

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

## BUSN 1301 – Introduction to Global Business [Fall 2017]

- Instructor:** [Dr. John Hadjimarcou](#)  
 Professor of Marketing and Department Chair
- Classroom:** 106 UGLC
- Contact Information:** E-mail – please use Blackboard
- Office Hours:** T and R (12:00 – 1:20 pm) in BUSN 307  
 T (3:00 – 5:00 pm) in 110V TGSSC  
 R via Skype (3:00 – 5:00 pm) using the ID: jhadjimarcou  
 or request an appointment (send a message through Blackboard)

Table 1. Office Hours at a Glance

M	T	W	R	F
	12:00-01:20 pm 307 BUSN*		12:00-01:20 pm 307 BUSN	
	03:00-05:00 pm 110V TGSSC**		03:00-05:00 pm (Skype)**	

\*Third floor, College of Business Administration Building

\*\*First floor, College of Business Administration Building

### Teaching Assistants

- For questions regarding attendance and BusinessWeek subscriptions, please contact the following TAs or your instructor:
  - Ms. Jing Chen, [jchen2@miners.utep.edu](mailto:jchen2@miners.utep.edu)
  - Mr. Yilu Wang, [ywang14@miners.utep.edu](mailto:ywang14@miners.utep.edu)
- For questions about iClicker, please contact the following TAs or your instructor:
  - Mr. Milton Flores-Rios, [mafloresrio@minres.utep.edu](mailto:mafloresrio@minres.utep.edu)
  - Ms. Franziska Renz, [fmrenz@miners.utep.edu](mailto:fmrenz@miners.utep.edu)
- For questions about MyBizLab, please contact the following TAs or your instructor:
  - Mr. Kingshuk Saha, [ksaha@miners.utep.edu](mailto:ksaha@miners.utep.edu)
  - Mr. Gabriel Moreno, [gmoreno3@miners.utep.edu](mailto:gmoreno3@miners.utep.edu)
  - Mr. Justin Munoz, [jrmunoz3@miners.utep.edu](mailto:jrmunoz3@miners.utep.edu)

## 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, online activities	Exams, MyBizLab, iClicker, online discussion rubric
2. Develop an understanding of the various business functional areas.	In-class discussions on current business issues, articles posted online	Exams, iClicker, MyBizLab
3. Appreciate the context of business from both an academic and a practitioner perspective.	BusinessWeek articles, team project, team presentation, in-class discussions,	Exams, MyBizLab, iClicker, team project assessment rubric
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, iClicker, online discussions, team project assessment rubric
5. Become aware of key academic issues and understand the importance of professional planning and development.	Career development assignments, out-of-class participation at college events	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 400+ 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 iClicker (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 3 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 for just a brief moment, 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.

Please keep in mind that we will verify your actual attendance in the classroom by matching your scanner attendance data with your classroom participation data. Simply scanning your ID without active classroom participation through iClicker (see below) may result in no credit for attendance for a particular class meeting. The bottom line is that you must scan your ID, walk in the classroom, and actually participate in the classroom experience in order to receive full credit for attendance. If you inadvertently forget your ID and you cannot scan it, please keep in mind that each student starts the class with one bonus attendance point. We will use this point to help you with one missed attendance point. If you misplace your ID and you cannot find it, please get a replacement at the ID office.

## 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 (45%) Plus Online activities through MyBizLab (15%)**

All exams will cover material discussed in class and/or assigned for reading outside the classroom. Each exam will include 50 multiple choice and/or true-false questions. The exams will take place in class. 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. 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, MyBizLab is an online 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 study 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 (400+ 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 400 and 500 words excluding citations and titles. A link to your story and an accurate and inviting title must accompany your post. Details regarding the individual assignment will be announced in class and posted on Blackboard in week 4.
  - **Team writing assignment (10%)**

In order to become a successful businessperson, 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 on December 8, which is the designated “Dead Day.” 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.
- **In-class attendance (5%) and participation through iClicker (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 document your participation, the instructor will utilize Q&A through iClicker. This particular classroom response system enables us to ask questions and briefly assess learning in class by using an easily accessible online platform. You will need 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.

