GEB 1011 INTRODUCTION TO BUSINESS
COURSE SYLLABUS

PREREQUISITES: NONE

DESCRIPTION: The purpose of this course is to introduce you to the many facets of the private enterprise system and of the businesses that operate within it. Through your experiences in this course, you will gain a better understanding of what the business arena is all about, how a business operates and what professions and functions are needed within any business entreprise.

Topics of focus will include business systems, workforce demographics, social responsibility, business ethics, forms of business organizations, entrepreneurship, small business and franchise system, management processes, human resource management, marketing management, business finance, business decision making, MIS and quantitative tools used in business, international business and the future dimensions of business opportunities in a global economy.

INSTRUCTOR INFORMATION:

Name: Michael J. Komar, Adjunct Instructor, M.B.A.  
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239-590-1379 (Campus)  
E-mail: mkomar@fgcu.edu  
mjkomar@gmail.com

Office Hours: Tuesdays & Thursdays 2:00 p.m. to 3:00 p.m.  
And by appointment

REQUIRED COURSE MATERIALS:

COURSE OBJECTIVES:

This course introduces the functions of business as a primary source of goods, services, employment and income. The course will also provide students with a basic understanding of forms of ownership, ethics, marketing, and management functions. The role of business in modern society will be examined.

This course will enable students to further broaden their understanding of the American free enterprise system. The business functions of management, human relations, marketing, accounting and finance will be reviewed to further expand the student business vocabulary. The study of these functions will create an awareness of the varied career opportunities in business. At the conclusion of this course, students will have a better understanding of how a business operates in our modern political, social, and economic environment. More specifically, students will have knowledge of the following:

- An awareness of the varied career opportunities in business to aid in selecting a vocation or enhancing the vocation already selected.
- A basic understanding of the free enterprise system and other types of economic systems.
- How business ethics apply to customers and other stakeholders in the business environment.
- The basic forms of business ownership including franchising.
- A basic understanding of international business and the complexities of operating in a global environment.
- The basic functions of management and the skills required of managers in working with the different concepts of motivation.
- An understanding of how a company utilizes human resource management to recruit, train, and retain employees.
- An understanding of the marketing concept and the various elements of the marketing mix.
- How businesses acquire and use capital.
- An understanding of the basic concepts of accounting and the analysis of financial statements.
- Because students engage in business transactions, this course will help to become a more informed consumer and investor.

TEACHING PHILOSOPHY

My objective is to transfer some of my skills and experience from the real world so students can further their professional career. The textbook provides an excellent framework for introducing students to the study of business. Coming to class, asking questions, taking notes, and participating in discussions will enhance your learning experience. Our discussions will provide you with a firm foundation and understanding as you begin your journey into the exciting and challenging world of business.
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 in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. 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](http://studentservices.fgcu.edu/judicialaffairs/new.html)

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 contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

NOTE: Students who are dropped from this course by the University for non-payment of tuition and/or Fees are still responsible for completing all course activities and assignments by the deadlines stated in the course syllabus and associated handouts while they work on reinstatement to this course.

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.

Resources for Faculty General Education: Information on General Education program requirements is available online at [http://www.fgcu.edu/General_Education/index.html](http://www.fgcu.edu/General_Education/index.html)

Service-Learning: Information on integrating service-learning into the course and course syllabus is available online at [http://www.fgcu.edu/Connect/](http://www.fgcu.edu/Connect/)

Distance-Learning: Information on distance learning courses is available online at [http://itech.fgcu.edu/distance/](http://itech.fgcu.edu/distance/)

Online Tutorials: Information on online tutorials to assist students is available online at [http://www.fgcu.edu/support/](http://www.fgcu.edu/support/) Approved 3-27-09 by Faculty Senate; Approved 4-30-09 by Provost and Vice President for Academic Affairs P. 3
**Library Resources:** Main page: [http://library.fgcu.edu/](http://library.fgcu.edu/)
Tutorials & Handouts: [http://library.fgcu.edu/RSD/Instruction/tutorials.htm](http://library.fgcu.edu/RSD/Instruction/tutorials.htm)
Contact Us: [http://library.fgcu.edu/LBS/about/contactus.htm](http://library.fgcu.edu/LBS/about/contactus.htm) For insight into FGCU General Counsel Policies, please go to the following web location: [http://www.fgcu.edu/generalcounsel/policies-view.asp](http://www.fgcu.edu/generalcounsel/policies-view.asp)

**LCOB Mission Statement**
*The Lutgert College of Business provides a high quality, student-centered learning environment to prepare students with the knowledge and skills needed to contribute to and take leading positions in business and society. Our faculties are devoted to teaching excellence, scholarship, and service that enhances our academic and business communities and we are dedicated to building partnerships that foster the economic growth of the southwest Florida region and beyond.*

The LCOB has established Learning Objectives for all graduates of its undergraduate programs. The Learning Objectives and Learning Outcomes are listed below for this course.

