



GEB-1011 Introduction to Business

SYLLABUS--INTERNET SECTION

Reference # 422977

Updated: 10/20/11

The course web site will be available at the start of the semester. Your password will not work until that time.

Orientation is online and mandatory.

You must login, read the entire Orientation, take the Orientation quiz, and introduce yourself to the class no later than 11:55 p.m. 01/31/12.

Students who do not complete the mandatory online orientation may be dropped from the class.

There are no face-to-face class meetings.

All assignments and tests are online.

Print the syllabus and keep track of the course policies and due dates for assignments.

Course No. & Name: GEB-1011 Introduction to Business

Term: Winter 2012 Session 3 (12 weeks)

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Overview

The Internet section of Introduction to Business provides an alternative for students who are self-directed learners and want the convenience of scheduling their own time. This course is taken in whole via the Internet without attending a classroom on campus. Before you decide to take the course under these conditions, it is recommended that you:

- Take the [Smarter Measure Assessment](#) to discover if online learning is for you
- Ensure you have the correct [computer requirements](#) and don't forget to tune-up your browser

- Read the syllabus carefully
- Contact the instructor by telephone (954) 461-7746 or [e-mail](#) if you have any questions

Prerequisites: None

Catalog Description: Introduction to Business provides students with a basic study of business activity and how it relates to our economic society. Topics covered include how businesses are owned, organized, managed, and controlled. Course content emphasizes business vocabulary, areas of business specialization, and career opportunities.

Course Objectives: Upon completion of this course the student will demonstrate the ability to describe and explain:

- basic environments (legal, social, economic) in which a business operates;
- basic concepts of management and recognize problems faced in operating a business enterprise;
- basic concepts related to the marketing of goods and services;
- basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business;
- basic elements of accounting, computers, data processing, and quantitative methods with emphasis on the role these play in business;
- the changing factors that could influence business in the future, and relate how these factors could affect their careers.

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Computer Requirements

You do not have to own a computer in order to take a course on the Internet, but you must have the following:

- Regular access to a computer that meets the [minimum requirements](#). Confirm that your configuration is compatible with recommended BC standards.
- Alternative source of computer access in case your computer encounters problems. You may use campus labs to complete the course. **Note:** If you are accessing the course from a business office, you may run into problems with your company's network. If you have difficulty logging into your course from your place of business, contact your IS office at work and discuss the issue with them. The college has no control over the way your company network is configured; it's important to deal directly with the IS staff at your office to resolve problems
- Internet access. Be sure your browser is Blackboard compatible. Make sure pop-up stoppers or killers are **disabled**. AOL browsers are not recommended.
- Access to the following software for a personal computer (IBM-compatible):
 - Windows XP, Vista, or 7
 - Updated antivirus program (Avast! offers a [free online virus check](#))

Note: It is recommended that the student taking this Internet option not be a novice computer user. The student should know how to use a mouse, navigate the Internet, and send/receive e-mail.

Technical and Access Problems

- If you attempt to use hardware or software that does not meet BC standards, it is possible that you will encounter technical difficulties when accessing the online course that could interfere with your ability to view content or complete assignments.
- If you **encounter difficulties** accessing content in Blackboard or in logging in, please check with the [online help desk](#).
- To avoid unforeseen technical complications that can occur, even when you think everything is working well, it is strongly recommended that you **complete and submit your assignments well ahead of schedule**.
- If you do not have access to a computer that meets or exceeds BC's minimum hardware and software standards, you can use an "open lab" computer at any BC Learning Resource Center.

- **Lack of access to a computer that meets BC's hardware and software standards or difficulty connecting to the Internet are not a valid excuse for failure to complete the online portion of course requirements on time.**

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Course Materials

Text (click link to see picture of book): [Understanding Business](#), 9th edition, by Nickels and McHugh, published by McGraw-Hill. Be sure to check title and edition.

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Grading/Evaluation

At the course web site you will be able to keep track of your progress. Assignments may be submitted early, but grades will not be posted and answers will not be released until after the due date.

Grading Scale and Grading Criteria:

895 to 1000 points = A	Case Studies (20 total 500 points)	50%
795 to 894 points = B	Exams (5 total 500 points)	40%
695 to 794 points = C	Participation (100 points)	10%
595 to 694 points = D	Total (1100 points, 100 extra points are built into the course)	100%

otal points is what counts. If you prefer working in percents, just place a decimal to the left of the last number; for example, 895 points would convert to 89.5%.

