

General Information

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Course Description

This section of GEB 2011, an introductory course on business, is a fully online class designed to help students develop a basic understanding of business principles, processes, practices, and strategies. The course will enable students to use business theories and concepts to better understand current business issues and their broad implications to stakeholders. It will enable students to increase their understanding of how business is the only social institution that simultaneously creates and distributes wealth.

Course Objectives

The objectives of this course are to help you:

1. Understand our changing concept of organizations as social systems
2. Develop knowledge of fundamental management concepts, principles, and values
3. Identify and understand the organization's internal and external environment and the factors, forces, and issues impacting business performance
4. Understand and identify the factors affecting management and leadership styles, decision-making models and follow-up and control techniques
5. Develop critical thinking skills to analyze and resolve organizational problems

Textbook

Understanding Business with CD,

[Nickels, McHugh, & McHugh,](#)

McGraw-Hill , 2005, 7th Edition.

ISBN: 0-07-292218-4

Student Assessment and Learning Guide

[Barbara Barrett,](#)

McGraw-Hill

ISBN: 0-07-288435-5

Course Prerequisites

There are no prerequisites for this course.

For more information about prerequisites, [click here](#).

Teaching methodology

1. Student learning will be enabled by textbook reading, Powerpoint Slides, Audio, Video Cases, self-study assignments, and essay exercises and quizzes. For each chapter, our WebCT Course Content Page contains weekly assignments including quizzes, essays, and exercises in the Student Assessment and Learning Guide (SAL) . These assignments are due each week.
2. Learning will be self-directed and participative. Evaluation of learning will be based on the quantity and quality of student (self-directed) study reflected by completing all assignments, and on the three on-line, open-book examinations. The participation part of the grade will be determined by the assignments, and how well students actively participate in extra exercises (if any) to be announced throughout the semester. I will eMail you instructions if we engage in this type of learning activity which will take place through the Discussion Forum part of WebCT.

Students are expected to (electronically) complete the assigned readings and learning exercises during the week the assignment is due.

Learning Tips

- Communicate with me frequently using WebCT eMail, or call me at the office @ 305-348-3274.
- Read the syllabus carefully and mark your calendar for important dates (quiz deadlines, assignment due date, etc.) Post your questions for the class in the Main Discussion Forum.
- Keep up with the reading and the assignments, and don't wait till the last minute on taking your quizzes or exams! The feedback quizzes will ensure familiarity with the course material.
- It is EXTREMELY important that you get yourself familiar with both WebCT (where you will be submitting assignments, taking quizzes, etc.)
- Additional information of becoming a successful online student can be found at:
<http://www.ion.illinois.edu/resources/tutorials/pedagogy/StudentProfile.asp>
- In order to help you reflect on your disposition relative to online learning, you can visit the following website:
<http://www.ion.illinois.edu/resources/tutorials/pedagogy/selfEval.asp>
- Finally, you can go to the following site for some Tips for Success:
<http://www.ion.illinois.edu/resources/tutorials/pedagogy/tips.asp>
- In order to reduce any issues with your computer and online assessments, it is important that you take the "Online Learning Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer is compatible with WebCT (<http://www.webct.com/tuneup>) and that it meets the minimum hardware requirements (http://online.fiu.edu/future_whats_required.html).

- Regarding feedback, it may take up to 2 to 3 days for me to respond to your email/inquiry. All emails will be responded according to their urgency. If you have an emergency issue, call me at my office @ 305-348-3274. Please note that you will NOT receive feedback on your essay assignments or your quizzes or exams unless you did extremely poorly.

7 Step Learning Process

Students need to complete a 7 Step learning process for each Chapter:

1. Read the Text
2. Review ppt Slides (Course Content Page)
3. Listen to the Audio (Course Content Page)
4. Submit the Student Assessment and Learning Guide (SAL) (Course Content Page)
5. Take Chapter Quizzes (Course Menu)
6. View Video (Course Content Page)
7. Submit Video Essay (Any one of the 3 Questions) (WebCT eMail) Students need to complete one team assignment by October 13 :

Students will be assigned a team to complete the Team Video Essay Question Assignment (due no later than October 13). Each team first selects one video essay question from the three available for any (one) chapter it chooses from Chapters 1 thru 9.

