

THE UNIVERSITY OF TEXAS AT EL PASO
College of Business Administration

BUSN 1301 – Introduction to Global Business
Fall 2016

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 106
- R (2:00 – 5:00 pm) in Room 104G, College of Business Administration (enter through Room 104)
- by appointment (please send a message through Blackboard)
- through Skype on T (4:00 – 5:00 pm) using the ID: jhadjimarcou

Table 1. Office Hours at a Glance

M	T	W	R	F
	12:50-01:20 pm UGLC 106*		12:50-01:20 pm UGLC 106*	
			02:00-05:00 pm BUSN 104G**	
	04:00-05:00 pm (Skype)**			

*Both the instructor and TAs are available

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

Professional Competencies Lab (PCL) Session Instructors:

- Ms. Brenda Soltero, bmriviera2@utep.edu
- Mr. David Sterling, dsterlin@utep.edu
- Mr. Jorge Baeza-Buena, jbaeza3@utep.edu

Teaching Assistants: (by Class/Lab section CRN)

- For questions regarding attendance, please contact the following TAs or your instructor:
 - Ms. Rawia Ahmed, rahmed@miners.utep.edu (18445, 18446)
 - Ms. Jing Chen, jchen2@miners.utep.edu (18451)
- For questions about echo360, please contact the following TAs or your instructor:
 - Mr. Randika Gamage, rseramudugodagamage@miners.utep.edu (18449, 18450)
 - Mr. Farid Jahantab, fjahantab@miners.utep.edu (18447, 18448)
- For questions about MindTap, please contact the following TAs or your instructor:
 - Mr. Kingshuk Saha, ksaha@miners.utep.edu (18452)
 - Mr. Ram Srinivas, rsrinvas@miners.utep.edu (18453)

The numbers in parentheses indicate the course number (CRN) of the individual section that you are enrolled for your Friday lab session. Each of the TAs will monitor your performance in the course and alert you of missed activities and other important issues with regard to the course.

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	In-class discussions, activities and lectures,	Exams, MindTap, echo360, online discussion rubric

	understand, interpret, and analyze modern business theories and practices.	BusinessWeek articles, MindTap activities	
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 of professional planning and development.	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 350+ 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.



Attendance will be taken at each class meeting using your UTEP student ID card. Card readers are located at the entrance of the classroom. As you enter the class, simply hold your student ID card against the reader. It may not be necessary to remove the card from your wallet or purse. If the light on the device turns green, your card has been read properly and your attendance has been recorded. If the light remains red, the device was unable to read your card; please present it again gently until

the green light appears. If you do not see the green light, you may need to remove your card from your wallet or purse in order to ensure that it is detected. Your attendance will be recorded up to 15 minutes before and 15 minutes after your class is scheduled to start.

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 (35%) 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 (15%):***
 - ***Individual writing assignment (5%)***

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 (5%)***

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 (3%)***

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 (5%) and participation through echo360 (7%)***

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 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 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 August 30th using the code included in the textbook by replying to the invitation e-mail message that you will receive.

Be sure to scan your UTEP ID card prior to entering class for attendance purposes (see earlier section).

- ***Professional Competencies Lab – PCL (20%)***
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.

Grading Summary:

Activity	Weight (%)	Your Score (out of 100)	Points earned (divide your score by 100 and then multiply by corresponding weight)
Exam 1	8.75		
Exam 2	8.75		
Exam 3	8.75		
Exam 4	8.75		
MindTap	10		
Individual writing assignment	5		
Team writing assignment	10		
Team presentation	5		
CoBA Assessment	3		
Attendance	5		
Participation	7		
Professional Competencies Lab (PCL)	20		
<i>Total</i>	<i>100</i>		

Final grades will be assigned as follows:

90 and above: A
80 and below 90: B
70 and below 80: C
60 and below 70: D
Below 60: F

Required Materials and Tools:

- **Textbook**
Pride, William M, Robert J. Hughes, and Jack Kapoor (2017). Foundations of Business, 5th Edition, Stamford, CT: Cengage Learning [please note that older editions of the textbook are not recommended for purchase]. It is best that you purchase the textbook through the bookstore because all necessary online tools are bundled together.
- **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 week. You will be given approximately one week to complete each assignment. Be sure to check frequently for new assignments.

