

**College of Business Administration
THE UNIVERSITY OF TEXAS AT EL PASO**

**BUSN 1301 – Introduction to Global Business
Fall 2015**

Instructor: Dr. John Hadjimarcou, Professor of Marketing and Department Chair
230 BUSN
<http://business.utep.edu/faculty/profiles/hadjimarcou/>

Contact Information: E-mail – please use Blackboard

Office Hours:

- T and R, immediately following class (12:50 – 1:20 pm) in UGLC 116
- R (2:00 – 5:00 pm) in Room 307, College of Business Administration
- by appointment (please send a message through Blackboard)

Table 1. Office Hours at a Glance

M	T	W	R	F
	12:50-01:20 pm UGLC 116*		12:50-01:20 pm UGLC 116*	
			02:00-05:00 pm BUSN 307**	

*Both the instructor and TAs are available

**Instructor is available (TAs available on an occasional basis)

Professional Competencies Lab (PCL) Session Instructors:

- Ms. Stephanie Navarrete, senavarrete@utep.edu
- Mr. David Sterling, dsterlin@utep.edu
- Mr. Jorge Baeza-Buena, jabaeza3@utep.edu

Teaching Assistants: (by Lab section number)

- Ms. Rawia Ahmed (Lab sections: 002 & 003)
- Mr. Randika Gamage (Lab sections: 004 & 005)
- Mr. Farid Jahantab (Lab sections: 006 & 007)
- Mr. Nicholas Lim (Lab sections: 008, 009, & 010)

Introduction and Course Learning Objectives:

The global business environment is rapidly changing because of shifts in geopolitical alliances, the active roles of global institutions, and advances in technology involving communication and travel. This course provides the comprehensive foundational and functional tools to better prepare students for a global business landscape. The course serves as an introduction to business in the realm of a global environment and is centered upon issues such as sustainability and ethics. Our discussions will involve the fundamental pillars of the global economic landscape from trade and finance to marketing and information systems. The purpose of the course is to introduce all functional areas of business in an engaging, current, and relevant way with the primary aim to help students develop a solid foundation for all areas of business. Additionally, as a freshman course in business, we expect students to be exposed to such issues as critical thinking, business analysis, career planning, business communication basics, and other professional development topics.

Table 2. Course Learning Objectives

Objective	Activities	Assessment Tools
1. Acquire the necessary skills and knowledge to understand, interpret, and analyze modern business theories and practices.	In-class discussions, activities and lectures, BusinessWeek articles, MindTap activities	Exams, MindTap, echo360, online discussion rubric
2. Develop an understanding of the various business functional areas.	In-class discussions on current marketing issues, articles	Exams, echo360, MindTap
3. Appreciate the context of business from both an academic and practitioner perspective.	BusinessWeek articles, team project, team presentation, in-class discussions,	Exams, MindTap, echo360, team project assessment rubrics
4. Engage in thoughtful discussion and business analysis of issues involving global business, ethics, and sustainability across all functional areas of business.	In-class discussions, online discussions, BusinessWeek articles, team project	Exams, echo360, online discussions, team project assessment rubrics
5. Become aware of key academic issues and understand the importance	PCL activities, out-of-class participation at college events	In-class assignments, participation

Attendance and Participation:

Attendance and active participation are required and expected components of the course. This will be unlike any other class that you've had in the past with over 300+ students in one classroom. While I would love to hear everyone's opinion about the issues we will discuss in every class meeting, it will be nearly impossible to manage this in a productive manner. However, technology affords us the opportunity for each one of you to express your opinion. I want to hear your digital voice through echo360 (read below for more information). Please keep in mind that in order to succeed in this class, you must attend class regularly and participate. If you miss 5 or more class meetings, you will be dropped from the class.

Grading:

Your performance in the course will be assessed in multiple ways. We expect you to participate in different activities, which will enhance both the comprehension and application of all course concepts.