It then uses its assigned intra-team discussion forum to electronically discuss and arrive at a consensus-driven response to that one question. All team members need to contribute to this discussion, and their contribution will be reflected in their homework assignment grade. The consensus answer of the team is then posted on the All Teams Video Discussion Forum labeled Team Video Essay Discussion Forum. (Note that this assignment is for only 1 video question from only 1 video for only 1 chapter)

Grading

Learning assessment will take place frequently using assignments, quizzes, and exams consisting of questions drawn from the textbook. The exam and grading breakdown will be as follows:

Course Requirements	Percentage
Examination I: Chapters 1-6	25%
Examination II: Chapters 7-12	25%
Examination III: Chapters 13-19	25%
E-Learning / Homework Assignments	25%

Final Grades will be assigned on the basis of total points earned:

Letter Grade	Grade Range	Letter Grade	Grade Range	Letter Grade	Grade Range
A	93 - 100	A-	90 - 92.9	B+	87-89.9
B	83-86.9	B-	80-82.9	C+	77-79.9
C	73-76.9	C-	70-72.9	D+	67-69.9
D	63-66.9	D-	60-62.9	F	less than 60

Quiz scores

In order to view your quiz scores, please follow the instructions provided below:

1. Click the Quizzes link in the Course Menu.
2. Click the View Scores button provided next to the quiz you have taken.
3. In the Scores page, click the "1" link provided in the Number column under the Attempts section.
4. In the View Results page, scroll down to the bottom of the page to see your quiz scores.

Student Homepage

Every student should create his/her own student homepage. Please introduce yourself and post a picture, as well. To access directions about student homepages please [click here](#).

*Students are required to submit a mini-webpage. See "Student Homepage/Student Profile" under Assignment Instructions for Due Date.

Disability Notice

If you have a disability and need assistance, please contact the [Disability Resource Center](#) (University Park : GC190; 305-348-3532) (North Campus: WUC139, 305-919-5345). Upon contact, the Disability Resource Center will review your request and contact your professors or other personnel to make arrangements for appropriate modification and/or assistance.

Religious Holy Days

The University's policy on religious holy days as stated in the University Catalog and Student Handbook will be followed in this class. As per the policy procedures, any student may request to be excused from class work to observe a religious holy day of his or her faith.(Section 2.56)

[Religious Holy Day Policy](#)

Rules, Policies, and Academic Conduct

Every student must respect the right of everyone to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students

must adhere to a standard of academic conduct, demonstrating respect for themselves, their fellow classmates, and the educational mission of the University.

Code of Conduct

The following is a brief summary of the university code (see hyperlink below) and you are expected to read and respect the code in its entirety.

A university is a learning community following a tradition more than 1000 years old. F.I.U. is such a community, dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. As a member of this community each student understand and accepts their responsibility to:

1. Respect the tradition of academic inquiry, the University's rules of conduct, and its mission.
2. Respect the opinions and differences of all members of the F.I.U community.
3. Practice civility and avoid behavior that undermines the normal functioning of the University, the course, and the classroom.
4. Respect the rights and property of the University and all its members.
5. Be diligent and honest in personal and academic endeavors.

[Code of Conduct](#)

Academic Honesty/Integrity

As pertains to Academic Honesty/Integrity, each student is responsible to read and be aware of the University policy (see Section 2.44 hyperlink below) and accepts their responsibility to:

1. Not represent someone else's work as my own.
2. Not cheat, nor aid in another's cheating.
3. Be honest in my academic endeavors

[Academic Misconduct](#)

[FIU Policy Manual](#)

Penalties:

I understand that if I am found responsible for academic misconduct, I will be subject to the academic misconduct procedures and sanctions as outlined in the Student Handbook. Failure to adhere to the guidelines stated above may result in one of the following:

- Expulsion: Permanent separation of the student from the University, preventing readmission to the institution. This sanction shall be recorded on the student's transcript.
- Suspension: Temporary separation of the student from the University for a specific period of time.

