Course Policies and Syllabus
GEB1011 Introduction to Business
Fall ‘B’ 2017

Instructor: Jerold K. Braun, CPA, MBA
Title: Professor
Office: Daytona Campus, Bldg. 200 Room 430
Office Hours: See hours posted on my webpage or in class.
Phone: 386-506-3538
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Department Homepage: https://www.daytonastate.edu/CampusDirectory/DeptInfo.aspx?dept=BUS

Course Catalog Description: (3 credit hours.) Business in the modern political, social, and economic environment. Topics include entrepreneurship, accounting, finance, management, economics, and marketing.

This course also helps develop the general education outcomes of (1) critical/creative thinking; (2) communication; (3) cultural literacy; and (4) information and technical literacy.

Minimum Technical Requirements
Students enrolled in this course must be able to:
- Use all required features of Falcon Online such as discussion boards and the Assignment tab
- Send and receive attachments by e-mail
- Create and submit files using Microsoft Word processing or Excel spreadsheet programs
- Create, edit, and present using programs such as PowerPoint

Student Learning Outcomes: Upon completion of this course, the student will be able to:

1. Define and apply basic business vocabulary in written communications. (1, 4)
2. Describe the current economic conditions in which business forms must operate. (1)
3. Describe functions and/or concepts and recommend possible applications necessary for managers to guide organizations. (1, 2, 3)
4. Identify current and future marketing trends and evaluate its impact on business. (1, 2)
5. Identify Accounting and Finance theories as they apply to the business environment. (1, 4)
6. Evaluate business concepts and their potential application to real world situations. (1, 2, 4)
Class Format: **Online Instruction**

**PLEASE NOTE:** The course is delivered fully online. This includes all assignments, course content and exams. You access the online part of the course by going to [http://online.daytonastate.edu](http://online.daytonastate.edu) and then clicking on Getting Started (printed in red) which gives directions on how to log on to the system. User name is your first initial; followed by your last name and then the last three digits of your student ID number (no caps and no spaces) the password is the date of birth MMDDYY (six digits).

If you cannot log into the course please call the FALCON help desk at 386- 506-3950 option 1. If you are having McGraw Hill publisher CONNECT site issues please call 1-800-331-5094 for technical assistance.

Link to Falcon Online: [http://www.daytonastate.edu/falcononline](http://www.daytonastate.edu/falcononline).

**Required Textbook(s) and/or Materials:**

You will need a **Textbook**, (you decide if you want it in digital or hardcopy format) **AND** an **Access Code for Mcgraw Hill's “CONNECT”**. You have several options available. You will need to purchase a Connect access code and then buy (a new or used hardcopy, new digital or rent hardcopy) book. You can buy the text and code separately or purchase a “bundle” which has Connect and one of the above book options. Typically, a “bundle” is the most affordable option and the bundled access code with e-book (smart book) is the least expensive.

![Required Text Photo](image)

**Text name:** Nickels, McHugh, McHugh, *Understanding Business 11th edition*
**Publisher:** Irwin/McGraw-Hill.

**For:** **Digital Smartbook and Connect plus** ISBN 9781259310034
If you would like more info about the digital smartbook features go to: [https://www.youtube.com/watch?v=i_ZEyiYrX3A](https://www.youtube.com/watch?v=i_ZEyiYrX3A)

**For:** **Hardcopy textbook and Connect plus:** ISBN 9781259612855


where you can find the location/days/hours of local DSC bookstores or order books and materials online. The College bookstore has both digital & hardcopy with access code bundles available. You may also purchase the digital package inside the course shell.
If you choose to purchase your book elsewhere you are responsible for insuring you have the correct course materials. We hear from many students that some online retailers say they have Connect Access code included and sadly they find out when it arrives there is no access code. If that happens to you: You may also purchase the access code directly from the publisher which comes with the digital SmartBook.

**Equipment and Supplies:**
You will need a reliable internet connection. DSC computers may be used if necessary. If you have computer problems, please go to your nearest Daytona State campus and use our computer labs which are open day, evenings, and in Daytona on weekends also. Recommended: Jump drive to store files and flash drive or access to an internet storing site (OneDrive, Google Docs, Assignment tab, etc...). A headset to listen to online audio/video will be helpful especially on campus computers.