Case Studies: Each chapter has a graded case study. There are 20 case studies. The case studies may be completed early, but NOT after the due date. **NO LATE CASE STUDIES WILL BE ACCEPTED FOR ANY REASON.**

Exams: here will be five (5) online exams (multiple-choice) during the semester: Exam #1 chapters 1-4, Exam #2 chapters 5-9, Exam #3 chapters 10-12, Exam #4 chapters 13-16, and Exam #5 chapters 17-20. Exams can be taken at home or at any computer with a reliable Internet connection (library, campus lab, etc.) and can be taken early but NOT after the due date. **NO LATE OR MAKE-UP EXAMS WILL BE GIVEN FOR ANY REASON.**

Participation: This may seem like a funny requirement considering that the course is online. But, what it means is that the student take the 1) *Orientation Quiz*, 2) introduce yourself on the discussion board, 3) answer instructor discussion questions and respond to another student's response to discussion question, 4) use the course web site discussion board and e-mail, and 5) stay in communication with the instructor as needed. More about this in course web site. Because this is a business class, proper use of grammar and sentence structure is required. Use proper upper and lower case lettering, as well as, proper punctuation. Postings and e-mails will be graded accordingly.

It is very important for you to actively participate in this online class. If you stop participating in class discussions, submitting assignments or fail to take quizzes or tests prior to the withdrawal date, you will be administratively withdrawn from class and receive a W or, if it is your third attempt, an F.

If you stop participating after the withdrawal date, you will receive a WF that will then be computed as an F in your GPA. To avoid this situation, you should remain an active learner in this class and always communicate extenuating circumstances to me. Ongoing communication with the instructor is critical to your course success. I will use completion of tests, assignments, and other class activities as indicators of your participation in order to satisfy this reporting requirement.

Final Grade: Your final grade is posted on the course web site at the end of the term. Final grade is the total number of points accumulated throughout the semester.

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Course Policies

**Read these policies carefully and be sure that you are in full agreement with them prior to enrolling in the course.
The instructor does not deviate from these policies for any reason.**

Attendance: Even though you are not in a classroom attendance is very important. What does this mean? You must check the discussion board and your e-mail regularly for important messages. The student must login within the first week of class and introduce themselves on the discussion board in the Introduction topic. Students are expected to schedule their own computer and study time and submit all assignments via the course web site by the assigned due dates. **Missing two due dates will result in the instructor denying the student access to the course web site.** Exams will be

taken online at home or in a campus lab by the assigned date. **Blackboard sign-on is only for student who is officially registered.** Do not allow anyone else to submit assignments for you. Contact instructor for instructions on handling emergency situations.

Withdrawal: If you find you cannot complete the class or are not earning the grade you want, be sure to withdraw by the final drop date (03/20/12). **NO W, I, or Audit WILL BE GIVEN TO ANY STUDENT FOR ANY REASON, except under extreme circumstances, and at the discretion of the instructor.**

Makeup or Late Assignments: While distance learning offers flexibility as to when you are on the Internet, there is no flexibility in the due dates. There will be no make-ups for assignments or exams. Any assignment or exam missed will be assigned a zero (0). If an assignment or exam date must be missed due to some emergency situation, call or e-mail the instructor to make arrangements. If an assignment or exam is missed it must be taken **prior** to the release of the answers to the entire class. All due dates must be met for all assignments and exams unless **expressly prearranged** with instructor. Any assignment or exam that is missed and arrangements have not been made for work to be completed will result in a zero (0) for the grade for that assignment or exam. There is **no extra credit** work.

Classroom Conduct: The course web site is our classroom. Appropriate conduct is required there the same as it is in a classroom environment. You may not post messages on the discussion board that use foul or abusive language. Postings of this nature will result in immediately being denied access to the course. Any issues you need to discuss that are personal or concerning grades, missed assignments or exams, feelings toward another student or the instructor are to be addressed either via the course web site e-mail or call the instructor or department chair at the above numbers. Rules of [Netiquette](#) must be followed.

Because this is a business class, proper use of grammar and sentence structure is required. Use proper upper and lower case lettering, as well as, proper punctuation. Like it or not, in business, you are judged by your written correspondence -- yes, even via e-mail. Check out [Get it Write](#) and see for yourself.

Academic Dishonesty: Students are encouraged to work together and to discuss the material assigned. However, it is also expected that each student do his/her own work. If it appears that two or more students have collaborated on an assignment or exam, each student involved will receive an F for that assignment or exam. If this happens for a second time, both students will be receive an F for the course. Students **MUST** submit their own assignments and exams. **Blackboard sign-on is only for student who is officially registered.** Do not allow anyone else to submit assignments or exams for you. Contact instructor for instructions on handling emergency situations.

