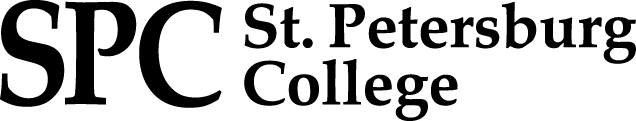
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# COURSE SYLLABUS

Course Title: Introduction to Business

Course Number: GEB 1011, Sections 818 and 388

Online Instruction

Semester Code: 0630, Spring 2024

**Student Responsibilities/Syllabus Addendum:** <https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities>

## INSTRUCTOR

**Name:** Marta Przyborowski

**Email:** [przyborowski.marta@spcollege.edu](mailto:przyborowski.marta@spcollege.edu)

**Phone:** 727-341-7973

**Office Hours:** Please see schedule posted in MyCourses.

**Office Location:** Virtual hours, St. Petersburg Gibbs Campus (TE 107)

**Instructor Web page:** <https://webapps.spcollege.edu/instructors/id/przyborowski.marta>

## WELCOME! ☺

Welcome to **GEB 1011** – Introduction to Business! My name is Marta Przyborowski, and I am delighted to be your professor for this course. I started my career with St. Petersburg College back in 2009 and I currently hold the faculty position within the College of Business, St. Petersburg/Gibbs campus. In addition, I also have experience in the Real Estate sector and with small business startups. I have a passion for education and for preparing students for success. I am excited you chose to embark on this educational journey, and I look forward to having you in the class!

I want to ensure your success in this class by providing a few resources that you can utilize in your educational journey. These tools are for your growth and development; they are NOT required – but you may find them to be of great benefit toward your success. You can use these tools for this course and other courses.

**Plagiarism and Academic Integrity**: SPC students have a duty to uphold the college’s honor code. This requires students to be honest and truthful in their academic work. Please visit the LibGuide page below as it includes additional information and resources. <https://spcollege.libguides.com/c.php?g=254383&p=1695451>

**APA Style Blog** is an excellent site to get those annoying APA questions answered quickly. It is a fantastic site to learn more about how to cite your research and written work using the APA format. For more information go to: <https://apastyle.apa.org/blog>

**Grammarly** as a tool for you to use for checking grammar right from your browser or Microsoft Office. This tool can improve your writing in emails, documents, social media posts, messages, and more. Visit [www.grammarly.com](http://www.grammarly.com/)

Let me know if you have any questions. I am here for your success.

## COURSE INFORMATION

**Course Description:** The purpose of this foundational business course is to acquaint students with the tools and vocabulary needed in all aspects of the business world. The course will cover areas such as business ownership, management, marketing, information technology, and financial resources and how they function together to create value. 47 contact hours.

**Course Goals: By the end of this course, the student will be able to:**

1. Explain basic economic systems and their relationship to business.
2. Recognize how the principles of ethics and social responsibility apply to business decisions.
3. Evaluate the basic legal forms of business ownership based on their associated advantages and disadvantages.
4. Distinguish among the four functions of management and their applications.
5. Analyze the key marketing practices of specific companies.

**Course Objectives:**

1. The student will explain the parts of the business environment and their relationship to business including the major characteristics by:
2. Discussing the current business environment and the basic key definitions including learning about the history of business and putting it all into the business world content.
3. Describing nonprofits and how they relate to the economy.
4. Describing the business environment as a whole and how businesses are successful by reviewing: the economic environment, competitive environment, technological environment, and global environment.
5. The student will apply the principles of ethics and social responsibility to business decisions by:
6. Identifying universal ethical standards and their importance for social and corporate responsibility.
7. Defining social responsibility and its’ impact on stakeholder groups.
8. The student will distinguish among the basic legal forms of business ownership based on their associated advantages and disadvantages by:
9. Listing the advantages and disadvantages of sole proprietorship, partnerships, and franchise agreements.
10. Identifying the different types of corporations with their advantages and disadvantages, including the role of the board of directors and the structure of the corporation.
11. The student will describe the four functions of management and their applications by:
12. Identifying the opportunities and threats of a small business and the pros and cons of launching a business.
13. Interpreting financial documents.
14. Defining the difference between managerial accounting and financial accounting.
15. Explaining the role of managerial leadership and the importance of organizational success.
16. Listing the key human resources issues in today’s economy.
17. Explaining how data becomes information and how high-quality information helps managers make better business decisions.
18. Identifying the key principles of managerial communications, including effective messaging, non-verbal communications, channels, language, and presenting.
19. The student will analyze the key marketing practices of specific companies by:
20. Identifying a company’s target market and their marketing strategy.
21. Discussing the product life cycle.
22. Describing the various types of distribution of goods.