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 we 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, when you read and understand business news you will be able to strike interesting 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 iClicker. We will practice using iClicker in class during the second and third class meetings. So be sure to sign up by August 30th. You will find registration instructions for iClicker on Blackboard.

Lastly, please be sure to scan your UTEP ID card prior to entering class for attendance purposes (see earlier section).

- **Professional Development Activities (5%)**

We will ask you to participate in three professional development activities outside the classroom. These activities were selected to help you succeed in college and prepare you for a successful career afterwards. For more information about these activities and how to participate, please visit the relevant section on Blackboard.

Table 3. Grading Summary

Activity	Weight (%)	Your Score (out of 100)	Points earned (divide your score by 100 and then multiply by corresponding weight)
Exam 1	10		
Exam 2	10		
Exam 3	12.5		
Exam 4	12.5		
MyBizLab activities	15		
Individual writing assignment	5		
Team writing assignment	10		
Team presentation	5		
Attendance	5		
Participation	10		
Professional Enhancement	5		
<i>Total</i>	<i>100</i>		

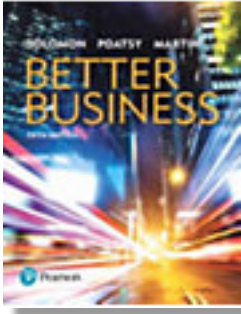
Final grades will be assigned as follows:

- 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**

The textbook and access to MyBizLab are required materials for the BUSN course. In order to succeed in this course, you must purchase all required materials no later than the first week of classes. Two components are required: textbook PLUS access to MyBizLab. The most important decision that you must



make involves the type of textbook that you would like to purchase (digital vs. paper). Your choice will have implications about the price that you will pay. Essentially, you will need to choose one of the three options below. The textbook bundles are available through the UTEP bookstore and directly through the publisher (Pearson).

Martin

ISBN-13: 9780134641836

1. Bundle: Bound Textbook + Access Card with eText [\$\$\$]  
Better Business Plus MyBizLab with Pearson eText --  
Access Card Package, 5th Edition - Solomon, Poatsy &

2. Bundle: Loose-leaf Textbook (Student Value Edition) + Access Card with eText [\$\$]

Better Business, Student Value Edition Plus MyBizLab with Pearson eText -- Access Card Package, 5th Edition - Solomon, Poatsy & Martin  
ISBN-13: 9780134642109

3. Access Card Only (with eText) [\$]

MyBizLab with Pearson eText -- Access Card -- for Better Business,  
5/e  
ISBN-13: 9780134527871

Please note that when you click on MyBizLab on Blackboard to register, you will see various options to purchase the textbook through Pearson directly. Be sure to check the prices there before you buy the textbook from any other place.

- **MyBizLab**

This particular online tool is bundled with the purchase of the textbook (see above). If your textbook did not come with a code for MyBizLab, you purchased the wrong textbook packet.

You can find more information about signing up for MyBizLab 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, MyBizLab can be easily accessed through any computer on campus. Deadlines for MyBizLab activities will be



posted every week on MyBizLab. You will be given approximately one week or less to complete each assignment. Be sure to check frequently for new assignments.

- **iClicker (previously known as REEF Polling)**

We will be using a cloud-based student response system by iClicker. This will help us understand what you know, give everyone a chance to participate in class, and allow you to review the material after class. We will also be using this software to keep track of attendance along with the scanning of IDs outside the classroom. Please refer to the attendance policy in this syllabus for further information.

You will need to create an iClicker Reef Student account to participate in class using your laptop, smart phone, or tablet connected to the university's Wi-Fi (UTEPSecure) or to your mobile data plan.

- Creating Your iClicker REEF Student Account through Blackboard (preferred method)

After you log on to Blackboard and enter this course, click on the iClicker link on the left to enter the iClicker page. Then, launch a special instance of iClicker by clicking on the link. Log in or create a new REEF account if you don't already have one. You should use your university email address ([username@miners.utep.edu](mailto:username@miners.utep.edu)) when creating your account. If you need to change your email address or password, edit your iClicker account profile. Signing into iClicker through the link in Blackboard will automatically add you to the BUSN 1301 course.