- ***Four Exams (30 %) Plus MindTap (10%)***

All exams will cover material discussed in class and/or assigned for reading outside the classroom. Each exam will include 40 multiple choice and/or true-false questions. The exams will take place during the designated lab sessions. None of the exams will be comprehensive in nature, although it is assumed that students will be able to apply general concepts and methods discussed throughout the semester. The exams will NOT include material discussed during the lab sessions. Your exam grade will be determined based on the average of the top three exam scores. You must take all four exams to be able to drop the lowest exam score and must score at least 70% on each of the four exams. Also, as this document explains later, MindTap is a self-assessment tool that provides access to an electronic or digital version of the textbook, note-taking capabilities, and self-assessment.
- ***Writing assignments (20%):***
 - ***Individual writing assignment (10%)***

Each student is expected to read, analyze, and offer a brief summary of a recent Bloomberg Business (a.k.a. BusinessWeek) article related to their expected area of interest or major. The instructor will designate several deadlines for the posting of the summaries on Blackboard discussion forums. Your summaries need to be written in a way that stimulates your classmates' attention and interest in your story. Keep in mind that your classmates (300+ of them) will be able to read your summary, so be sure that your post is as polished as possible. Each post should be between 300 and 400 words. A link to

your story and an accurate and inviting title must accompany your post.

- ***Team writing assignment (10%)***

In order to be successful as a business person, it is important to be able to work in a diverse team environment. To help you acquire this skill and develop good interpersonal skills, you will carry out a semester-long team project. Your team will identify a business opportunity in the marketplace and then develop a plan from conceptualization to commercialization. More details regarding the team writing assignment and a grading rubric will be provided in week 3 of the semester.

- ***Team presentation (10%)***

Each team will present its business opportunity project during final exams week. You are expected to develop a professional presentation, which communicates the ideas in your written report in a succinct manner. More details about the presentation and a grading rubric will be provided closer to the end of the semester.

- ***College of Business Administration Preliminary Assessment (5%)***

The College of Business Administration has recently instituted a preliminary assessment to be taken by all students enrolled in BUSN 1301, whether they intend to have a major in business or not. The exam will take place online through Blackboard during a designated day in week 5 of the semester. This assessment allows us to establish a knowledge and skills baseline for each student in the college. It will help us enhance our programs and majors. The assessment will challenge you, but we expect you to put forward your best effort. No out-of-class preparation is required to take this exam.

- ***In-class attendance and participation echo360 (10%)***

Student participation is greatly encouraged, whether is in the form of questions, answers, opinions, or ideas. The instructor welcomes all forms of meaningful participation. Therefore, students who are present and active in class in a meaningful way will receive the full credit allocated to participation. To help us document your participation, your instructor will utilize Q&A through echo360. This particular Q&A online medium allows me to ask questions and briefly assess learning in class by using an online platform. You will need a phone with texting capabilities (preferably, a smartphone), tablet, or laptop computer to participate in class. In order to take full advantage of the potential benefits embedded in this technology, it is important that you have access to one of these communication tools. The Student Technology Center, third floor of the UTEP Library, can provide temporary access to equipment that you might need. Be sure to make the necessary arrangements as soon as possible by visiting the center.

My lectures are done in a friendly, non-adversarial manner, which is conducive to student participation. Please feel free to express your opinions, question the opinions of others, either those of classmates or mine, and offer your insight regarding the issues that will cover in the course of this session. An integral part of the course is the discussion of current business events. As a business student you need to make it a habit to read business news sources such as BusinessWeek (see below) and The Wall Street Journal. All managers must keep abreast of developments in the business world in order to be effective in their jobs. Importantly, by reading and understanding business news will help you strike conversations at business networking events, job talks, and interviews. Be sure to develop this habit and make it part of your life.

In order to receive full credit for attendance and participation you must arrive in class on time and be prepared to participate via echo360. We will practice using echo360 in class during the second week of the semester. So be sure to sign up by September 1 using the code included in the textbook by replying to the invitation e-mail message that you will receive.

- ***Professional Competencies Lab – PCL (15%)***
Your PCL instructors have developed an interesting agenda for each meeting. You will be exposed to activities and material to help you succeed in college and prepare you for a successful career afterwards. It is important to start off on a good footing with a plan and pursue that throughout your professional careers. Topics such as developing good communication skills (writing and speaking), academic integrity, internships, advising, and career planning will be discussed in the PCL component of the course. Active participation and completion of assignments distributed during lab sessions will determine the PCL grade. Additional information about the PCL sessions will be provided by your PCL instructor.