**Prerequisites:** (Course & Skill Set)

No prerequisites

**Availability of Course Content:** All course modules are open and ready for completion.

**Proctored Testing Information (if applicable):**

[**https://www.spcollege.edu/future-students/admissions/testing**](https://www.spcollege.edu/future-students/admissions/testing)

## REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION

This course is part of the **First Day Inclusive Access Program**. First Day is a partnership between Barnes & Noble College, SPC and the Publisher to bring your course materials to you through MyCourses at the lowest price in the marketplace, on the first day of class.

You have the option to opt out of the program within the **first week of class** if you want to purchase your materials elsewhere. Opting out of the program is likely to cause you to pay a higher rate.

***SPC will bill your student account at the discounted price after the opt-out deadline passes***.

If you are using a 3rd party vendor for your course materials and are Chapter 31, Vocational Rehabilitation, Dual Enrollment, etc. we will bill the 3rd party vendor for you.

**Required Textbook/eBook: St. Petersburg College GEB1011, Introduction to Business**

Authors: Pride/Hughes/Kapoor

Publisher Information: Cengage

Business MindTap® 7th Edition, 1 term (6 months)

First Day Inclusive Access Program - ISBN: 9780357717967

**First Day Inclusive Access Pricing:**

This model is easy and convenient for you to use and offers significant savings.

* First Day Price: $ 85.00
* Opt-Out Price: $125.00
* Savings: $ 40.00

**What if I already purchased a Cengage Unlimited subscription?**

If you are only taking one course using Cengage, then staying **opted-in** in the **First Day Inclusive Access Program** is the best value. If you are taking more than one course using Cengage, you may consider **opting out** of the First Day program and purchasing Cengage Unlimited from the Bookstore or Cengage directly at [www.cengage.com/unlimited](http://www.cengage.com/unlimited). Cengage Unlimited is a subscription that includes all Cengage digital materials for one price - $124.99 per semester. [Click here to see more information about Cengage Unlimited.](https://www.cengage.com/unlimited/)

**If you decide to opt out of the First Day Program to take advantage of Cengage Unlimited, the ISBN for Cengage Unlimited is as follows:**

* Business MindTap® V2.0, 1 term (6 months) Printed Access Card
* Cengage Unlimited ISBN: 9780357700006

**If you decide to opt out of the First Day Program to purchase your materials elsewhere, the standard opt out ISBN Information for Business MindTap is as follows:**

* Standard opt out ISBN: 1011 9781337091077

**Bookstore:** [**www.spcollege.edu/textbooks**](http://www.spcollege.edu/textbooks)

**Library Guides:** [**https://spcollege.libguides.com/home/**](https://spcollege.libguides.com/home/)

## learner support

**Accessibility:** [**https://www.spcollege.edu/current-students/student-affairs/student-support-resources/accessibility-services**](https://www.spcollege.edu/current-students/student-affairs/student-support-resources/accessibility-services)

St. Petersburg College is committed to providing quality education and services to all students who study here. Our focus is your success. To help you achieve that, Disability Resources works with students, faculty, and staff to provide accommodations that ensure equal access for all students.

The office provides or facilitates:

* Academic adjustments such as early registration and exam accommodations
* Academic modifications such as course substitutions
* Aids and services including adaptive technologies, note takers and interpreters
* College Placement Test accommodations

Under Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, SPC seeks to ensure that admission, academic programs, support services, student activities and campus facilities are accessible to and usable by students who document a qualifying disability with the College. Students with disabilities who desire accommodations need to provide appropriate documentation of a disability and request services from Disability Resources.