- **echo360 (formerly known as Lecture Tools)**
As discussed previously, this is a classroom response system for participation. You will receive an invitation to join echo360. You must use the code that you received with your textbook to join echo360 prior to Tuesday, August 30.
- **BusinessWeek**
With funding provided by the Dean's Office, each student in class will receive a paid digital subscription to BusinessWeek. 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), scan your ID outside the classroom, and take your seat quickly and quietly. Log on to echo360 and be ready to answer the first participation 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 2.
- 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 23	Overview of the course/syllabus
2	R	Aug 25	Exploring the World of Business and Economics – Chapter 1
3	F	Aug 26	PCL: Academic Integrity
4	T	Aug 30	Being Ethical and Socially Responsible – Chapter 2 echo360 test run
5	R	Sept 1	Exploring Global Business – Chapter 3 ech360 test run
6	F	Sept 2	PCL: Writing Academic Papers and Gathering Evidence from Business Periodicals
7	T	Sept 6	Choosing a Form of Business Ownership – Chapter 4
8	R	Sept 8	Choosing a Form of Business Ownership – Chapter 4 Discussion of Team Project
9	F	Sept 9	PCL: Advising 101
10	T	Sept 13	Small Business, Entrepreneurship, and Franchises – Chapter 5
11	R	Sept 15	Small Business, Entrepreneurship, and Franchises – Chapter 5
12	F	Sept 16	PCL: Exam 1 (Chapters 1-4)
13	T	Sept 20	Understanding the Management Process – Chapter 6
14	R	Sept 22	Creating a Flexible Organization – Chapter 7
15	F	Sept 23	PCL: Internships College of Business Preliminary Assessment is due on September 23 @ 10 pm – online through Blackboard
16	T	Sept 27	Producing Quality Goods and Services – Chapter 8
17	R	Sept 29	Producing Quality Goods and Services – Chapter 8

18	F	Sept 30	PCL: Professional Writing
19	T	Oct 4	Attracting and Retaining the Best Employees – Chapter 9
20	R	Oct 6	Attracting and Retaining the Best Employees – Chapter 9
21	F	Oct 7	PCL: Exam 2 (Chapters 5-8)
22	T	Oct 11	Motivating and Satisfying Employees and Teams – Chapter 10
23	R	Oct 13	Motivating and Satisfying Employees and Teams – Chapter 10
24	F	Oct 14	PCL: Developing and Delivering Professional Presentations I
25	T	Oct 18	Building Customer Relationships Through Effective Marketing – Chapter 11
26	R	Oct 20	Building Customer Relationships Through Effective Marketing – Chapter 11
27	F	Oct 21	PCL: Developing and Delivering Professional Presentations II
28	T	Oct 25	Creating and Pricing Products That Satisfy Customers – Chapter 12
29	R	Oct 27	Creating and Pricing Products That Satisfy Customers – Chapter 12
30	F	Oct 28	PCL: Career Plans Drop/Withdrawal Deadline
31	T	Nov 1	Distributing and Promoting Products – Chapter 13
32	R	Nov 3	Distributing and Promoting Products – Chapter 13
33	F	Nov 4	PCL: Exam 3 (Chapters 9-12)
34	T	Nov 8	Exploring Social Media and e-Business – Chapter 14
35	R	Nov 10	Exploring Social Media and e-Business – Chapter 14
36	F	Nov 11	PCL: Personal Branding

37	T	Nov 15	Using Management and Accounting Information – Chapter 15
38	R	Nov 17	Using Management and Accounting Information – Chapter 15
39	F	Nov 18	PCL: Fishbowl Exercise
40	T	Nov 22	Mastering Financial Management – Chapter 16 Team Projects are due today
41	R	Nov 24	No Class – Thanksgiving Holiday
42	F	Nov 25	No Class – Thanksgiving Holiday
43	T	Nov 29	Mastering Financial Management – Chapter 16
44	R	Dec 1	LAST DAY OF CLASS - Exam 4 (Chapters 13-16)
45	F	Dec 2	No Class – Dead Day
46	PCL	Final Exams Week	Team Project Presentations (exact meeting times TBD)

*The exact meeting times for the PCL sessions on Fridays depend on your individual section