**Classroom Policies**

**Disclaimer:** Teaching policies and regulations for this course are not open for discussion or negotiation. This syllabus has been constructed to be as complete as possible but is by no means a binding document. I reserve the right to alter policies, procedures, and the syllabus as needed. Please utilize the COURSE CONTENT regularly as any changes to the syllabus will be posted there.

**Protocols:** A business professional behaves their way to success. Think of your online course time as a business meeting. When you attend a business meeting, you are expected to be on time, up to speed on the agenda, and ready to participate. While online you will be expected to participate in the free exchange of ideas and to maintain a climate of civility and mutual respect for the values, beliefs, ideas, and opinions of others. You will be expected to demonstrate conduct appropriate to a business professional during online class, team / study meetings, and any outside class activities.

**Notes:**

1. **It is the student’s responsibility to read, understand, and comply with the requirements outlined in this syllabus.**
2. Teaching policies and regulations for this course are not open for discussion or negotiation. This syllabus has been constructed to be as complete as possible but is by no means a binding document. I reserve the right to alter policies, procedures, and the syllabus as needed. Please utilize the class CONTENT tab regularly as any changes to the syllabus will be posted there.
3. It is the student’s responsibility to formally drop a course or withdraw from the college. Failure to do so will result in your receiving a final grade (usually an "F"). The last day to withdraw is in the current college catalog. However, please talk with me before you drop out of this course.
4. Open and Close: Assignments and exams will have starting (open) and ending (end) dates. You must complete the task before the close date. Please allow for unforeseen technical difficulties when scheduling your online tasks.
5. **NO electronic devices to record exams are permitted during exams. Detection of electronic recording devices during exams will result in a zero grade for the exam.**
6. Please see the instructor if you would like permission to record the class or any of its content.
7. Assignments that are recycled from another class or plagiarized will receive zero points.
8. If writing assignments are assigned: Students are required to write a statement to attest to the originality of their work at the bottom of their written work. Work with an Originality report rate higher than 70% may NOT earn more than 50 points. It is up to the instructor whether assignments may be re-submitted.

9. Failure to conduct yourself in a professional manner as stated in the protocols may result in a zero grade for the assignment or course and possible expulsion.

How to proceed through the course:
Start by reading the selected chapters as assigned in the class schedule. There are multiple chapters covered and for each chapter you will be required to read the materials, use the online content to reinforce concepts, take a practice quiz, stay involved with the on-going discussion on the discussion boards and take four (4) multi-chapter exams. If there are writing assignments use Word and the APA style for in-text citations and reference page is preferred (MLA may be used).

If you need help need help with writing or organizing any writing assignments, using APA style, please go to the DSC College Writing Center. Go to the Library for assistance in researching information for assignments.

1. **Tip for Success - Come to your online class!!**
2. If you have questions or concerns, please contact or see me. I want to help you make this course useful, even interesting!
3. One important idea: students who do well in the online part of courses enjoy working online and interacting with others frequently and they do work AHEAD of schedule. Turn in all work early—at least 3 days before the “last day” listed in the schedule to allow for technical or life event difficulties.
4. READ your textbook. Class sessions and material located in online content are NOT substitutes for you reading your textbook whether it is digital or hard copy!!!!
5. **Discussion TIP:** Please end each post with your first name and use the first name of the person to which you respond to start the reply.
6. **Discussion TIP:** You will note three >>> symbols at the top of the discussion reply box. Place your I-beam (cursor) in front of the >>> and press enter two or three times. That will create a window for your response.

Students should plan at least three hours of study time per week for each credit hour of class time. Nine (9) hours for the typical 3 credit course.

Online component:
You will find tabs to access key areas of the course. These include the **Content, Quiz, Discussion, Assignment tab, Grades, Quiz, Links, etc.** Please logon to Falcon Online and view the student orientation videos to learn how to use the online component of our class.
Under the **CONTENT tab** you will find the following learning tools

- Syllabus — save to your hard drive. Study it carefully.
- Class work schedule – follow this carefully
- Student Guides and samples etc.
- Study tools like PowerPoint presentations, links to outside sources etc.

