to accommodate variations in student age and/or maturity.
- This course will be presented objectively and is not presented to espouse, promote, advance, inculcate, or compel any individual to adopt as a belief any of the subjects of the discussion that may be construed as concepts constituting discrimination based on race, color, sex, or national origin as provided by Florida law. Please note that I do not endorse such concepts but present them for academic discussion and consideration. The law does not prohibit discussion of such concepts in an objective manner and without endorsement. Should a student feel uncomfortable with how course content is presented or discussed, please contact the instructor for further conversation.

Important Information for Students with Disabilities

Any student with a documented disability who requires assistance or academic accommodations should contact the Student Accessibility Services immediately to discuss eligibility. The Student Accessibility Services (SAS) is located on the Leesburg Campus, but arrangements can be made to meet with a student on any campus. An appointment can be made by calling 352-365-3589 and specific information about SAS and potential services can be found at Student Accessibility Services (https://www.lssc.edu/current-students/student-accessibility-services/).

Initial Attendance

Initial attendance is recorded based on being present in class and/or submitting an assigned academic related activity during the first two weeks of the course. If marked as not attending during this period, the student will be financially responsible for the course and Financial Aid and Veteran benefits may be decreased. Students who are reported as not attending will remain in the class (PRO 3-05).

LSSC Safety Statement

Lake-Sumter State College values the safety of all campus community members. **If you have an emergency, call 911**. Otherwise, to report a concern, suspicious activity, or to request a courtesy escort, call Campus Safety:

(352) 516-3795 Leesburg

(352) 536-2143 South Lake

(352) 303-7296 Sumter

LSSC also has a free safety app, **Lake-Sumter Safe** that is available for download. You will receive important emergency alerts and safety messages regarding campus safety via LSSC Alert. You are opted into this system when you become an LSSC student. For more information regarding safety and to view available resources, visit the Campus Safety (https://www.lssc.edu/safety/) web page.

Privacy Policy (FERPA)

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part99) is a Federal law that protects the privacy of a student's education records. In order for your information to be released, a form must be signed and, in your records, located in the Admissions/Registrar's Office.

Syllabus Disclaimer

Information contained in this syllabus is, to the best knowledge of this instructor, considered correct and complete when distributed to students. The instructor reserves the right, acting within policies and procedures of Lake-Sumter State College, to make necessary changes in course content or instructional techniques with notification to students.

Syllabus Statement

Students may, without prior notice, record video or audio of a class lecture for a class in which the student is enrolled for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a college course intended to present information or teach enrolled students about a particular subject. Recording class activities other than class lectures, including but not limited to lab sessions, student presentations (whether individually or part of a group), class discussion (except when incidental to and incorporated within a class lecture), clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, private conversations between students in the class or between a student and the faculty member, and invited guest speakers is **prohibited**. Recordings may not be

used as a substitute for class participation and class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the LSSC Student Code of Conduct.

Zero-Tolerance for Violence Statement

Lake-Sumter State College has a policy of zero tolerance for violence as stated in College Board Rule 2.17. Appropriate disciplinary action will be taken in accordance with Board Rule 2.17.

Withdrawal

Once the Add/Drop period passes, students deciding to discontinue class attendance and/or online participation have the responsibility for formal withdrawal by the withdrawal deadline.

Student Assessment

Students will be evaluated using methods such as essays, tests, quizzes, assignments, discussions, oral presentations, and projects.

Withdrawal Deadline

Add Date: Sunday, January 14, 2024

Drop Date: Sunday, January 14, 2024

Withdrawal Date: Monday, March 25, 2024

Class Calendar

Week	Begins	Chapter and Assignments	Items Due
1	1/08/24	Introductory Assignments Update Profile, Set notifications preferences, Introduce Yourself in Discussions, Complete the Student Orientation Quiz. Chapter 1 – Taking Risks and Making Profits within the Dynamic Business Environment • Complete Connect Chapter 1 Smart Book Assignment – 10 Points • Complete Connect Chapter 1 Homework – 20 Points • Complete Connect Chapter 1 Quiz – 20 Points	Due Canvas - 1/14/24 - 20 Points Due Connect 1/14/24 – 50 Points

Week	Begins	Chapter and Assignments	Items Due
2	1/15/24	Chapter 2 Understanding Economics and How It Affects Business • Complete Connect Chapter 2 Smart Book Assignment – 10 Points • Complete Connect Chapter 2 Homework Assignment – 20 Points • Complete Connect Chapter 2 Quiz – 20 Points • Complete Canvas Assignment – True/False Statements – 15 Points	Due Connect 1/21/24 - 50 Points Due Canvas 1/21/24 – 15 Points
3	1/22/24	Chapter 3 – Doing Business in Global Markets • Complete Connect Chapter 3 Smart Book Assignment – 10 Points • Complete Connect Chapter 3 Homework Assignment – 20 Points • Complete Connect Chapter 3 Quiz – 20 Points • Complete Canvas Extra Credit Opportunity – Scavenger Hunt – 15 Exam #1 in Canvas	Due Connect 1/28/24 - 50 Points Due Canvas 1/28/24 – 15 Possible Points Assigned chapters 1 – 3 Due Canvas 1/28/24 – 100 Points – Opens 1/24/24
4	1/29/24	Chapter 5 & 6 – How to Form a Business & Entrepreneurship and Starting a Small Business • Complete Connect Chapter 5 & Chapter 6 Smart Book Assignments – 10 Points • Complete Connect Chapter 5 & Chapter 6 Homework Assignments – 25 Points • Complete Connect Chapter 5 & Chapter 6 Quizzes – 20 Points •Complete Chapter 5 Canvas Assignment - True/False Statements – 20 Points • Complete Chapter 5 Canvas Post Exam Reflection Assignment for Exam #1 – 10 Points •Complete Chapter 6 Canvas Assignment - Ethical Dilemmas for Small Businesses – 20 Points	Due Connect 2/04/24 - 55 Points Due Canvas 2/04/24 – 50 Points

