

THE UNIVERSITY OF TEXAS AT EL PASO
College of Business Administration

BUSN 1301 – Introduction to Global Business

Fall 2021

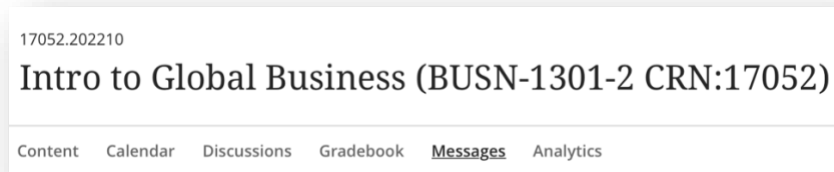
Instructor



Dr. John Hadjimarcou
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Chair for the Director of the Center for the Study of Western Hemispheric Trade
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[Bio](#)

Contact Information



Send all e-mail messages through Blackboard only. Log on to the class on Blackboard and then click on the “Messages” link on the top left pane. Please do not reply to any announcements you receive about the course.

Office Hours

All office hours will be held via Zoom (all times MST): T and R (11:00 am- 01:00 pm); W (3:30 – 5:00 pm). It is best to make an appointment in advance to guarantee your space for a one-to-one consultation with the instructor. You can just drop by (virtually) during the designated office hours without signing up in advance, but there is no guarantee that you will be able to meet with me. For this reason, it would be best to make an appointment.

Getting Started

Reading this syllabus is the first step in your course journey. Read the syllabus carefully to clearly understand what you are expected to do and when. After you have read the syllabus, the next step should be to explore the Blackboard site thoroughly. What you will be asked to do each week can be found under the “Week #X Learning Module” link on Blackboard. That’s the place where you can start reading and completing assignments. Be sure that you have your access code for Connect handy as you will need it to access the eBook and corresponding Connect activities. In fact, you can buy access when you first try to log on to an activity on Connect. Of course, feel free to explore any available links on Blackboard (or Bb heretofore), but be sure to follow the order of activities in each weekly learning module and complete all activities on time.

Class Student Number and Teaching Assistants

Each student will be assigned a unique class student number. Based on that number, you will then identify yourself as part of a sub-section of the course led by a teaching assistant (TA) as indicated in Table 1 below. You can identify your TA by looking up your class student number on Blackboard. 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 only! While the TAs do not hold fixed office hours, they will be able to help with all matters related to the class.

Table 1. Class Sub-sections and TA Contact Information

Teaching assistant(s)	Class Student Number	Contact
Tanushree Chatterjee	1-150	Via Messages on Blackboard
Manali Mahalungkar	151-260	
Rebecca Moreno	261-370	
Annik Sobing	371-475	

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, accounting, and finance to management, marketing, and supply chain

management. 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 you develop a solid foundation for all areas of business. Additionally, as this is your first course in business at the university level, 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	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	Online and in-class discussions, activities and mini-lecture videos, online articles, online activities	Exams, Connect activities, online discussion rubric, iClicker questions
2. Develop an understanding of the various business functional areas.	Remember, understand	Online discussions, reading material, individual assignment	Exams, Connect activities, online discussion rubric, iClicker questions, individual assignment rubric
3. Appreciate the context of business from both an academic and a practitioner perspective.	Analyze, evaluate, apply, create	Narrated presentation, mini-lecture videos, online and in-class discussions, reading material	Exams, Connect activities, narrated presentation assessment rubric, discussion 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	Online and in-class discussions, reading material, narrated presentation, mini-lecture videos,	Exams, discussion rubric, narrated presentation assessment rubric, iClicker

Activities and Grades

The BUSN 1301 course has been designed to help you engage in an immersive and interesting course experience. To help us meet the learning objectives of the course, you will participate in various types of in-class and online activities. Your

performance in the course will be assessed in multiple ways. A final grade will be assigned based on the quality of your work in all course activities. You are required to complete different activities, which will enhance both the comprehension and application of all course concepts.

- ***Four Exams (500 points)***

All exams will cover material assigned for reading and/or material discussed in class and in the various activities assigned in each learning unit. All exams will be taken online using Respondus Browser and Monitor (more information about these tools is available in the next paragraph). Each exam will include approximately 50-60 multiple-choice and/or true-false questions. 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 will be able to drop the lowest exam score, but you must take all four exams and must score at least 70% in each of the four exams. The lowest exam score will be replaced with the next highest score from the remaining three exams. This will be done by the instructor automatically.

Each exam will open on the designated date (typically on a Tuesday morning at 8 am and must be completed by 8 pm on that same day (see the tentative schedule for the exact exam dates). For example, Exam 1 will open on Tuesday, September 21 at 8 am and will close by 8:00 pm. Once you get the exam started, you must complete it within 70 minutes. That is the maximum time allowed for each of the four exams. You are welcome to take the exam in class on the specific exam dates with your own laptop or tablet. There will be no organized class on that date and no questions about the exam will be answered. The instructor and/or TAs will be there to ensure that the exam environment in class is orderly and conducive to taking an exam. Beyond that, you will be on your own and can take the exam from anywhere either on campus or off campus.