Click on the **DISCUSSION Tab** to complete your non-graded and graded discussions as well as to access embedded course support. Post your questions of a non-personal nature to your Instructor there.

Under the **QUIZ Tab** you will be able to access your graded exams (and practice quizzes if available.)

The **GRADES Tab** is where you will check on your progress.

How to submit assignments: All assignments must be submitted electronically in either the course Assignment tab, Discussion board or inside the publisher website.

The **Class Work Schedule** is located under the content tab inside the course. It will provide a suggested work schedule for accomplishing the class reading and graded assignments in a timely manner it foster your successful completion of the course. It will also contain task due dates where applicable.

**Communication:** Bring concerns & questions to appropriate class discussion boards or to the instructor during office hours and to any live in-person session. Discussion posts receive the highest priority in response. Emails determined to be of high importance by the instructor will receive first priority in response. Emails of a routine nature like those best addressed in class will be responded to in a timely fashion. Please keep in mind the instructor’s physical office hours when leaving phone messages. Computer graded assignments will post immediately. Contact your Instructor if you need grading done by a particular timeframe. Posted grades are dependent on length of assignment, size of class, and time of semester etc. Late assignments may not be graded until the end of the semester.

**Interaction:** You will have two discussions which will simulate the typical in-person class environment and foster interaction with your classmates and Instructor. Readings, assignments and exams are individual tasks.

**Attendance and Lateness Policy:** In either an online or traditional class your attendance is expected.

**NOTE:** Complete the online **required self-introduction non-graded discussion for College attendance purposes** at the start of the semester by the date in the class schedule. If you do NOT complete this by last day of “add/drop” YOU WILL BE DROPPED from the course AS NON_ATTENDING.

Be aware that the schedule is tentative and may shift to allow for changes in emphasis of certain materials.
The instructor may elect to penalize absences (lack of participation) in online classes. If the penalty is implemented you will be notified by a posting inside of class and it will be reflected in your overall grade as:

- 1-2 week absences 0 points
- 3 week absences subtract one full letter grade
- 4 or more weekly absences subtract two full letter grades

**Late Work/Make-up Work and Exams:** Penalties: Late assignments at the discretion of the Instructor may not earn higher than a B grade. The instructor reviews all late or makeup work on a case by case basis. Assignments may be turned in early however; grades may not post until the close of the assignment. Late assignments will be graded by the end of the semester. Participation assignments may not be made up, and cannot be late drop boxed.

Exams missed during the open/close range will be made available (see class schedule) for those with remaining attempts. The instructor reserves the right to penalize those tests by limiting the grade from “A” letter grade.

**Classroom Etiquette:**
Please see the class protocol section above. Participation points can only be earned by participating! Successful students stay engaged in their classes, post frequently, read other students’ posts and follow the class work schedule. Students who do not log in to class regularly (2-3 times / week) generally do not score well.

**Grading/Evaluation/Assessment Methods:**

The evaluation assessments (participation, assignments, exams etc.) for the course are tied to the course student learning outcomes and can be found in the actual assessments discussions online. Exams and homework assignments assess all the course learning outcomes.

The following are descriptions and rubrics for typical assessments:

**Exams:**

**ExAMS There will be four (4) scheduled exams.** Each two-attempt / one-hour exam will have 25 multiple choice questions. Each exam is worth 150 points for a total of 600 points. Exams begin to open from the first week of the course and can be taken early but they do have recommended “close out dates.” You will need to take the exam on time in order to earn full credit. Scores may not be available until after the exam closing date. The timer starts the minute you open the test, save your selected answers as you work and submit them when you are finished. The answers are automatically submitted at the end of the hour so it is important that you finish before the time is up. Assess all student learning outcomes.
QUIZZES – There are practice quizzes will help you understand the material in each chapter and prepare you for the four exams. Quizzes are for practice only.

