

## **Miami-Dade Community College - Wolfson Campus**

**GEB 1011 - PRINCIPLES OF BUSINESS**

**OFFICE: Rm. 3704-13**

**ROSENTHAL**

**(305) 237-3151**

**COURSE OBJECTIVES:** This course is designed to help students understand the ways in which businesses organize and operate. An introduction to the basic business disciplines is presented: marketing, management, personnel, finance, law, accounting and economics. This analysis incorporates a global perspective as well as ethical, societal and environmental concerns.

**INSTRUCTIONAL STRATEGIES:** This course utilizes a mixture of lecture, class discussion, case analysis, and in-class exercises. Students are encouraged to actively participate in the discussions and problem analyses, as this enhances the ability to translate the academic material to the reality of the work environment.

**TEXTBOOK: CONTEMPORARY BUSINESS, By Boone and Kurtz (9th edition)**

**ATTENDANCE PROCEDURES:** Regular attendance is mandatory since the student is responsible for all material covered in the lecture, class discussions, hand-outs and text. There is typically a high correlation between good classroom attendance and satisfactory performance on exams and other assignments. Attendance is taken only at the beginning of the class session. Do not ask me to mark you present if you are late. If you miss six class sessions without a verifiable medical or work-related excuse, the instructor has the right to lower your class grade. A double absence will be recorded for the days missed for the oral group reports.

**EXAMINATIONS:** All exams are comprised of multiple choice and/or true/false questions. The units are non-cumulative but include material from the class discussions and hand-outs. The exam dates will be given with adequate notice but generally follow after every five chapters. Students taking all exams will be able to drop their lowest grade. All others will use the exam missed as their one drop option, as **THERE ARE NO MAKE-UP EXAMS**. You must remember to bring a sharpened number 2 pencil with you to all exam sessions as the cards are electronically graded.

**STUDENT DROP PROCEDURE:** It is the responsibility of the student who is unable to complete the course to request a "W" through the Registrar's office prior to the above date. Failure to comply with this procedure will result in the grade earned as of the date of last attendance. Incompletes are given only in unusual circumstances and when a student is unable to complete a major portion of the required work due to illness, injury to the student, or death of a member of the student's immediate family.

**COURSE COMPETENCY DISCLAIMER:** Any deviation from the stated competencies is at the discretion of the instructor and is based on time and any other restrictions.

**FOOD OR SMOKING RULES:** No food or smoking is permitted.

**OFFICE HOURS:** If you are unable to contact me during my posted office hours, please leave a local phone number where you can be reached before 3:00 p.m. with the receptionist in room 3704 (237-3151). Beepers or long-distance numbers cannot be used for contact. I will return your call as promptly as possible, probably during my next day's office hours.

**CLASSROOM ETIQUETTE:** No audible beepers or cellular phones.

**CASE ANALYSIS:** Oral presentations will be required by each of the groups assigned in class. Every member must participate-all group members receive the one grade awarded to the group report. This grade cannot be dropped, as can the lowest exam grade. The companies to be analyzed will be distributed at the term's onset. Please feel free to contact me regarding any questions or concerns to this assignment. The ability to relate the academic material to business problems can be demonstrated through this project, as well as experience in oral communication skills and group behavior. Any student who, for any reason, is not assigned a group must notify me immediately!

Each group has the freedom to decide the aspects of the selected company to present as well as the order of the presentation; this will fluctuate depending on the particular company and the number of members in the group. Suggested areas of exploration include: company history, company organization, financial organization, franchising,

social responsibility, business challenges, legal environment, computer uses and applications, marketing and management practices, and international components. These topic areas coincide with the chapters in the textbook.

Visual aids as videotapes, posters, charts, hand-outs, overhead transparencies, samples of the product, notes and outlines may be used. Color coordination of the clothing of the presenters is appropriate especially if it is a color associated with the company being presented. You will not be permitted to read to the class but may use notes. Your notes may not be original printings from the computer or company brochures and annual reports. The material you wish to present should be included in your notes. Any videos or recordings may be no longer than 10 minutes in length. This time limit also relates to any guest speakers or company officials who join the group during the presentation.

Remember to start early, especially if you wish to write to the company headquarters for material. This will be a good addition to your library research. Good sources of information include company employees and executives, stock brokers, advertising agencies, and company publications such as the annual report. Your library research should include a review of articles about the company in newspapers and periodicals. Please consult a librarian or me if you are not familiar with how to access this database. Naturally, the internet will be a part of your search but will probably not include the articles in print you desire. The presentations take place at the end of the semester.

The report is to last the entire period.

**GRADING PROCEDURES:** The following scale will determine the final grade:

- A 462-525
- B 409-461
- C 357-408
- D 304-356
- F Below 304

4 exams (top 4 of 5 exams, 100 per exam) 400 points

Class participation and attendance \* 25 points

Oral group report 100 points

525 point

\* Based on attendance and participation in class discussions.

**INCOMPLETES:** An INCOMPLETE (I) will only be considered for extraordinary circumstances and if 80% of the material is satisfactorily completed by the final drop date.