

THE UNIVERSITY OF TEXAS AT EL PASO
College of Business Administration

BUSN 1301 – Introduction to Global Business

- Instructor:** [Dr. John Hadjimarcou](#)
Professor of Marketing and Department Chair
- Classroom:** 126 UGLC
- Class meeting times:** TR, 10:30-11:50 am **and** Fridays per your designated section time
- Contact Information:** Send e-mail messages through Blackboard only
- Office Hours:** T and R (11:25 am – 11:50 am) in 126 UGLC
T (3:00 pm – 5:00 pm) in 230 BUSN
W (4:00 – 5:30 pm) via Blackboard Collaborate Ultra
or request an appointment by sending a message through Blackboard)

Table 1. Office Hours at a Glance

Monday	Tuesday	Wednesday	Thursday	Friday
	11:25- 11:50 am 126 UGLC		11:25-11:50 am 126 UGLC	
	03:00-05:00 pm 230 BUSN*	4:00 – 5:30 pm Bb Collaborate		

*College of Business Administration Building (BUSN)

Teaching Assistants

Each student is assigned to a sub-section of the course led by one or two teaching assistants (TAs). Be sure that you are familiar with your section and TAs. You must communicate with your TA for all matters related to the class, including help with the material discussed in class and questions about grades. As with the instructor, please contact your TAs through Blackboard. You will be able to meet with your TAs face-to-face during the Friday sessions. You can also meet with your TAs outside the Friday sessions by requesting an appointment with him or her in advance (at least 48 hours in advance).

Table 2. Class Sections and Friday Sessions

Section	Teaching assistant(s)	Meeting times on Fridays	Room numbers*
18349	Ms. Sarah Villanueva	8:00-8:50 am	309 BUSN
	Mr. Jason Yang		
	Mr. Soochan Choi		
18350	Ms. Yang Zhang	9:00-9:50 am	313 BUSN
	Ms. Jennifer Betancourt		
	Ms. Jessica Felix		
18351	Ms. Yang Zhang	10:00-10:50 am	323 BUSN
	Mr. Jason Yang		
	Ms. Jennifer Betancourt		
18353	Ms. Sarah Villanueva	11:00-11:50 am	318 BUSN
	Ms. Jessica Felix		
	Mr. Soochan Choi		

*All rooms are located in the College of Business Administration

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.

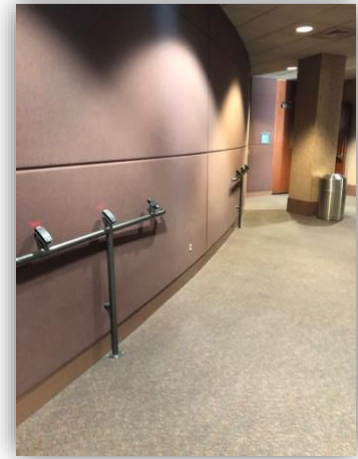
Table 3. Course Learning Objectives

Objective	Bloom's Taxonomy	Activities	Assessments
1. Acquire the necessary skills and knowledge to understand, interpret, and analyze modern business theories and practices.	Remember, understand, analyze	In-class discussions, activities and lectures, online articles, online activities	Exams, Connect activities, iClicker, online discussion rubric

2. Develop an understanding of the various business functional areas.	Remember, understand	In-class discussions on current business issues, articles posted online	Exams, iClicker, Connect activities
3. Appreciate the context of business from both an academic and a practitioner perspective.	Analyze, evaluate, apply, create	Online business articles, team project, team PPT presentation, in-class discussions	Exams, Connect activities, 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.	Understand, analyze, evaluate	In-class discussions, online discussions, online articles, team project	Exams, iClicker, online discussions, team project assessment rubric

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).



In order to succeed in this class, you must attend class faithfully and participate. When you accumulate 5 or more class unexcused absences, you will be dropped from the class. Attendance will be taken during the TR meetings using your UTEP student ID card. On Fridays, attendance will be taken through iClicker only. 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 or blue 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 wave it again gently until the green light appears. If you do not see the green or blue light, you may need to remove your card from your wallet or purse in order to ensure that it is detected.

We will verify your actual attendance in the classroom by matching your scanner attendance data with your iClicker attendance and 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. Unfortunately, we cannot use participation data to substitute for attendance data. It is, therefore, important to scan your UTEP ID if you like to receive full credit for attending the class.

Here is the bottom line: you must scan your ID, enter the classroom, and actually participate in the classroom experience in order to receive full credit for attendance and participation. If you inadvertently forget your ID and you cannot scan it, please keep in mind that each student starts the class with two bonus attendance points. We will use these points to help you with two missed attendance instances. If you misplace your ID and you cannot find it, please get a replacement at the ID office as soon as possible.

Grades

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

- ***Four Exams (45%)***

All exams will cover material discussed in class and/or assigned for reading outside the classroom. Each exam will include approximately 40 multiple choice and/or true-false questions. The exams will take place during the Friday sessions. None of the four regularly scheduled 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. 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. The lowest exam score will be replaced with the next highest score from the remaining three exams.