Disability Support Services: Students with disabilities are advised, in compliance with Federal and State laws, that accommodations and services are available through the office of Disability Support Services (DSS). It is the student's responsibility to contact the Disability Support Services Advisors on campus, and to submit appropriate documentation prior to receiving services. **If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the office of Disability Services in Building 46 room 209, as early as possible in the term.**

Student Responsibilities: When taking an online course the student needs to be an independent and self-paced learner and possess time-management skills. The student is expected to:

- login to course web site first week of class (if you do not login before the first assignment due date, the assignment will not be accepted)
- remain in contact with the instructor by e-mail as necessary (instructor does not know that you are sick or traveling if you do not tell her)
- check course web site discussion board and e-mail at least twice a week (once a day is preferred; once a week is not sufficient)
- be aware of all course announcements and due dates
- read the assigned textbook
- read the course notes posted on the course web site
- complete all assignments *on time*
- complete exams at home or any computer with a reliable Internet connection by the specified dates
- use appropriate communication tools (course web site e-mail and discussion board)
- observe rules of [Netiquette](#) (do not type in all caps; that is considered shouting on the Internet)

In addition to the above, to insure comprehension of the material the student should do the following whether assigned or not or turned in for a grade or not:

- complete all exercises in textbook
- complete questions at the back of each chapter
- complete the practice quizzes

The amount of time spent on the course depends on the [type of learner](#) you are, the level of proficiency you are at, and your desire to learn. Only you can determine how much time to spend, but the student should expect to spend about 6-9 hours a week on this course. Before you continue with the course, be sure you can devote the correct amount of time to the subject. Be sure to take into account other course work, your work schedule (including travel), your family life, and any other factors that may influence your study time. **You are the most important factor in the formula for your success. To succeed you must put in maximum effort and communicate with your fellow students and me.**

When using a computer for any kind of work you must always **be prepared** for an emergency. It is up to the student to find alternate ways to get to a computer when theirs goes down. Also, the student should print whatever he or she feels they may need from the course web site in case it goes down. "Computer broken" or "can't login to ISP" are not acceptable excuses. Instructor will help with understanding the course material but will not diagnose computer problems.

Instructor Responsibilities: The instructor is a facilitator or team leader and grader of the learning experience. I am here to assist you in learning the particular topics introduced in this course. I will answer discussion board and e-mail inquiries within 24 hours of posting during the week (Monday through Thursday). Please acknowledge that the instructor is not online 24 hours a day. Allow time for an answer. The instructor cannot respond to messages within less than a 24-hour period.

You may complete assignments prior to the due date. But, no answers will be released until the day after the due date. **No assignments will be accepted after due date for any reason.**

Consultation: The instructor may be contacted at the above number. If there is no answer be sure to leave a complete name and telephone number with area code. Also indicate college, course name, and reference #. Please note that the instructor teaches several courses at several colleges. The student will be called back as soon as possible.

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Course Web Site

The course web site is the classroom. The course web site is constructed in a program called Blackboard, which is an easy-to-use environment. Students can access course materials using a web browser (Netscape or IE) from any computer connected to the Internet anywhere in the world. The course web site address is: <https://elearning.broward.edu/webct/entryPageIns.dowebct>. Here you will be able to:

- **login** to classroom homepage
- obtain lectures for each chapter
- complete all assignments (read case study/take quiz)
- link to the **textbook web site**
- communicate with instructor and other students in the course by posting questions regarding the course (**Discussions**) and sending personal questions to instructor (**Mail**)
- take practice quizzes
- complete exams
- view your **Grades** and **Track Your Progress**

Login: Once you login you may want to bookmark the course web site address so that you don't have to type it in or use the syllabus to find it again. To logout just close the browser or click the Log Out link at the top of the course web site. If you are working on a computer used by others, it is **critical** that you exit the browser or log out each time you finish using the course web site. If you don't exit, a person using that machine after you will have access to your course materials, could send e-mail in your name, and view your confidential student record. **Blackboard sign-on is only for student who is officially registered.** Do not allow anyone else to submit assignments for you. Contact instructor for instructions on handling emergency situations.

Note: Once at the course web site, use the navigation buttons within the course to move throughout the course pages. Do not use the navigation buttons on the browser toolbar.

Course Tools

- Course Content
- Announcements
- Assessments
- Discussions
- Help Desk
- Learning Modules
- Mail
- Search
- Syllabus
- Textbook Web Site
- Who's Online

My Tools

- My Grades
- My Progress

Your location: **Home Page**

If you experience problems viewing pages or items in this course, please contact the instructor. If you experience problems viewing pages or items in this course, please contact the instructor. If you experience problems viewing pages or items in this course, please contact the instructor. [If you experience problems viewing pages or items in this course, please contact the instructor.](#)

Follow
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[Mandatory Orientation--You](#)
Read ENTIRE Orientation, ta



[Part 1 -- Business Trends](#)
Chapters 1 through 4



[Part 2 -- Ownership & Part 3](#)
Chapters 5 through 9



[Part 4 -- Human Resources](#)
Chapters 10 through 12

The links on the left listed under Course Tools allow you to:

