



**GEB 1011, Introduction to Business, CRN 11160**

Tuesday/Thursday, 3:00 pm – 4:15 pm, University Library Classroom 467  
3 Credit Hours

**Instructor:** Dr. Diana Fandel

**Phone:** 239-590-1239

**Email:** dfandel@fgcu.edu

**Office Location:** Lutgert Hall 3321

**Office Hours** T/Th 11:00 – 11:45 am, 1:30 – 2:45 pm, & by arrangement

**A. COURSE DESCRIPTION**

Introduction to the many facets of the private enterprise system and the businesses that operate within it. Exploration of the business arena and the professions and functions needed within any business enterprise. General Education Subject Area: Social Sciences; Prerequisites: None

**B. KEY TOPICS COVERED IN THIS COURSE**

1. *Business economics*
2. *Doing business in global markets*
3. *Business ethics and socially/environmentally responsible behaviors*
4. *Business and organizational structures*
5. *Financial management*
6. *Management and leadership*
7. *Production and operations management*
8. *Human resources and motivating employees*
9. *Marketing*
10. *Accounting*

### C. TEXTBOOK and other required materials

**Text:** *Understanding Business, 12<sup>th</sup> Edition*, by Nickels, McHugh & McHugh, McGraw Hill.

**Online Tool:** CONNECT, McGraw Hill

There are two textbook options (**note: it is important that you obtain the 12<sup>th</sup> edition of this text**):

- 1) One option is to purchase CONNECT access directly on-line from McGraw-Hill at [www.mcgrawhillconnect.com](http://www.mcgrawhillconnect.com). This option includes an **e-copy** textbook *Understanding Business, 12<sup>th</sup> edition*, and the CONNECT online tool.
- 2) An alternative option is to purchase CONNECT (also includes an **e-copy** textbook) at the FGCU Bookstore. ISBN: 9781264020324

During the first two weeks of the semester you can sign on for a free 2-week trial of the McGraw-Hill *Connect* (with the eBook). This will allow everyone to complete assignments and access course materials even if they cannot purchase the course package by the first day of class. You will need to purchase full access to your course before your trial expires and **use the same email that you used to sign up for courtesy access to avoid losing your work.**

McGraw-Hill's *Connect* is the online workbook/activity guidebook that you will use to learn and remember key concepts and theories, assess your comprehension, and apply course concepts to real world scenarios. You will access your *Connect* homework from our course Canvas page. Please review the following information from McGraw-Hill Higher Education before you begin any assignments in *Connect*.

- Using MH Campus and creating an account: Watch this [Getting Started with Connect](#) video or review the [Connect Quick Tips](#) for instructions on how to access your *Connect* assignments and create a *Connect* account.
- Run a system check: In order to complete many of the activities in *Connect* (both homework and for tests), you will need to install and allow plug-ins like Adobe Flash, Java, and Quicktime. It is strongly recommended that you troubleshoot your computer at least once a week, and before every test, to be sure that you will be able to complete the required exercises. Click on the following link to learn how to troubleshoot *Connect* and what the computer requirements are: <http://www.connectstudentsuccess.com/>
- Learn how to navigate *Connect*: Use this [link](#) to find out how to navigate the *Connect* platform.

Get support: *Connect* has a Customer Experience Group (CXG) Support Center where you can connect with a tech specialist via chat, phone, or email.