NOTE: Intensive Auditing of the course will be conducted to prevent academic misconduct including use of "Turnitin.com" at the discretion of the instructor.

Code of Computing Practice

You are required to abide by the F.I.U.'s Computing Ethics. Click on the hyperlink below and if you require assistance please contact UTS directly.

[Computing Policy](#)

Expectation of this Course

This is a fully online course, meaning that all course work (100%) will be conducted online. Expectations for performance in fully online courses are the same as for traditional courses; in fact, fully online courses require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students.

Fully online courses are not independent study courses. You will be expected to interact online with the professor and your fellow students; to do assignments; to meet deadlines; and in many classes, to work in virtual groups. In some fully online courses, you may be required to come to campus to take midterms and exams, but in most, you will take your tests online.

Tips for Success in your online course, [click here](#).

Online Etiquette, [click here](#).

Online Learning Tutorial

Please note that we offer our Online Learning Tutorial via the web and/or CD-ROM.

If you are unable to attend one of our on-campus orientations or just need help with an online tool [click here](#).

If you are on a Dial-up connection, we recommend that you order the CD-ROM. The CD-ROM will be delivered to you free of charge in 3 - 5 business days.

Certification of Authorship Assignment Cover Page

Additionally, the following two documents should be used by every student in business classes that require individual or group written assignments.

[Individual](#)

[Groups](#)

Course Calendar

Week 1 - August 28, 2006

- Introduction & Orientation
- Meeting Challenges of Business
- Creation/Distribution of Wealth

Assignments and quiz dates

1. Chapter 1: 7 Step Learning Process
2. Chapter 2: 7 Step Learning Process
3. [Student Homepage/Student Profile](#)

Week 2 - September 4, 2006

- Competing in Global Markets

Assignments and quiz dates

1. Chapter 3: 7 Step Learning Process

Week 3 - September 11, 2006

- Ethics and Social Responsibility

Assignments and quiz dates

1. Chapter 4: 7 Step Learning Process

Week 4 - September 18, 2006

- Forms of Business Ownership

Assignments and quiz dates

1. Chapter 5: 7 Step Learning Process

Week 5 - September 25, 2006

- Entrepreneurship and Franchising

Assignments and quiz dates

Quizzes and Exams

1. Chapter 6: 7 Step Learning Process
2. Exam I: Chapters 1- 6

Week 6 - October 2, 2006

- Management & Leadership
- Customer-Driven Business

Assignments and quiz dates

1. Chapter 7: 7 Step Learning Process
2. Chapter 8: 7 Step Learning Process

Week 7 - October 9, 2006

- Operations Management

Assignments and quiz dates

1. Chapter 9: 7 Step Learning Process
2. [Fill out Instructor's Evaluation](#)

Week 8 - October 16, 2006

- Employee Motivation and Teams
- HRM: Keeping Good Employees

Assignments and quiz dates

1. Chapter 10: 7 Step Learning Process
2. Chapter 11: 7 Step Learning Process

Week 9 - October 23, 2006

- Labor Relations Issues

Assignments and quiz dates

Quizzes and Exams

1. Chapter 12: 7 Step Learning Process
2. Exam II: Chapters 7 - 12

Week 10 - October 30, 2006

- Stakeholder Relationships

Assignments and quiz dates

1. Chapter 13: 7 Step Learning Process

Week 11 - November 6, 2006

- Developing Products/Services

Assignments and quiz dates

1. Chapter 14: 7 Step Learning Process

Week 12 - November 13, 2006

- Marketing Communications

Assignments and quiz dates

1. Chapter 15: 7 Step Learning Process

Week 13 - November 20, 2006

- Supply Chain Management

Assignments and quiz dates

1. Chapter 16: 7 Step Learning Process

Week 14 - November 27, 2006

- Information Systems
- Financial Information

Assignments and quiz dates

Quizzes and Exams

1. Chapter 17: 7 Step Learning Process
2. Chapter 18: 7 Step Learning Process

Week 15 - December 4, 2006

- Financial Management

Assignments and quiz dates

Quizzes and Exams

1. Chapter 19: 7 Step Learning Process
2. Exam III: Chapters 13 - 19