For all exams, you will be asked to use the Respondus Lockdown Browser (RLB) and Respondus Monitor (RM). There will be a short quiz prior to the first exam to allow you to get the full experience of taking an exam using these tools. Prior to the quiz, you will be asked to get your personal computer ready to take the exam by downloading and installing all necessary software. You will need to make your webcam available during the Bb exam and you will be video recorded taking the exam. There will be more information on Bb on how to set up RLB and be ready to take all exams. Of course, you can always take all exams at UTEP in one of the computer labs.

If you miss an exam due to medical reasons and your instructor has accepted this as a legitimate excuse, you will be able to sit for a make-up exam during the week of Final Exams, December 6-10 (a specific time window will be provided as we approach the end of the semester). You must provide official

documentation in English from a physician in order to seek an excused absence from an exam. The instructor will review and verify this information and then consider granting a possible make-up exam. Make-up exams cannot be given for any other reason.

All students will have the opportunity to drop the lowest exam score (no more than one exam score can be dropped) by taking a comprehensive exam during the Final Exams week (see tentative schedule). This two-hour comprehensive exam is entirely optional and will cover material from Chapters 1-16. The exam will include 100 questions.

- **Individual assignments (150 points):**

- **Business article critique (50 points)**

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. Summaries need to be written in a way that draw attention to and interest in your story. Each summary must be between 250- and 300- words excluding citations and titles. A link to your story and an accurate and inviting title must accompany your summary. Details regarding the individual assignment will be provided on Bb. Individual assignments will be scheduled based on your assigned student number.

- **Presentation (100 points)**

You will be asked to address an important business opportunity related to a social or environmental issue following the format I will share with you in class and on Bb. Part of your grade will involve completing a training module through Studio G, which is a training platform related to entrepreneurship.

Each student will prepare a narrated PPT presentation based on this assignment. This is expected to be a professional presentation, which communicates your ideas in a succinct manner. More details about the presentation and a grading rubric will be provided on Bb.

- **Online Discussions (50 points)**

You are required to participate in **two** discussions throughout the semester. I will post a contemporary business challenge and each student will be expected to perform two tasks: make an initial and original post addressing the challenge (minimum of 150 words) and then respond to just one of her/his classmate's post (minimum of 50 words). Participation in a discussion (initial post and reply to a classmate) needs to be done in the same discussion board. Keep the following policies in mind when engaging in the discussions:

- Language: Given the absence of face-to-face clues, written text can easily be misinterpreted. Avoid the use of strong or offensive language

and the excessive use of exclamation points. If you feel particularly strongly about a point, it may be best to write it first as a draft and then to review it, before posting it, in order to remove any strong language.

- Be Forgiving: If someone states something that you find offensive, mention this directly to the instructor. Remember that the person contributing to the discussion is also new to this form of communication. What you find offensive may quite possibly have been unintended and can best be cleared up by the instructor.
- This is Permanent: Think carefully about the content of your message before contributing it. Once sent to the group, there is no taking it back. The grammar and spelling of a message are graded, but they also do reflect on you, and your audience might not be able to decode misspelled words or poorly constructed sentences. It is a good practice to compose and check your comments in a word-processor before posting them.
- Test for Clarity: Posts may often appear perfectly clear to you as you compose them but turn out to be perfectly obtuse to your reader. One way to test for clarity is to read your post aloud to see if it flows smoothly. If you can read it to another person before posting it, it is even better.
- Remember Your Place: A Web-based classroom is still a classroom, and comments that would be inappropriate in a regular classroom are likely to be inappropriate in a Web-based course as well. Treat your instructor and your fellow students with respect.
- Follow the Parameters/ Stick to the Point: Follow the posting requirements and parameters set up by your professor. Contributions to a discussion should have a clear subject header, and you need to stick to the subject. Don't waste others' time by going off on irrelevant tangents.
- Read First, Write Later: Don't add your comments to a discussion before reading the comments of other students unless the assignment specifically asks you to. Doing so is tantamount to ignoring your fellow students and is rude. Comments related to the content of previous messages or posts should be posted under them to keep related topics organized, and you should specify the person and the point you are following up on.

Just like the individual assignment, you will be asked to participate in the discussions based on your assigned student number.