If you miss an exam due to medical reasons and your instructor has accepted this as a justified excuse, you will be able to sit for a make-up exam on Friday, December 6 (see tentative schedule). You must provide official documentation from a physician in order to seek an excused absence from an exam. The instructor will review and verify this information and then consider a possible make-up exam. Make-up exams cannot be given for any other reason.

Those students who do not score 70% or above in each of the four exams, they have the opportunity to drop the lowest exam grade (no more than one exam grade can be dropped) by taking a comprehensive exam during the designated final exam period (see tentative schedule). This two-hour

comprehensive exam is optional and will cover material from Chapters 1-16 and will include 100 questions.

You will be asked to bring either a laptop or a tablet to take the exams in class using the Respondus Lockdown Browser. We will discuss this in one of the Friday sessions prior to Exam 1.

- **Individual and team assignments (20%):**
 - **Individual business article critique (5%)**

Each student is expected to read, analyze, and offer a brief summary of a recent article related to her/his 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 (approximately 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 200 and 300 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%)**

To become a successful businessperson, it is important to learn how to work in a diverse team environment. To help you acquire this skill and develop good interpersonal skills, you will carry out a team project. Your team will analyze a company following the format I will share with you after week 5.
 - **Team presentation (5%)**

Each team will prepare a narrated PPT presentation for the team writing assignment. This is expected to be 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%)**

As discussed earlier, during the T and R class meetings attendance will be recorded by scanning your UTEP ID prior to entering the classroom. It is your sole responsibility to ensure that your attendance has been recorded. On Fridays, attendance will be taken using iClicker only.

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 *Bloomberg BusinessWeek*, *The Wall Street Journal*, *Financial Times*, and *Business Insider*. 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 first week of classes. So be sure to sign up as soon as possible (see Bb for more information). You will find registration instructions for iClicker on Blackboard and in the following pages.

- ***Connect online activities through Bb (20%)***

You should have received access to Connect if you purchased your textbook through the UTEP bookstore. If you have not yet purchased the textbook, you will have an opportunity to sign up for and purchase when you launch your first Connect session on Bb. These activities were selected to help you succeed in this course. You can find all Connect activities on Blackboard under the heading “Weekly Activities.” All deadlines will typically be on Mondays at 11 pm. The following activities will be available for each chapter, although in certain circumstances one or two of the following activities might not be included for every chapter:

 - Online reading of each chapter (no grade is assigned to this activity)
 - Adaptive learning for each chapter (this is worth 5% of your grade; full credit is available if you simply complete the activity)

- Interactive exercises (all exercises together are worth 7.5% of your grade)
- Chapter quizzes (these make up 7.5% of your overall grade)

Table 4. Grading Summary

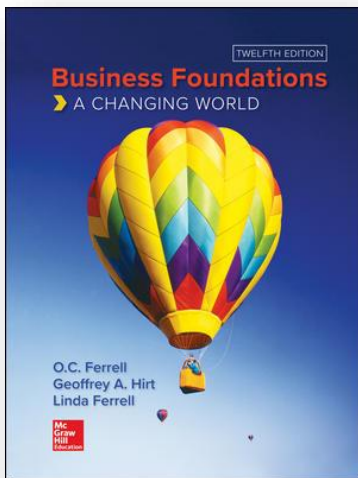
Activity	Weight (%)	Your Score (out of 100)	Points earned (divide your score by 100 and then multiply by corresponding weight)
Exam 1	10		
Exam 2	10		
Exam 3	12.5		
Exam 4	12.5		
Connect activities	20		
Individual writing assignment	5		
Team writing assignment	10		
Team presentation	5		
Attendance	5		
Participation	10		
<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**
 Business Foundations: A Changing World
 12th Edition with access to Connect
 O.C. Ferrell, Geoffrey A. Hirt, and Linda Ferrell
 McGraw Hill



The textbook and access to Connect 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 Connect. The most important decision that you must make involves the type of textbook that you

would like to purchase (digital only vs. print and digital). Your choice will have implications about the price that you will pay. Essentially, you will need to choose one of the two options below. The textbook bundles are available through the UTEP bookstore and directly through the publisher when you attempt to complete your first Connect activity. Please follow the instructions on Blackboard to register for Connect and/or purchase access.

- **Connect access**

Access to this particular online tool is bundled with the purchase of the textbook (see above). If your textbook did not come with an access code for Connect, you purchased the wrong textbook bundle.

You can find more information about signing up for Connect by following 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, Connect can be easily accessed through any computer on campus. Deadlines for Connect activities will be posted every week on Blackboard. Most deadlines will be on Mondays at 11 pm. You will be given approximately one week or less to complete the assignments for a particular chapter. Be sure to check frequently for new assignments.

- **iClicker**

We will use 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.

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 wifi (UTEPSecure) or to your mobile data plan.