Homework Assignments

There are homework assignments for each chapter for a total of 100 points. Use your access code to enter the McGraw Hill site. See the class Falcon content tab for complete instructions. Assignments will be a variety of interactive and traditional assignments including video, drag & drops, matching and so on. They are computer graded with results provided upon completion of the task. Note: once a homework assignment is started the clock continues to run even if you close the window. You have one attempt on homework and 30 minutes to complete the task. The publisher maintains support at 1-800-331-5094 for technical assistance. Assess all student learning outcomes.

LEARN SMART Participation:

There are multiple choice questions for each chapter. You access these questions through the Connect link. These will help you prepare for your exams. The typical student will spend approximately 30 minutes per chapter answering questions for a total of 100 points. However, you may take as long as you would like to complete this task and enter, close and re-enter the tasks. The publisher maintains support at 1-800-331-5094 for technical assistance. There are no make-ups for participation points.

Discussion Forums

Find the discussions by clicking the discussion tab. There are both graded and non-graded discussion forums. Please see associated graded discussion board for associated student learning outcomes.

The Non-graded discussions include the self- introduction for attendance purposes. They may also include embedded support centers like the Library and Writing Center. In fully online class there are Question and Answer boards where you can post questions to your Instructor or classmates.

THE GRADED DISCUSSION FORUM contains two topics. Your participation in this forum is necessary for you to receive ANY points for Discussion Participation. There will be a beginning date and ending date for each topic. You can post as many comments to the GRADED DISCUSSION FORUM as you wish during the range of dates each forum is open. You are required to read the postings of the other students. Late submissions will not be awarded points. Post your responses as early as possible, monitor your posting, and respond to everyone who write to you about your topic.

Discussions MAY NOT be re-cycled from another class and will earn NO points.

General Pointers for Discussions: The quality of your discussion contribution is more important than the quantity of postings. However, one or two sentences written on a discussion topic is usually not sufficient to demonstrate active participation. It is suggested you try to avoid comments “straight from your text”. It is recommended that you use your text, other books, and comments from professionals in
the field, and Internet research to supplement your posts. Make sure you read other learners’ posts before posting on a topic. Try to add some “value” to the comments already posted. DO NOT POST SOMETHING THAT HAS ALREADY BEEN POSTED BY ANOTHER LEARNER.

Discussion Grade Rubric (Grade criteria):

DISCUSSIONS AWARDED over 90 points:

• Provided information that is clearly related to the topics and added new concepts or ideas.

• Your post includes at least one or more supporting details which might be a library database article or web address of a site(s) related to the topic in your post. Web sites cited must contain active links and posts would include your summaries or quotes of the information from that source(s).

• You interact with students who post to your topic.

• In addition to your researched post to the topic, you must reply to continue the discussion. You are required to reply to at least three different classmates’ posts. EACH reply must be supported by one or more article(s).

• Your postings are presented clearly and demonstrate both professional vocabulary and writing style.

DISCUSSIONS AWARDED 80-89 points:

• Provided information clearly related to the topics.

• Your Post includes at least one or more supporting details which might be a library database article or web address of a site related to the topic in your post. Web sites cited must contain active links.

• You replied to every student who writes to you.

• In addition, you interacted with at least two other classmates by responding to their posts [with or without article support].

• Your posts are presented clearly and demonstrate both professional vocabulary and writing style.

DISCUSSIONS AWARDED 1-79 points:

• Provided information clearly related to the topics.

• Your post included at least one or more supporting details which might be a library database article or web address of a site related to the topic within your post. Web sites cited must contain active links.
• You may or may not have responded to classmates’ posts, or you have minimal to no interaction with them.

• In addition, you interacted with at least one other classmate by responding to their posts [with or without article support].

• Your post(s) are presented clearly and demonstrate both professional vocabulary and writing style.

NO POINTS will be awarded to postings not related to the topics, unclear postings, or postings simply agreeing or disagreeing with other students.

**Grading Policy:** A point system will be used based on 1,000 points. Grades are based on overall points accumulated earned from any of the following sources: class participation/attendance, assignments, discussions, bonus opportunities, paper, publisher content and exams.

**YOUR GRADE for the course:** You check your progress in the course by accessing the GRADES Tab online. No Grades for assignments will be posted to your grade-book until after the closing date of the assignment. Grading may take up to a week during the semester depending on the size of the class and assignment to be graded. End of semester grading may take longer. Late assignments may not be graded until the end of the semester. If you require a grade by a certain time period please notify your Instructor. Exams will post shortly after you complete them.