Course Content	return to the course content home page (right side of screen) no matter where you are in the course.
Announcements	view important messages from the instructor which are periodically posted throughout the semester.
Assessments	access case studies, practice quizzes, and exams.
Discussions	post questions and comments to the entire class. Once logged into the course, all communication will take place at the course web site through discussions and e-mail. The discussions area is public. The students are to post any questions regarding course material or assignments on the discussion board so they can be answered for all students at one time. Use an appropriate subject title for the posting. There will be more instructions on how to use the discussion board once you login to the course web site. Note: It is important to read the discussion board frequently, and to read all messages posted . If experiencing problems with an assignment, check the discussion board for postings. Your questions may already be answered.
Help Desk	contact the help desk if experiencing problems with Blackboard.
Learning Modules	contain related course content that is organized in a specific order.
Mail	privately message students and instructor in the course. E-mail is to be used for personal questions. Do not e-mail the instructor at her personal e-mail unless you cannot get into the course web site. All communication remains at the course web site. There

	will be more instructions on how to use e-mail once you login to the course web site. Note: It is important to check your e-mail frequently.
Search	find items throughout the entire course web site.
Syllabus	link to the syllabus for the current semester.
Textbook Web Site	link to many useful study aids provided by the publisher. Just use the Course-wide Content and chapters on the left. We aren't going to purchase an access code for the site, so don't try to login to this site.
Who's Online	know who's in the course at the same time you are. You can send messages to each other or an invitation to chat.
My Grades	view your grades and see how you are doing compared to the rest of the class (View Statistics)
My Progress	view a report that includes information about your participation in the course.

The right side of the screen is the Course Content Home page. With the links listed here you will do the following:

Mandatory Online Orientation	completely read all pages of the Orientation, complete the <i>Orientation Quiz</i> , and introduce yourself to the class, all of which counts toward the participation grade.
Parts 1-7 (followed in order)	obtain lecture notes, assignments, discussion question, practice quizzes, and exam for each part.
Course Evaluation Survey	express your opinions and comments regarding the course.

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How to Get Started

- Read this syllabus very carefully and be sure you are in agreement with all the policies. The syllabus is a contract. Once you continue with the course, you have agreed to abide by all of the rules.
- Obtain the course materials.
- Login to the course web site. (Click here for [login instructions](#).)
- Read the "Online Orientation" and take the *Orientation Quiz*.
- Introduce yourself on the discussion board.
- Look around course web site and get a feel for how it works. If you are new to taking courses on the Internet, you will want to spend time getting to know the course web site.
- Begin course work by reading the chapters in the textbook and completing the assignments as assigned in the [Schedule of Assignments](#).

I look forward to a very rewarding and successful semester with you.

Login Problems:

1. Students will be added to course the first day of the semester. Remember, you will not be able to login unless you have registered AND paid.
2. Through the drop/add period students will be added within 24 hours of payment.

3. If you have a login problem call me at the number listed at the top of this syllabus and I will verify that you are in the course.
4. If you have other difficulties, contact technical support at <http://www.broward.edu/online/help.jsp>.
5. **If you encounter problems, contact the instructor or technical support immediately. DO NOT WAIT THINKING THE PROBLEM WILL RESOLVE ITSELF.**

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Schedule of Assignments Winter 2012 Session 3 (12 weeks)

Note all due dates. Print this page to ensure you meet all due dates. We will be covering the chapters in order. Assignments and exams will be completed at home or at any computer with a reliable Internet connection (library, campus lab, etc.) by the specified dates. **Assignments and exams are due by 11:55 p.m. of the last day available.** If you are in an assignment or exam at that time, it will close and you will be graded only on the questions that were answered.

January 31	Due: Read ENTIRE Orientation, take <i>Orientation Quiz</i> , introduce yourself on discussion board
February 7	Due: Case studies for chapters 1 through 4 AND 1st response Discussion #1
February 14	Due: Exam #1 (chapters 1 through 4) AND 2nd response Discussion #1
February 21	Due: Case studies for chapters 5 through 9 AND 1st response Discussion #2
February 28	Due: Exam #2 (chapters 5 through 9) AND 2nd response Discussion #2
March 5 thru 11	Spring Break – no classes
March 13	Due: Case studies for chapters 10 through 12
March 20	Last day to withdraw
March 20	Due: Exam #3 (chapters 10 through 12)
March 27	Due: Case studies for chapters 13 through 16 AND 1st response Discussion #3
April 3	Due: Exam #4 (chapters 13 through 16) AND 2nd response Discussion #3
April 10	Due: Case studies for chapters 17 through 20 AND 1st response Discussion #4
April 17	Due: Exam #5 (chapters 17 through 20) AND 2nd response Discussion #4 AND Course Evaluation Survey

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