**Academic Support and Student Services:** [**www.spcollege.edu/support**](http://www.spcollege.edu/support)

SPC offers a wide variety of services to help you register for classes, pay your fees, receive your grades, request transcripts, or answer any questions you have.

**Academic Resources:** [**https://www.spcollege.edu/current-students/student-affairs/academic-resources**](https://www.spcollege.edu/current-students/student-affairs/academic-resources)

## IMPORTANT DATES

**Course Dates:** 1/16 to 3/8

**Drop Date:** 1/19

**Withdrawal Date (with grade of W):** 2/21

**Financial Aid Dates:** [**https://www.spcollege.edu/financial-aid**](https://www.spcollege.edu/financial-aid)

## ATTENDANCE

**The College-wide attendance policy is included in the Syllabus Addendum:**

[**https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities**](https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities)

**Class Presence and Participation:**

It is important that you **actively participate in the first two weeks of class** to ensure that you are not dropped from the class for non-attendance (lack of participation). This is an online course, and you will be required to submit assignments during weeks one and two to be considered active in the class.

Please note that merely logging into your course during the first two weeks does **NOT** constitute participation. You are a “no show” if you do not attend our class meetings and complete your work. Students classified as “No Show” for the first two weeks will be administratively withdrawn.

Active participation during the first two weeks of class consists of the following:

* **Week #1 – Completion of Chapter 1 Quiz and/or Module 1 Importance of Business in Society Discussion**
* **Week #2 – Completion of Module 2 *Are True Leaders Born or Made* Discussion**

## GRADING

SPC grades on an A, B, C scale; they do not offer pluses (+) or minuses (-). The grading scale is:

A: 100-90%

B: 89-80%

C: 79-70%

D: 69-60%

F: Below 60%

**Grading Philosophy:**

Grades will be assigned based solely on student performance and not on prevailing student norms or students' perceptions of their performance. This course syllabus clearly communicates performance standards, and these standards will be fairly and consistently applied throughout the semester. Grading standards have been developed based exclusively on course objectives reflecting the appropriate level of content mastery, including mastery of the subject matter as well as mastery of those core curriculum components such as effective writing and information literacy deemed appropriate to the course. Although a bell curve may not always be achieved, nor is it necessarily desirable, **it is expected that the grade of A is awarded only to those students whose work is truly exceptional, reflecting both content mastery and the ability to analyze and articulate that material**. Students can expect that the grade of A will be awarded only to those few students whose work is exceptional reflecting both content mastery and the ability to communicate that material. Grades of B and C would be awarded more frequently implying lesser degrees of content mastery. The grade of D represents the lowest passing grade and denotes borderline content mastery. The definition of each grade level is as follows:

A = Outstanding: Performance excels far above established standards for university-level performance

B = Superior: Performance above established standards

C = Good: Performance meets established standards

D = Substandard: Performance is below established standards

F = Failure: Performance does not meet minimum requirements

**Late Submissions & Extenuating Circumstances:**

Late assignments (projects, quizzes, class participation, and exams) are not graded unless you have missed the deadline due to extenuating reasons. All requests for extensions must be made in writing (via SPC email) and supporting documentation will need to be attached for extensions to be reviewed and granted.

**Digital textbook issues, computer problems, or technology related issues do not constitute an extenuating circumstance. Extra time to complete assignments will not be assigned for these reasons.**