Points per Task:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Discussions @ 100 points each</td>
<td>200</td>
</tr>
<tr>
<td>4 Exams @ 150 points each</td>
<td>600</td>
</tr>
<tr>
<td>Connect Homework assignments</td>
<td>100</td>
</tr>
<tr>
<td>Learn Smart Participation</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL Points Available</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>
Grading Scale:

<table>
<thead>
<tr>
<th>Number of Points Earned</th>
<th>Percent</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1000</td>
<td>90% - 100%</td>
<td>A</td>
</tr>
<tr>
<td>850-899</td>
<td>87% - 89%</td>
<td>B+</td>
</tr>
<tr>
<td>800-849</td>
<td>80% - 86%</td>
<td>B</td>
</tr>
<tr>
<td>750-799</td>
<td>77% - 79%</td>
<td>C+</td>
</tr>
<tr>
<td>700-749</td>
<td>70% - 76%</td>
<td>C</td>
</tr>
<tr>
<td>650-699</td>
<td>67% - 69%</td>
<td>D+</td>
</tr>
<tr>
<td>600-649</td>
<td>60% - 66%</td>
<td>D</td>
</tr>
<tr>
<td>0 – 599</td>
<td>0% - 59%</td>
<td>F</td>
</tr>
</tbody>
</table>

An **incomplete grade** will NOT be given UNLESS the following criteria are met:

- A request in writing is submitted to the instructor prior to last three weeks of class,
- 80% of All written assignments and exams were completed at that point in time,
- The student has a grade C or higher at that point in time.

**Class Schedule:** The class schedule will be posted in the course content area. The schedule was design to assist the student move through the class readings and assignments in a methodical way to foster successful completion of tasks.

**Class Withdrawal Process:** Students can withdraw from this class prior to the date listed in the Academic Calendar. For our course, that date is **November 29**. It is not necessary to have approval from the instructor to withdraw from the course, but you should discuss the situation with the instructor prior to any action. Many times issues and concerns can be resolved with communication. Please review Refund/Repayment Policy in the current college catalog and also check with the Office of Financial Aid to determine how this withdrawal might affect your current and future aid eligibility.

**Student Rights & Responsibilities**

Students are responsible for reading and following all college policies outlined in the Student Handbook. Some of the most important are summarized below. The Handbook can be accessed at [http://www.daytonastate.edu/academics.html](http://www.daytonastate.edu/academics.html) under “Student Resources.”

**Academic Integrity**

In order to preserve academic excellence and integrity, the College expects you to know, understand, and comply with the Academic Integrity Policy, which prohibits academic dishonesty in any form, including, but not limited to, cheating and plagiarism. Grades conferred by instructors are intended to be, and must be, accurate and true reflections of the coursework actually produced and submitted by you.
Cases of suspected academic dishonesty may be reported to the Judicial Affairs Office for resolution.

_Honor Pledge:_ I, as a member of the DSC community, pledge that I will neither give nor receive unauthorized aid in my work nor will I present another’s work as my own, nor will I tolerate anyone who does. For more information on academic integrity, view [Honor Code](http://). 

**Academic Support Services**

**Students with Disabilities:** The Student Disability Services (SDS) Office provides tools and resources to students with documented disabilities. Students who self-disclose a documented disability and provide the required documentation to the SDS Office can receive confidential and reasonable accommodations to assist in their academic success. If you need accommodations, please contact the SDS Office at (386) 506-3238. To call Florida Relay dial 7-1-1, or the appropriate toll-free number: 1-800-955-8771 (TTY), 1-800-955-8770 (Voice). You can also find more information at http://www.daytonastate.edu/sds.

**Veterans:** If you are currently serving or have ever served in the U.S. Military, please feel free to visit the Veterans Center in the Lenholt Student Center (Bldg. 130, room 124) for any assistance or phone 386.506.3065. Please visit [https://www.daytonastate.edu/admsvet/](https://www.daytonastate.edu/admsvet/)

The Division of Library and Academic Support provides the following unlimited services to students via tuition and fees at the time of registration.