- Creating Your iClicker Student Account

Students who do not have an existing iClicker account, need to read this document carefully: https://www.utep.edu/technologysupport/_Files/docs/iClicker-Reef_Student-Signup-Instructions.pdf

Be sure to follow all instructions to install the iClicker app and register for iClicker. You must use your official name to register for it. Do not create and use more than one iClicker 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 iClicker Polling account:

Institution: UTEP or The University of Texas at El Paso

Course: BUSN 1301 - Introduction to Business (Fall 2019) or my last name:
Hadjimarcou

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.

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 credit for participation) and be ready to answer the first participation question. Late arrivals will not be tolerated. If you consistently arrive late, we 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 your assigned TA know beforehand.
- The instructor reserves the right to ask any students disrupting the normal flow of course activities 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 6. The venue will be announced as we get closer to the make-up exam date. 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).
- All faculty and staff at The University of Texas at El Paso are fully committed to your success. While we all do our best to navigate through challenging issues and circumstances on our own, it is often extremely useful to seek support from others. If you face a difficult personal situation, there are experts at UTEP that can help you. Please contact Counseling and Psychological services in Room 202 Union West or send them a message (caps@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*

Week #	Class meeting #	Day of Week	Date	Topic
1	1	T	Aug 27	Overview of the course/syllabus Chapter 1: The Dynamics of Business and Economics
	2	R	Aug 29	Chapter 1 discussion continued iClicker test run
	3	F	Aug 30	Chapter 1 – Review iClicker Support Connect Support
2	4	T	Sept 3	Chapter 2: Business Ethics and Social Responsibility iClicker test run
	5	R	Sept 5	Chapter 2 discussion continued
	6	F	Sept 6	Chapter 2 – Review Connect issues and solutions Form teams (by section) Respondus Lockdown Browser – Bring laptop to class
3	7	T	Sept 10	Chapter 3: Business in a Borderless World
	8	R	Sept 12	Chapter 3 discussion continued Introduction of Team Project
	9	F	Sept 13	Chapter 3 - Review Discussion of Team Project Online Exam Test run – Bring your laptop to class (2% bonus points opportunity)
4	10	T	Sept 17	Chapter 4: Options for Organizing a Business
	11	R	Sept 19	Chapter 4 discussion continued
	12	F	Sept 20	Chapter 4 - Review
5	13	T	Sept 24	Chapter 5 – Small Business, Entrepreneurship, and Franchising
	14	R	Sept 26	Chapter 5 discussion continued
	15	F	Sept 27	Exam 1 (Chapter 1-4) – Bring your laptop to class
6	16	T	Oct 1	Chapter 6: The Nature of Management
	17	R	Oct 3	Chapter 7: Organization, Teamwork, and Communication
	18	F	Oct 4	Chapters 6 and 7 Review
7	19	T	Oct 8	Chapter 8: Managing Operations and Supply Chains
	20	R	Oct 10	Chapter 8 discussion continued

	21	F	Oct 11	Chapter 8 Review
8	22	T	Oct 15	Chapter 9: Creating the Human Resource Advantage
	23	R	Oct 17	Chapter 9 discussion continued
	24	F	Oct 18	Exam 2 (Chapters 5-8) - Bring your laptop to class
9	25	T	Oct 22	Chapter 10: Managing Human Resources
	26	R	Oct 24	Chapter 10 discussion continued
	27	F	Oct 25	Chapter 10 Review
10	28	T	Oct 29	Chapter 11: Customer-Driven Marketing
	29	R	Oct 31	Chapter 11 discussion continued
	30	F	Nov 1	Chapter 11 Review Class Drop/Withdrawal Deadline: <i>Last day that a student can initiate a drop from a class with a grade of W – consider your options; discuss this matter with your advisor and the instructor</i>
11	31	T	Nov 5	Chapter 12: Dimensions of Marketing Strategy
	32	R	Nov 7	Chapter 12 discussion continued
	33	F	Nov 8	Chapter 12 Review
12	34	T	Nov 12	Chapter 13: Digital Marketing and Social Media
	35	R	Nov 14	Chapter 13 discussion continued
	36	F	Nov 15	Exam 3 (Chapters 9-12) - Bring your laptop to class
13	37	T	Nov 19	Chapter 14: Accounting and Financial Statements
	38	R	Nov 21	Chapter 14 discussion continued
	39	F	Nov 22	Chapter 14 Review
14	40	T	Nov 26	Chapter 15: Money and the Financial System
	41	R	Nov 28	Thanksgiving Holiday – No Class
	42	F	Nov 29	Thanksgiving Holiday – No Class
15	43	T	Dec 3	Chapter 16: Financial Management and Securities Markets
	44	R	Dec 5	Chapter 16 discussion cont.
		F	Dec 6	Exam 4 (Chapters 13-16) - Bring your laptop to class
		R	Dec 12	Comprehensive Final exam (optional) 126 UGLC (our regular classroom) [10:00 am- noon]

*Subject to slight modifications