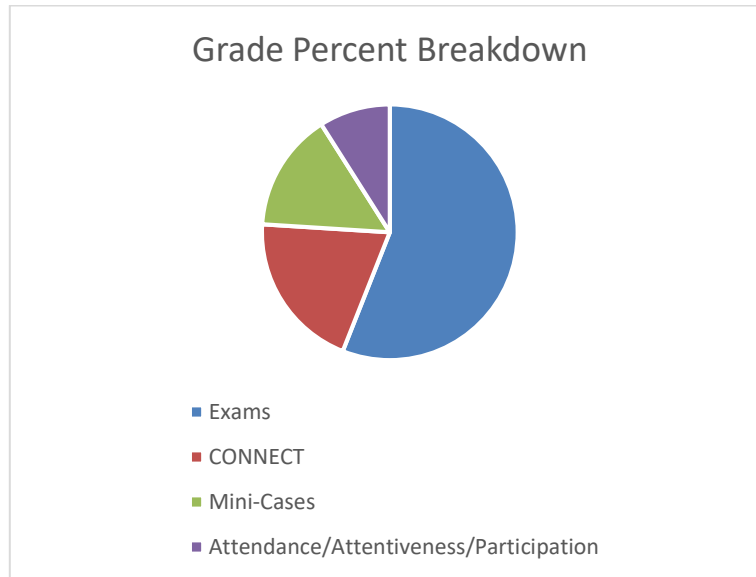
**Canvas Learning Management System/Demonstration Site:** Information on Canvas is available online at <http://canvas.fgcu.edu/> and the demonstration site at <https://fgcu.instructure.com/courses/7692>. **NOTE: It will be important to have mastered Canvas by the end of the first week of classes due to a syllabus quiz deadline on Sunday, January 12<sup>th</sup>.**

**Scantrons/# 2 pencils:** Four 100-answer scantron forms (available at the customer service desk in the FGCU bookstore) and # 2 pencils for exams.

## D. CLASS OVERVIEW

This class provides an introductory view into the world of business. Students who are considering studying business for a career will find this course helps them a) better understand their business career options and b) improve their understanding of business fundamentals. Students who will pursue other careers will find this course helps them better understand their chosen profession within the global context of business and economies.

## E. GRADING, ASSIGNMENTS AND COURSE REQUIREMENTS



### Your grade is determined as follows:

- Four Exams @ 14% each - 56 %
- CONNECT Homework Assignments/Quizzes - 20 %
- Two Mini-Cases @ 7.5% each - 15 %
- Class Attendance, Attentiveness & Participation\* - 9 %

\* See the Attendance Policy and the notes on Class Participation and Student Behavior Expectations

### Exams:

- The exams are closed book, closed notes.
- The material could be based on anything covered in the lecture, text, class and case discussions, assigned homework, other assigned readings, videos, or guest presentations. *A key to doing well on the exams is taking good class notes.*
- All electronic devices of any kind must be turned off during the exam.
- The scantron sheet is the **only** valid exam answer (answers on the hard copy test itself will not be considered so check your scantron answers several times).
- **NO make-up, late or early exams are given. On the very rare occasion that there is an emergency situation the day of the exam, AND IF you are excused from the exam by the instructor, a comprehensive make-up exam is given at the end of the semester covering all course materials. There are no re-schedules of make-up exams.** Business related absences are not excused. Students should make arrangements now to avoid time conflicts.

**CONNECT Homework/Quizzes:** CONNECT homework assignments will open approximately one week before the chapter begins and close approximately one week after the chapter ends. **Assignments *MUST* be completed by the due date/time to receive credit.** CONNECT homework is due weekly. ***It is the student's responsibility to check CONNECT for assignments and due dates.*** NOTE: we are not going through the textbook in order, so ensure you are aware of which chapter is due on which dates.

**Case Studies:** There are two (2) mini-case studies. Each mini-case study must be **at least** one **full-typed** page in length but no more than two pages, 12 calibri font, 1.5 line spacing, 1 inch margins and address the question(s) assigned. ***NOTE: the same company case study is assigned to you in CONNECT, but it is possibly due on a different date and time. The questions are NOT the same as the questions for your paper case. You will find the paper case study at the end of the related chapter in your text. You are responsible for BOTH the CONNECT assignment and the case study assignment.*** For the text book case study assignment, print off two copies of the case study and submit on the due dates. **Case studies are due before class starts. Once class begins, case studies will NOT be accepted – no exceptions.**

**Syllabus Quiz:** All faculty members are required to use CANVAS to confirm a student's attendance for each course by the end of the first week of classes. Failure to do so will result in a delay in the disbursement of your financial aid. *The confirmation of attendance is required for all students, not only those receiving financial aid. Note that the quiz is due no later than 11:59 PM, January 12<sup>th</sup>.*

**Class Participation:** Think of coming to our class as coming to your future place of employment and “practice” your communication skills. Relax and tell us what you think. Let’s learn from each other! Consistent and quality class participation is expected. All points of view should enter the class discussion. After classes, I review our class discussion and in-class activities and log participation.