<table>
<thead>
<tr>
<th>EPCK Learning Goals</th>
<th>Learning Objectives. Graduate will be able to:</th>
<th>MAN Program Student Learning Objectives: Student should be able to:</th>
<th>Specific Course Learning outcomes mapped to MAN Program</th>
<th>Course Outcome Measures</th>
</tr>
</thead>
</table>
| **E** Understand the business Environment | • Demonstrate knowledge of global factors influencing business.  
• Demonstrate knowledge of ethical issues.  
• Explain the importance of environmental responsibility. | • Recognize the impact of diversity on managerial operations.  
• Analyze ethical issues as they apply to management.  
• Propose solutions to solve business problems with awareness of environmental responsibilities. | • Understand how ethics are applied in the business environment.  
• Recognize the global environment and its impact on operating a business. | • Quizzes  
• Exams |
| **P** Be effective Problem Solver | • Solve business problems using analytical tools. | • Solve managerial problems | | |

4/15/2014
C Effective Communicator
• Prepare effective oral presentations.
• Prepare effective written reports.
• Deliver effective oral presentations.
• Prepare effective written reports.
• Work effectively in Teams.
• Gain experience and confidence in oral communications.
• Presentations and class communication.

K Have interdisciplinary business knowledge.
• Understand main concepts & definitions in accounting, economics, finance, information systems, management, marketing, and operations.
• Integrate knowledge across disciplines.
• Explain key management theories and practices.
• Demonstrate knowledge of all business area of study.
• Describe how general business concepts and practices integrate across business functions.
• Quizzes
• Exams

TESTS
There are four tests (Dates of tests are on the Course Outline.)

• Note the dates in your personal calendars.
• If a student misses a formally announced exam, a make-up exam will be given on a designated date. Without a verified excuse, a total of 20 points will be deducted from the student’s make-up test score.

Student Performance example:

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Total possible points</th>
<th>Actual Earned Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test #1</td>
<td>100</td>
<td>86</td>
<td>86%</td>
</tr>
<tr>
<td>Test #2</td>
<td>100</td>
<td>95</td>
<td>95%</td>
</tr>
<tr>
<td>Test #3</td>
<td>100</td>
<td>95</td>
<td>95%</td>
</tr>
<tr>
<td>Test #4</td>
<td>100</td>
<td>95</td>
<td>95%</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>371</td>
<td>92.8%</td>
</tr>
</tbody>
</table>

93% = A
HOW A STUDENT CAN SUCCEED:

- Attend each class and be on time. You signed up to be here in class on time.
- Read each the chapters assigned before class, be attentive and take notes to do well in class.
- Be active in class discussions and offer your own insights.
- Review your notes and the concepts discussed in class each day rather than postponing review to immediately before class.
- Stay focused during class by shutting off all electronic devices including phones, laptops, iPods, iPads. Use of electronic devices is not permitted during class time.
- Scantron forms are required for each test. (There are four tests, you will need four forms for the semester.) They are available at the Campus Bookstore or from the vending machine at the LINK café in the Engineering building. No test can be taken without a scantron form.

GRADING

- Four tests (including the final exam) 400 points
  (Each test is worth 100 points.)

- Grading Scale

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>360 - 400</td>
<td>A</td>
</tr>
<tr>
<td>320 - 359</td>
<td>B</td>
</tr>
<tr>
<td>280 - 319</td>
<td>C</td>
</tr>
<tr>
<td>240 - 279</td>
<td>D</td>
</tr>
<tr>
<td>Below 240</td>
<td>F</td>
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COURSE OUTLINE: Subject to change at the discretion of the instructor

<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>June 24</td>
<td>Review Course Syllabus Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>June 26</td>
<td>Chapters 3, 4 &amp; 5</td>
</tr>
<tr>
<td>July 1</td>
<td>Test#1 (Chapters 1 through 5) Chapters 6 &amp; 7</td>
</tr>
<tr>
<td>July 3</td>
<td>Chapters 8, 9, 10 &amp; 11</td>
</tr>
<tr>
<td>July 8</td>
<td>Test # 2 (Chapters 6 through 11) Chapter 12</td>
</tr>
<tr>
<td>July 10</td>
<td>Chapters 13 and 14</td>
</tr>
<tr>
<td>July 15</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>July 17</td>
<td>Test#3 (Chapters 12 through 15) Chapter 16</td>
</tr>
<tr>
<td>July 22</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>July 24</td>
<td>Chapters 18 and 19</td>
</tr>
<tr>
<td>July 29</td>
<td>Chapter 20</td>
</tr>
<tr>
<td>July 31</td>
<td>Final Exam (Chapters 16 through 20)</td>
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</tbody>
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