## ASSIGNMENTS

|  |  |  |
| --- | --- | --- |
| Due Date | Assignment | Points |
| Week 1 | Syllabus Quiz | 1 |
| Week 1 | Introduction | 10 |
| Week 1 | Module 1: MindTap Chapter 1 Apply it Assignment (Quiz) | 20 |
| Week 1 | Module 1: Role of Business in Society Discussion | 20 |
| Week 1 | Module 1: MindTap Learn It 3-1 | 4 |
| Week 1 | Module 1: MindTap Learn It 3-2 | 4 |
| Week 1 | Module 1: MindTap Learn It 3-3 | 4 |
| Week 1 | Module 1: MindTap Chapter 3 Case Activity | 3 |
| Week 2 | Module 2: Leaders and Managers Discussion | 20 |
| Week 2 | Module 2: How Good Are Your Communication Skills Writing Assignment | 25 |
| Week 2 | Module 2: MindTap Learn It 6-1 and 6-2 | 7 |
| Week 2 | Module 2: MindTap Learn It 6-5 | 4 |
| Week 2 | Module 2: MindTap Learn It 6-6 | 3 |
| Week 2 | Module 2: MindTap Learn It 9-1 | 4 |
| Week 2 | Module 2: MindTap Learn It 10-3 | 3 |
| Week 2 | Module 2: MindTap Learn It 10-5 | 7 |
| Week 3 | Module 3: Create an Advertisement | 25 |
| Week 3 | Module 3: MindTap Chapter 11 Apply It Assignment (Quiz) | 20 |
| Week 3 | Module 3: MindTap Learn It 12-2 | 3 |
| Week 3 | Module 3: MindTap Learn It 12-3 and 12-4 | 7 |
| Week 3 | Module 3: MindTap Learn It 14-1 and 14-2 | 4 |
| Week 3 | Module 3: MindTap Learn It 14-5 | 3 |
| Week 4 | Module 4: Importance of SCM Discussion | 20 |
| Week 4 | Module 4: MindTap Learn It 8-1 | 3 |
| Week 4 | Module 4: MindTap Learn It 8-4 | 3 |
| Week 4 | Module 4: MindTap Learn It 8-6 | 7 |
| Week 4 | Module 4: MindTap Chapter 13 Apply It Assignment (Quiz) | 20 |
| Week 5 | Module 5: Financial Information Discussion | 20 |
| Week 5 | Module 5: MindTap Chapter 15 Apply It Assignment (Quiz) | 20 |
| Week 5 | Module 5: MindTap Learn It 16-1 and 16-2 | 4 |
| Week 5 | Module 5: MindTap Learn It 16-3 | 4 |
| Week 6 | Module 6: Entrepreneurship Discussion | 20 |
| Week 6 | Module 6: MindTap Learn It 4-2 and 4-3 | 3 |
| Week 6 | Module 6: MindTap Learn It 4-5 | 3 |
| Week 6 | Module 6: MindTap Learn It 4-6 and 4-7 | 4 |
| Week 6 | Module 6: MindTap Chapter 4 Case Activity | 3 |
| Week 6 | Module 6: MindTap - Chapter 5 Apply It Assignment (Quiz) | 20 |
| Week 7 | Module 7: Sustainable Management Practices Discussion | 20 |
| Week 7 | Module 7: MindTap Learn It 2-1 and 2-2 | 3 |
| Week 7 | Module 7: MindTap Learn It 2-4 | 3 |
| Week 7 | Module 7: MindTap Learn It 2-6 | 3 |
| Week 7 | Module 7: MindTap Learn It 2-7 | 3 |
| Week 7 | Module 7: MindTap Learn It 2-8 | 3 |
| Week 7 | Module 7: MindTap Chapter 2 Case Activity | 3 |
| Week 8 | Module 8: Project Management Discussion | 20 |
|  | |  |

SPC grades on an A, B, C scale; they do not offer pluses (+) or minuses (-). The grading scale for this class:

|  |  |  |
| --- | --- | --- |
| Scale | Minimum Points | Maximum Points |
| 90% - 100% A | 370 | 413 |
| 80% - 89% B | 329 | 369 |
| 70% - 79% C | 288 | 328 |
| 60% - 69% D | 246 | 287 |
| 0 - 59% F | 0 | 245 |

## STUDENTS’ EXPECTATIONS

**Please review SPC Expectations for Student Conduct:** [**https://www.spcollege.edu/studentconduct/**](https://www.spcollege.edu/studentconduct/)

**Online Student Participation and Conduct Guidelines:** [**www.spcollege.edu/addendum/#onlineguide**](http://www.spcollege.edu/addendum/#onlineguide)