- Creating Your iClicker Reef Student Account (if not using Blackboard – optional method)

Students who do not have an existing iClicker account, need to go to [iclicker.com/students](http://iclicker.com/students) or download the iClicker Reef Student app from the App Store or Google Play to sign up for an iClicker account. iPad users need to change the search to iPhone App. You should use your university email address (@miners.utep.edu) when creating your account. If you need to change your email address, or password, edit your account profile. Do not create and use more than one Reef account as you will only receive credit from a single account.

After you create your account, you must add this Course to your account. Search with the following information to find this course and add it to your REEF Polling account:

Institution: UTEP or The University of Texas at El Paso  
Course: BUSN 1301 [Fall 2017]



### Cheating

*We consider submitting votes for a fellow student to be cheating and a violation of the University Honor Code. If you are caught voting for another student or have votes in a class that you did not attend, you will forfeit all iClicker points and may face additional disciplinary action.*

- **BusinessWeek**

With funding provided by the Dean's Office, each student in class will receive a paid digital subscription to Bloomberg Business (a.k.a. BusinessWeek). This is a wonderful tool that will help you develop your 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. 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 iClicker (that's how you get attendance credit) 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 a note from your physician justifying your absence from an exam. All make up exams will take place on “Dead Day,” which is December 8. The venue will be announced as we get closer to the make-up exam. The bottom line is that make-up exams can only be provided for documented medical excuses.
- 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 29	Overview of the course/syllabus Chapter 1: Business Basics
2	R	Aug 31	Chapter 1: Business Basics iClicker test run
3	T	Sept 5	Chapter 2: Economics and Banking iClicker test run
4	R	Sept 7	Chapter 2: Economics and Banking
5	T	Sept 12	Chapter 3: Ethics in Business
6	R	Sept 14	Chapter 3: Ethics in Business Discussion of Team Project
7	T	Sept 19	<b>Exam 1: Chapters 1-3</b>
8	R	Sept 21	Chapter 4: Business in Global Economy
9	T	Sept 26	Chapter 4: Business in Global Economy
10	R	Sept 28	Chapter 5: Small Business and the Entrepreneur
11	T	Oct 5	Chapter 6: Forms of Ownership
12	R	Oct 12	Chapter 7: Business Management and Organization
13	T	Oct 17	Chapter 7: Business Management and Organization
14	R	Oct 19	<b>Exam 2: Chapters 4-7</b>
15	T	Oct 24	Chapter 8: Motivation, Leadership, and Teamwork Note: your instructor will submit mid-term grades to the Registrar's Office on Oct. 25
16	R	Oct 26	Chapter 8: Motivation, Leadership, and Teamwork
17	T	Oct 31	Chapter 9: Human Resource Management
18	R	Nov 2	Chapter 10: Online Business and Technology Nov. 3: Course Drop Deadline – Last day that a student can initiate a drop from a class – consider your options, discuss this matter with your advisor and the instructor

19	T	Nov 7	Chapter 11: Production, Operations, and Supply Chain Management
20	R	Nov 9	Chapter 12: Marketing and Consumer Behavior
21	T	Nov 14	Chapter 12: Marketing and Consumer Behavior
22	R	Nov 16	<b>Exam 3: Chapters 8-11</b>
23	T	Nov 21	Chapter 13: Product Development, Branding, and Pricing Strategies
24	R	Nov 23	Thanksgiving Holiday No Class!
<b>25</b>	<b>T</b>	<b>Nov 28</b>	Chapter 14: Promotion and Distribution
26	R	Nov 30	Chapter 15: Financing and Accounting for Business Operations <b>Team Projects are due today - must be submitted on Blackboard</b>
27	T	Dec 5	Chapter 15: Financing and Accounting for Business Operations
28	R	Dec 7	Chapter 16: Investment Opportunities in the Securities Market <b>Last Day of Classes and Complete Withdrawal from the University</b>
	F	Dec 8	<b>Team Presentations</b>
<b>29</b>	<b>R</b>	<b>Dec 14</b>	<b>Exam 4 (Chapters 12-16)</b> <b>10:00-11:20 am</b> <b>106 UGLC (our regular classroom)</b>

\*Subject to slight modifications