Required Materials and Tools:

- **Textbook**
Pride, William M, Robert J. Hughes, and Jack Kapoor (2015). Foundations of Business, 4th Edition, Stamford, CT: Cengage Learning [please note that older editions of the textbook are not recommended for purchase]
- **MindTap**
This particular online tool is bundled with the purchase of the textbook. If your textbook did not come with the code for MindTap, you purchased the wrong textbook packet. MindTap will help you understand and apply the material that we discuss in class. Here's the neat thing about it: MindTap is a tool that engages learning by trial and error and retrieval. There is no penalty or punishment for wrong answers on your first try. You will be allowed to

retake the quiz or activity and be able to improve your grade as long as you pay attention to what you are doing.

You can find more information about signing up for MindTap on Blackboard. Be sure to follow all registration instructions carefully, including signing up by entering the correct UTEP e-mail address, name, and ID# (if it is required). If you do not have your own computer, MindTap can be easily accessed through any computer on campus. Deadlines for MindTap activities will be posted every two weeks. You will be given approximately one to two weeks to complete each assignment. Be sure to check frequently for new assignments.

- **echo360**

This is a classroom response system for attendance and participation. You will receive an invitation to join echo360. You must use the code that you receive with your textbook to join echo360 prior to Tuesday, September 1.

- **BusinessWeek**

With funding provided by the Dean's Office, each student in class will receive a paid digital subscription to BusinessWeek. As discussed above, this is a wonderful tool that will help you develop your business critical thinking skills. We will use BW in class. Read on!

Course Expectations:

Students are expected to interact in a professional, non-adversarial manner and produce work of utmost academic rigor. There are no shortcuts, easy solutions, and magic involved in any of this work. Do not assume that there will be second chances, retries, do-overs, extra credit work, etc., etc. Be sure to put all your effort in doing things right the first time around. I am quite aware of the fact that this is a learning process and I will do my best to help you along the way. Nonetheless, the major effort should be your effort and not mine or that of your classmates. Independent thinking and strong work ethic are two valued assets of successful businesspeople. Developing and/or enhancing these skills will have a major payoff throughout your careers.

Class Policies:

- It is best to read the assigned material prior to class.
- **Arrive on time** (5 minutes early or earlier) and take your seat quickly and quietly. Log on to echo360 and be ready to answer the attendance question. Late arrivals will not be tolerated. If you consistently arrive late, I will submit an administrative withdrawal from the course on your behalf.

Needless to say, consistent late arrivals will have a detrimental effect on the participation grade that you receive in the course.

- Laptops, tablets, and mobile phones are allowed in class as long as they are used for class-related activities. That is, surfing the Web aimlessly, responding to e-mail, texting not related to class, updating your Facebook site are not acceptable uses. Please do not put me in the position of having to ask you to turn off your laptop, phone, or other mobile device. After the first incident of portable equipment misuse, you will not be allowed to use it in the classroom for the remainder of the course.
- If you must leave early, please let one of the TAs know beforehand.
- The instructor reserves the right to ask any students disrupting the normal flow of lectures to leave the classroom. Also, during exams you are to sit quietly before you receive the exams materials, during the exam, and after you finish the exam. Please respect the right of your fellow students for peace and quiet during exams.
- Any and all attempts for cheating and/or plagiarism or other inappropriate behavior is a cause for disciplinary action. The instructor intends to pursue these very serious matters to the fullest extent of the class, department, and university policies and regulations.
- Make up exams are only possible with an approved medical excuse. You must show the instructor or your assigned PCL instructor a note from your physician justifying your absence from an exam. All make up exams will take place on on Dead Day, which is December 4.
- The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). Pleading your case and/or begging for mercy will not be tolerated. All assignments must be turned in or completed on time.
- If you have a disability or feel you might have a disability and need assistance, contact the Center for Accommodation and Support Services at 747-5148 or go to Room 106 Union East or send them a message (cass@utep.edu).

Academic Dishonesty:

The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty insist on adherence to these standards.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion,

the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.