**Academic Honesty:** [**www.spcollege.edu/academichonesty**](http://www.spcollege.edu/academichonesty)

**Professionalism:**

The behavior of all students in class should reflect a professional, respectful, and compassionate environment. Inappropriate or inconsiderate behavior will result in dismissal from the classroom and/or penalties to the student’s course grade. You are to be thoughtful of your comments, actions, and decisions and how it impacts your classmates and your instructor. For a clearer understanding of what is expected from students in this course please access the link below for an overview of professionalism in business. Also carefully review the section in your syllabus regarding netiquette. All online communications shared in this class will be subject to review as part of the score assigned for professionalism/communications

<http://smallbusiness.chron.com/meaning-professionalism-work-ethic-746.html>

**Netiquette:**

**SPC Netiquette Policy:** [**https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities#expectations**](https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities#expectations)

Interactions in an online classroom are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in an online course. The ability to write is necessary, but you also need to understand what is considered appropriate when communicating online. The word "netiquette" is short for "Internet etiquette." Rules of netiquette have grown organically with the growth of the Internet to help users act responsibly when they access or transmit information online. As a student, businessperson, or potential entrepreneur you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines.

**Rules:**

* Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
* Never post a message that is in all capital letters -- it comes across to the reader as SHOUTING!
* Use boldface and italics sparingly, as they can denote sarcasm.
* Keep messages short and to the point.
* Always practice proper spelling, good grammar, punctuation, and composition in all course communications. It is a reflection of your student and work ethic.
* Do not write in “text code” when emailing your professor.
* Keep in mind that threaded discussions are meant to be constructive exchanges.
* Remember that your emails are all saved throughout the duration of the course and archived with SPC at the conclusion of the term.
* Be respectful and treat everyone as you would want to be treated yourself.
* If you receive an upsetting email or post “cool off” before you respond.
* Spell check!

## INSTRUCTOR’S EXPECTATIONS

## My goal is to respond to student emails within 24 hours through the business week and within 48 hours on the weekends. I will make every attempt to grade student assignments within four business days by giving feedback so that you can successfully continue in the course.

## TurnItIn

The instructor of this course may require the use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

## STUDENT SURVEY OF INSTRUCTION

The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

## technology

**Minimum Technology Requirements**:

**SPC**

[**https://mycoursessupport.spcollege.edu/technical-requirements-for-mycourses**](https://mycoursessupport.spcollege.edu/technical-requirements-for-mycourses)

**Minimum Technical Skills:**

It is strongly encouraged that you complete the MyCourses Student Tutorials found within the course.

**Cengage MindTap System Requirements:**

[**https://help.cengage.com/mindtap/MindTap-System-Requirements.pdf**](https://help.cengage.com/mindtap/MindTap-System-Requirements.pdf)

**Accessibility of Technologies**

* **MyCourses Accessibility Statement:** 
  + [**https://www.d2l.com/accessibility/**](https://www.d2l.com/accessibility/)
* **Cengage Accessibility Statement:**
  + [**http://www.cengage.com/accessibility/**](http://www.cengage.com/accessibility/)

**Privacy:**

* **MyCourses Privacy Statement:**
  + [**https://www.d2l.com/legal/privacy/**](https://www.d2l.com/legal/privacy/)
* **Cengage Privacy Statement:**
  + [**http://www.cengage.com/privacy/**](http://www.cengage.com/privacy/)

**Technical Support:**

**St. Petersburg College**

* [**https://support.spcollege.edu/SitePages/Home.aspx**](https://support.spcollege.edu/SitePages/Home.aspx)
* Call **727-341-HELP** (727-341-4357)
* SPC technical support can assist you with technical issues related to MySPC, MyCourses, student email and other technology related problems. Generally, it is best to call for student issues.
* Technical support can be reached by email at [onlinehelp@spcollege.edu](mailto:onlinehelp@spcollege.edu)
* **SPC MyCourses Support & Student Services Hub:** <https://mycoursessupport.spcollege.edu/mycourses-support>

**Cengage/MindTap**

* (800) 648-7450
* Customer support link found in the *Students Getting Started with MindTap Module*