**Academic Support Center:** The Academic Support Centers (ASC) assist students on every campus to achieve their potential by providing the resources they need to become successful, independent learners. For more information please go to [http://www.daytonastate.edu/asc/](http://www.daytonastate.edu/asc/) or email ASC@DaytonaState.edu.

**Writing Center:** For assistance with all stages of the writing process please visit the Writing Center (appointments recommended) [www.daytonastate.edu/cwc](http://www.daytonastate.edu/cwc)

**Library and Research Services:** The Daytona State Library offers many types of resources to support your research materials and assistance. [www.daytonastate.edu/library](http://www.daytonastate.edu/library)

**Technical Support** is available for FalconMail, printing, web usage, Falcon Online, and more. Students may call 386-506-4AID (4243) or e-mail FalconAid@DaytonaState.edu.

**Safety on Campus:** Check your FalconMail after you register for information on accessing and updating your free Daytona State College Rave Alert account. You can also visit [https://www.getrave.com/login/daytonastate](https://www.getrave.com/login/daytonastate).

Hurricane / Uncertainty Procedure: Please obtain the contact information from at least 2 other students in your class at the first meeting. It will be your responsibility to stay in touch with me [or class designee(s)] during unforeseen events [e.g. hurricane; personal emergencies]. Please familiarize yourself with "Falcon mail" (the official college email) and make sure you check your class email regularly. If you have personal "issues" during the semester please contact your academic advisor ASAP for your alternatives [i.e. medical withdrawals etc.].
# Fall B term – 2017 Class Work Schedule

**Note:** The below class work schedule will serve as a guide for both the instructor and students to help guide them through the course. However, at the discretion of the instructor, the schedule could be adjusted during the semester to accommodate unforeseen circumstances.

<table>
<thead>
<tr>
<th>Week of</th>
<th>Chapter</th>
<th>Deadlines (unless noted otherwise is the END of the week) End of week is Monday midnight</th>
</tr>
</thead>
</table>
| (1) October 23 – October 29 | Orientation to Course  
Obtain your Access Code with e-textbook  
Set-up your Access Code  
Read Chapter 1 Taking Risks and Making Profits  
Read Chapter 2 Economics | **Self Introduction DUE by 10/29**  
Exam 1 (Ch. 1, 2) opens; Discussion #1 opens 10/29  
Learn Smart Module & Homework Assignments open |
| (2) October 30 – November 5 | Sign in to Course Connect using your Access Code  
Read Chapter 5 Forms of Ownership  
Read Chapter 6 Entrepreneurship  
Read Chapter 9 Production/ Operation Management | All Exams open  
Work on Discussion #1  
LearnSmart for Ch. 1 & 2 due  
Chapter 1 Assignment due  
Chapter 2 Assignment due  
Exam 1 closes 11/5 |
| (3) November 6 – November 12 | Read Chapter 10 Motivation  
Read Chapter 11 HR Management  
Read Chapter 14 Developing Price / Distribution of Products | Discussion #1 Closes 11/12  
LearnSmart for Ch. 5, 6, 9 due  
Chapter 5 Assignment due  
Chapter 6 Assignment due  
Chapter 9 Assignment due  
Exam 2 closes 11/12 |
| (4) November 13 – November 19 | Read Chapter 15 Distributing Products  
Read Chapter 17 Understanding Accounting  
Read Chapter 18 Financial Management | LearnSmart for Ch. 10, 11, 14 due  
Discussion #2 opens 11/19  
Chapter 10 Assignment due  
Chapter 11 Assignment due  
Chapter 14 Assignment due  
Exam 3 closes 11/19 |
| November 23 - 24 | **THANKSGIVING HOLIDAY** | |
| (5) December 4 – December 10 |  | LearnSmart for Ch. 15, 17, 18 due  
Discussion #2 Closes 12/4  
Chapter 15 Assignment due  
Chapter 17 Assignment due  
Chapter 18 Assignment due |
| (6) December 11 – December 13 | 12/14: I begin final grade submissions. | Exam 4 closes 12/13 |