Week	Begins	Chapter and Assignments	Items Due
5	2/05/24	Chapter 7 – Management and Leadership • Complete Connect Chapter 7 Smart Book Assignment – 10 Points • Complete Connect Chapter 7 Homework Assignment – 30 Points • Complete Connect Chapter 7 Quiz – 20 Points • Complete Canvas Extra Credit Opportunity – Matching – 15 Points	Due Connect 2/11/24 - 60 Points Due Canvas 2/11/24 – 15 Possible Points
6	2/12/24	Chapter 8 – Structuring Organizations for Today's Challenges • Complete Connect Chapter 8 Smart Book Assignment – 10 Points • Complete Connect Chapter 8 Homework Assignment – 20 Points • Complete Connect Chapter 8 Quiz – 20 Points • Complete Connect ABA: Organization Structure Assignment – 25 Points • Complete Canvas Assignment – Reflect on Connect Organization Structure Assignment – 20 Points	Due Connect 2/18/24 - 75 Points Due Canvas 2/18/24 – 20 Points
7	2/19/24	Chapter 10 – Motivating Employees • Complete Connect Chapter 10 Smart Book Assignment – 10 Points • Complete Connect Chapter 10 Homework Assignment – 20 Points • Complete Connect Chapter 10 Quiz – 20 Points • Complete Canvas Extra Credit Opportunity – Motivation Survey – 15 Possible Points Exam #2 in Canvas	Due Connect 2/25/24 - 50 Points Due Canvas 2/25/24 – 15 Possible Points Assigned chapters 5, 7, 8, and 10 - Due Canvas 2/25/24 - 100 Points – Opens 2/21/24

Week	Begins	Chapter and Assignments	Items Due
8	2/26/24	Chapter 13– Marketing: Helping Buyers Buy • Complete Connect Chapter 13 Smart Book Assignment – 10 Points • Complete Connect Chapter 13 Homework Assignment – 30 Points • Complete Connect Chapter 13 Quiz – 20 Points • Complete Connect ABA: The 4 P's of Marketing Assignment – 25 Points • Complete Canvas Assignment – Discuss Connect The 4 P's of Marketing Assignment – 20 Points	Due Connect 3/03/24 - 85 Points Due Canvas 3/03/24 – 20 Points
9	3/04/24	Chapter 14 – Developing and Pricing Goods and Services • Complete Connect Chapter 14 Smart Book Assignment – 10 Points • Complete Connect Chapter 14 Homework Assignment – 25 Points • Complete Connect Chapter 14 Quiz – 20 Points • Complete Canvas Assignment – Break-even Analysis – 20 Points	Due Connect 3/10/24 - 55 Points Due Canvas 3/10/24 – 20 Points
	3/11/24 - 3/17/24	No classes and no assignments. This is Spring Break.	
10	3/18/24	Chapter 15 – Distributing Products • Complete Connect Chapter 15 Smart Book Assignment – 10 Points • Complete Connect Chapter 15 Homework Assignment – 25 Points • Complete Connect Chapter 15 Quiz – 20 Points • Complete Canvas Extra Credit Opportunity – True/False Statements – 15 Possible Points Exam #3 in Canvas	Due Connect 3/24/24 - 55 Points Due Canvas 3/24/24 – 15 Possible Points Assigned chapters 13, 14, and 15 - Due Canvas 3/24/24 - 100 Points – Opens 3/20/24

Week	Begins	Chapter and Assignments	Items Due
11	3/25/24	3/25/24 - Last Day to Withdraw Chapter 17 – Understanding Accounting and Financial Information • Complete Connect Chapter 17 Smart Book Assignment – 10 Points • Complete Connect Chapter 17 Homework Assignment – 25 Points • Complete Connect Chapter 17 Quiz – 20 Points • Complete Connect ABA: Accounting and Financial Ratios Assignment – 25 Points • Complete Canvas Assignment – Discuss Connect Accounting and Financial Ratios Assignment – 20 Points • Complete Post Exam Reflection Assignment for Exam #3 – 10 Points	Due Connect 3/31/24 - 80 Points Due Canvas 3/31/24 – 30 Points
12	4/01/24	Chapter 18 – Financial Management • Complete Connect Chapter 18 Smart Book Assignment – 10 Points • Complete Connect Chapter 18 Homework Assignment – 30 Points • Complete Connect Chapter 18 Quiz – 20 Points • Complete Canvas Assignment – Budgetary Control – 20 Points	Due Connect 4/07/24 - 60 Points Due Canvas 4/07/24 – 20 Points
13	4/08/24	Chapter 19 – Using Securities Markets for Financing and Investing Opportunities • Complete Connect Chapter 19 Smart Book Assignment – 10 Points • Complete Connect Chapter 19 Homework Assignment – 25 Points • Complete Connect Chapter 19 Quiz – 20 Points • Complete Canvas Extra Credit Opportunity – Financing Growth – 15 Possible Points	Due Connect 4/14/24 - 55 Points Due Canvas 4/14/24 – 15 Possible Points
14	4/15/24	Exam #4 in Canvas • Available over a five-day window • Covers chapters 17, 18, and 19	Due Canvas SUNDAY 4/21/24 - 100 points -- Opens WEDNESDAY 4/17/24