All research papers, term papers, or other writing intensive assignments must adhere to APA style. Students are expected to submit all papers with appropriate citation, references, etc. If you are unsure of the parameters of this writing style, please contact the instructor within the first week of classes for further information. Style guides are available in the University Bookstore.

Tentative Schedule:

<i>Class meeting #</i>	<i>Day of Week</i>	<i>Date</i>	<i>Topic</i>
1	T	Aug 25	Overview of the course/syllabus
2	R	Aug 27	The Environment of Business – Chapter 1
3	PCL	Aug 25 or 28*	Academic Integrity
4	T	Sept 1	Being Ethical and Socially Responsible – Chapter 2 echo360 test run
5	R	Sept 3	Exploring Global Business – Chapter 3 ech360 test run
6	PCL	Sept 1 or 4	Writing Academic Papers and Gathering Evidence from Business Periodicals
7	T	Sept 8	Choosing a Form of Business Ownership – Chapter 4
8	R	Sept 10	Choosing a Form of Business Ownership – Chapter 4 Discussion of Team Project
9	PCL	Sept 8 or Sept 11	Advising 101
10	T	Sept 15	Small Business, Entrepreneurship, and Franchises – Chapter 5
11	R	Sept 17	Small Business, Entrepreneurship, and Franchises – Chapter 5
12	PCL	Sept 15 or Sept 18	Exam 1 (Chapters 1-4)
13	T	Sept 22	Understanding the Management Process – Chapter 6
14	R	Sept 24	Creating a Flexible Organization – Chapter 7
15	PCL	Sept 22 or 25	Internships College of Business Preliminary Assessment is due on September 26 @ 10 pm – online through Blackboard
16	T	Sept 29	Producing Quality Goods and Services – Chapter 8

17	R	Oct 1	Producing Quality Goods and Services – Chapter 8
18	PCL	Sept 29 or Oct 2	Professional Writing
19	T	Oct 6	Attracting and Retaining the Best Employees – Chapter 9
20	R	Oct 8	Attracting and Retaining the Best Employees – Chapter 9
21	PCL	Oct 6 or 9	Exam 2 (Chapters 5-8)
22	T	Oct 13	Motivating and Satisfying Employees and Teams – Chapter 10
23	R	Oct 15	Motivating and Satisfying Employees and Teams – Chapter 10
24	PCL	Oct 13 or 16	Developing and Delivering Professional Presentations I
25	T	Oct 20	Building Customer Relationships Through Effective Marketing – Chapter 11
26	R	Oct 22	Building Customer Relationships Through Effective Marketing – Chapter 11
27	PCL	Oct 20 or 23	Developing and Delivering Professional Presentations II
28	T	Oct 27	Creating and Pricing Products That Satisfy Customers – Chapter 12
29	R	Oct 29	Creating and Pricing Products That Satisfy Customers – Chapter 12
30	PCL	Oct 27 or 30	Career Plans
31	T	Nov 3	Distributing and Promoting Products – Chapter 13
32	R	Nov 5	Distributing and Promoting Products – Chapter 13
33	PCL	Nov 3 or 6	Exam 3 (Chapters 9-12)
34	T	Nov 10	Exploring Social Media and e-Business – Chapter 14
35	R	Nov 12	Exploring Social Media and e-Business – Chapter 14
36	PCL	Nov 10 or 13	Personal Branding

37	T	Nov 17	Using Management and Accounting Information – Chapter 15
38	R	Nov 19	Using Management and Accounting Information – Chapter 15
39	PCL	Nov 17 or 20	Fishbowl Exercise
40	T	Nov 24	Mastering Financial Management – Chapter 16 Team Projects are due today
41	R	Nov 26	No Class – Thanksgiving Holiday
42	PCL	Nov 24 or 27	No Class – Thanksgiving Holiday
43	T	Dec 1	Mastering Financial Management – Chapter 16
44	R	Dec 3	Exam 4 (Chapters 13-16)
45	PCL	Dec 1 or 4	No Class – Dead Day
46	PCL	Final Exams Week	Team Project Presentations (exact meeting times TBD)

*The exact dates for the PCL sessions depends on your individual section