**GRADING SCALE:**

93-100	A
90-92.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
70-76.9	C
60-69.9	D
00-59.9	F

**F. ATTENDANCE POLICY:**

- Your attendance in this class is critical to your ability to achieve the learning outcomes for this class. Therefore, students are expected to attend each class and be on time for class.
- Attendance will be monitored for each class period using sign-in attendance sheets which will be distributed at the beginning of each class. Students are responsible for ensuring they sign the class attendance sheet when it is circulated. Students that do not sign in are recorded as absent. ***In order to receive credit for attending a class, a student must be present for the entire class period.***
- When you miss a class, it is your responsibility to obtain any information that was covered in class from other class members.

The following explains the FGCU Class Attendance Policy for Authorized and Excused Absences:

**AUTHORIZED ABSENCE:** An authorized absence is an absence due to participation in a sponsored activity that has been approved in advance by the program director and appropriate student affairs officer, or for a religious holiday. Such an absence permits the student to make up the missed work when practical or to be given special allowance so that he/she is not penalized for the absence.

**EXCUSED ABSENCE:** An excused absence is an absence due to other causes such as illness, family emergency, or death in the family. A student seeking an excused absence should obtain documentation such as a physician's statement, accident report, or obituary and contact all instructors or the Office of the Dean of Student Affairs.

**Sign-in Policy:** Any student caught signing in for another student will be charged with a violation of the Student Code of Conduct and reported to the Dean of Students Office.

**Classroom Safety:** For the safety of the entire class, the door is locked *promptly* at the beginning of class. Late students should wait outside the door until the instructor opens the door approximately 5-10 minutes after class has begun. Except in the case when the instructor and a student have made pre-arrangements, the door will ***not*** be re-opened again until class is over (by either the instructor or other students). ***Note: the door locks from the outside but can always be opened from the inside.***

## **G: TEACHING PHILOSOPHY AND STUDENT BEHAVIOR:**

At the university level, the student and instructor *build knowledge together* through a variety of learning methodologies. This course will be taught using a combination of classroom lecture and discussion, in-class exercises, textbook readings, homework assignments, videos and case studies. The student is expected to fully engage in all aspects of the learning process.

For this course you should expect, on average, to spend an additional 1-2 hours per credit hour working on coursework outside of class each week. Therefore, for this 3 credit hour course, you should expect to spend 2.75 hours in class each week and an additional 3 – 6 hours outside of class reading course materials, completing homework assignments, and preparing for class activities and exams. Total time per week for this course will be between 5.5 – 8.5 hours per week *averaged* across the semester.

### **Student Behavior Expectations:**

- Together we can create and maintain an atmosphere in-class that is conducive to your learning and enjoyment. Therefore, we must all agree to follow these policies: this class requires your full attention and participation. **Texting and the use of cell phones or other personal technology device in this class is strictly forbidden. This includes laptops/tablets, etc.** Any violation of this policy may result in student being asked to leave and receiving an absence for that day. **Electronic devices must be stored (not on the desk or on your lap) and in the mute or off mode, including vibration turned off.**

- Avoid engaging in disruptive acts during class, such as talking to a neighbor, reading material other than course material, or engaging in any activity not directly related to this class. Students are expected to maintain attention and alertness – no sleeping or bringing your meals to class.
- Civil discourse is required. Students must be respectful of the opinions of others. Students are free to disagree with fellow students or the professor, but it must be in a respectful manner.
- Confidentiality: as part of class discussions, students may share their goals, aspirations, and other personal information, or touch on personal opinions, ideas, and stories. Students need to respect and honor the sensitivity of the information shared in the course and are expected to keep information shared in the class confidential and not discuss it or share it outside the classroom. Likewise, students should always treat discussion venues, such as the course’s classroom, as public forums, and therefore each student should only share personal information that he/she is comfortable sharing publicly. In other words, think before you share.

#### H. LEARNING OUTCOMES & ASSESSMENT

The Department of Management creates an environment that enables students to develop managerial knowledge and leadership skills, both individually and collaboratively, to: (1) recognize, evaluate, and cultivate business opportunities; (2) identify, understand, and implement positive solutions to organizational issues; and (3) build leadership capabilities to effectively manage organizational change in the global environment.

<b>Lutgert C.O.B. Learning Goals &amp; Objectives</b>	<b>Management Learning Objectives</b>	<b>Course Learning Objectives (measurable)</b>	<b>Assessment Methods</b>
<b>Understand the business environment</b> 1. Demonstrate knowledge of ethical frameworks in business. 2. Demonstrate knowledge of global factors influencing business. 3. Demonstrate knowledge of corporate social responsibility, including environmental responsibility, frameworks.	1. Analyze ethical and CSR issues as they apply to management. 2. Demonstrate knowledge of global factors influencing business	<ul style="list-style-type: none"> <li>• Explain basic economics and describe the economic system, including key economic indicators, of the United States</li> <li>• Explain what capitalism is and how free markets work</li> <li>• Evaluate the forces that affect trading in global markets</li> <li>• Define corporate social and environmental responsibility</li> </ul>	C, D, E
<b>Be critical thinkers.</b> 1. Solve business problems using analytical tools 2. Apply critical thinking skills to business problems.	3. Solve management problems using analytical tools	<ul style="list-style-type: none"> <li>• Distinguish between compliance-based and integrity-based business ethics</li> <li>• Summarize the key organizational structure decisions and organizational models</li> </ul>	A, B, C, D, E

		<ul style="list-style-type: none"> <li>Apply business formulae and analyze business ratios</li> </ul>	
<b>Be effective communicators.</b> 1. Deliver effective oral presentations 2. Prepare effective written reports	4. Demonstrate effective professional communication skills. 5. Work effectively in diverse teams	<ul style="list-style-type: none"> <li>Identify and describe the basic forms of business ownership</li> <li>Explain the differences between leaders and managers</li> </ul>	A, B, C, D, E
<b>Have interdisciplinary business knowledge</b> 1. Understand main concepts & definitions in accounting, economics, finance, information systems management, marketing and operations management. 2. Demonstrate the integration of knowledge across business disciplines	6. Integrate key management theories and practices	<ul style="list-style-type: none"> <li>Describe the four functions of management</li> <li>Explain the key functions of a business and describe their roles and contributions to business success</li> </ul>	C, D, E

Assessment Methods Legend:

- A) Class Discussions
- B) In-class Exercises
- C) Homework Assignments/Quizzes
- D) Exams
- E) Mini-Cases

#### I. ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found under the “Student Code of Conduct” and “Policies and Procedures” sections in the Student Guidebook. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

#### J. UNIVERSITY NONDISCRIMINATION STATEMENT

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the basis of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is [OIEC@fgcu.edu](mailto:OIEC@fgcu.edu).

#### K. DISABILITY ACCOMMODATIONS SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that

your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

**L. STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS**

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

**M. COURSE SCHEDULE: *Note: This schedule is subject to change with notice***

***\*\*NOTE: CONNECT HOMEWORK IS DUE WEEKLY. IT IS THE STUDENT’S RESPONSIBILITY TO CHECK CONNECT FOR ASSIGNMENTS AND DUE DATES\*\****

<b>DATE</b>	<b>AGENDA</b>
<b>Chapter 1: January 7 / 9</b>	<ul style="list-style-type: none"> <li>• Pre-read Chapter 1: <b>TAKING RISKS AND MAKING PROFITS WITHIN THE DYNAMIC BUSINESS ENVIRONMENT</b></li> <li>• Course Introduction/Syllabus Review</li> <li>• Complete Syllabus Quiz in Canvas (1/12)</li> </ul>
<b><i>January 12, 11:59 PM</i></b>	<b><i>Syllabus Quiz in Canvas Due</i></b>
<b>Chapter 2: January 14 / 16</b>	<ul style="list-style-type: none"> <li>• Pre-read Chapter 2: <b>UNDERSTANDING ECONOMICS AND HOW IT AFFECTS BUSINESS</b></li> </ul>
<b>Chapter 3: January 21 / 23</b>	<ul style="list-style-type: none"> <li>• Pre-read Chapter 3: <b>DOING BUSINESS IN GLOBAL MARKETS</b></li> <li>• Electra Bicycle Company Mini-Case (1/23)</li> </ul>
<b><i>January 23</i></b>	<b><i>Electra Bicycle Company Mini-Case Due</i></b>
<b>Chapter 4: January 28 / 30</b>	<ul style="list-style-type: none"> <li>• Pre-read Chapter 4: <b>DEMANDING ETHICAL AND SOCIALLY RESPONSIBLE BEHAVIOR</b></li> </ul>
<b><i>February 4</i></b>	<b><i>EXAM 1 – COVERS CHAPTERS 1, 2, 3, 4</i></b>
<b>Chapter 7: February 6 / 11</b>	<ul style="list-style-type: none"> <li>• Pre-read Chapter 7: <b>MANAGEMENT AND LEADERSHIP</b></li> </ul>



Chapter 8: February 13 / 18	<ul style="list-style-type: none"> <li>• Pre-read Chapter 8: STRUCTURING ORGANIZATIONS FOR TODAY'S CHALLENGES</li> </ul>
Chapter 9: February 20 / 25	<ul style="list-style-type: none"> <li>• Pre-read Chapter 9: PRODUCTION AND OPERATIONS MANAGEMENT</li> </ul>
<i>February 27</i>	<i>EXAM 2 – COVERS CHAPTERS 7, 8, 9</i>
<i>WEEK OF MARCH 2 - 7</i>	<i>SPRING BREAK – NO CLASSES – SPRING BREAK</i>
Chapter 10: March 10 / 12	<ul style="list-style-type: none"> <li>• Pre-read Chapter 10: MOTIVATING EMPLOYEES</li> <li>• Appletree Answers Mini-Case (3/12)</li> </ul>
<i>March 12</i>	<i>Appletree Answers Mini-Case Due</i>
Chapter 11: March 17 / 19	<ul style="list-style-type: none"> <li>• Pre-read Chapter 11: HUMAN RESOURCE MANAGEMENT: FINDING AND KEEPING THE BEST EMPLOYEES</li> </ul>
Chapter 13: March 24 / 26	<ul style="list-style-type: none"> <li>• Pre-read Chapter 13: MARKETING: HELPING BUYERS BUY</li> </ul>
<i>March 27</i>	<i>LAST DAY TO DROP/WITHDRAW WITHOUT ACADEMIC PENALTY FOR SPRING 2020</i>
<i>March 31</i>	<i>EXAM 3 – COVERS CHAPTERS 10, 11, 13</i>
Chapter 14: April 2 / 7	<ul style="list-style-type: none"> <li>• Pre-read Chapter 14: DEVELOPING AND PRICING GOODS AND SERVICES</li> </ul>
Chapter 16: April 7 / 9	<ul style="list-style-type: none"> <li>• Pre-read Chapter 16: USING EFFECTIVE PROMOTIONS</li> </ul>
Chapter 17: April 14 / 16	<ul style="list-style-type: none"> <li>• Pre-read Chapter 17: UNDERSTANDING ACCOUNTING AND FINANCIAL INFORMATION</li> </ul>
Chapter 18: April 16 / 21	<ul style="list-style-type: none"> <li>• Pre-read Chapter 18: FINANCIAL MANAGEMENT</li> </ul>
<i>April 23</i>	<i>EXAM 4 – COVERS CHAPTERS 14, 16, 17, 18</i>

## N. OTHER RESOURCES

**Online Tutorials:** Information on online tutorials to assist students is available online at <http://www.fgcu.edu/support/>

### Library Resources:

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Contact Us: <http://library.fgcu.edu/LBS/about/contactus.htm>

**Writing Center:** The FGCU Writing Center is a free service available to all FGCU students, faculty, and staff, whose goals are to help you become a more confident writer and to serve as a valuable resource for you during your academic career at FGCU and beyond. To this end, we offer a variety of services, including one-on-one sessions with expert writing consultants, workshops on a range of writing-related topics, and a

broad selection of handouts developed specifically for the FGCU community. For more information go to:  
<http://fgcu.edu/WritingCenter/about.asp>