- ***Connect online activities through Bb (200 points)***

You will receive access to Connect if you purchase your textbook through the UTEP bookstore or buy access fully online by logging in through Bb. If you have not yet purchased the textbook, you will have an opportunity to sign up for and purchase it along with access to Connect when you launch your first

Connect session on Bb. Connect activities were selected to help you succeed in this course. You can find all activities on Bb under the various “Weekly Learning Modules.” All deadlines will typically be on Sundays at 11:59 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 or 50 points; full credit is available if you simply complete the activity)
- Interactive exercises (all exercises together are worth 7.5% or 75 points of your grade)
- Chapter quizzes (these make up 7.5% or 75 points of your overall grade)

- ***In-class attendance (25 points) and participation through iClicker (75 points)***

We will not take attendance in a traditional way. Instead, we will use iClicker to allocate attendance points based on your responses to questions the instructor will pose in class. The instructor intends to post approximately five questions during each class meeting. If you answer four out of five questions, then you will get the full attendance points for that session. Otherwise, no attendance points will be allocated. It’s important to log on to iClicker as soon as you arrive to class. More information about iClicker and how to sign up for it is provided below and is also available on Bb.

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. However, given the size of our class, it would be impossible for the instructor to keep track of participation without the use of a recording tool such as iClicker. Therefore, and in order to document your participation, the instructor will utilize Q&A through iClicker. This 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. 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 during 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 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.

To receive full credit for participation you must log on to iClicker on time and be prepared to participate. We will practice using iClicker in class during the first week of classes. So be sure to sign up as soon as possible. You will find registration instructions for iClicker on Blackboard.

Table 3. Grading Summary

Activity	Points	Your Score
Exam 1	100	
Exam 2	125	
Exam 3	125	
Exam 4	150	
Connect activities	200	
Business article critique	50	
Presentation	100	
Online discussions (2)	50	
Attendance	25	
Participation	75	
Bonus points	10*	
Total	1000	

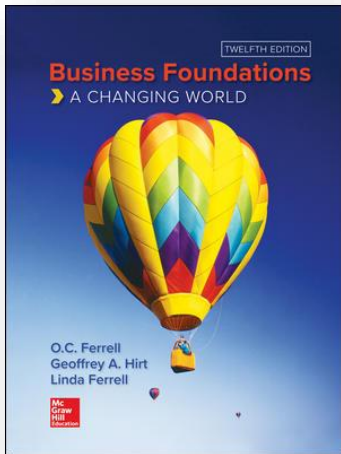
* Not included in the total points

Final grades will be assigned as follows:

- A: 900 – 1000 points
- B: 800 - 899 points
- C: 700 – 799 points
- D: 600 – 699 points
- F: less than 600 points

Required Materials

- **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. The textbook bundles are available through the UTEP bookstore and directly through the publisher when you attempt to complete your

first Connect activity on Bb. Please follow the instructions on Bb to register for Connect and/or purchase access. Older editions of the textbook are not acceptable.

- **Connect**

Access to this 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 from anywhere, including any computer on campus. Deadlines for Connect activities will be posted every week on Blackboard. Most deadlines will be on Mondays at 11:59 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**

Please review the iClicker information in the attendance and participation section.

Help Board

Being helpful, compassionate, and sharing your gift of knowledge and expertise are desirable traits for all business leaders. I ask that you help your fellow students by participating in getting everyone on board with all matters related to the class by answering questions on the class Help Board. It's important, however, to provide answers that are timely and accurate.

Those students who proactively and consistently help their fellow classmates by answering questions on the Help Board will receive 10 bonus points that can be allocated toward the lowest exam score. The instructor will provide up to five 10-point awards at the end of the class to those individuals who unselfishly volunteered to support their fellow students throughout the semester.

Doing well in this class

Success in this class requires excellent time management skills. Read the syllabus carefully and note all assignments and their respective deadlines. Technology issues are not an excuse for not turning in the work that you are expected to submit. It is very easy to find excuses for non-performance. Always look for ways to get the work done!

Going to college is the opportunity of a lifetime. As long as you remain an active and dedicated participant in your learning, you will succeed not just in college but also in your career. To give yourselves a chance to succeed, please leave all excuses at the door and embrace the opportunity that you have by developing a strong work ethic.

Plan to complete all assignments as far ahead of the actual deadline as you can to avoid last-minute glitches and other issues. Develop good habits early and stick to them throughout the semester and beyond. Most deadlines will be on Sunday evenings by 11:59 pm. It is critical to complete all assignments before the deadline. Late assignments will not be accepted for any reason. So, be sure to plan ahead! New material for weekly learning modules will be available each Monday morning at 8 am. Get started working on the weekly activities on Monday!

Technology Requirements

Course content is delivered face-to-face and via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the most supported browsers for Bb; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser. For the best experience possible, be sure that your browser allows popups and cookies.

You will need to have access to a computer/laptop, a webcam, and a microphone. Most current laptops are already equipped to handle all technology requirements for this course. You will need to download or update the following software/apps: Zoom, iClicker, Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course. The University has a limited number of laptops available that you can check out. Please visit [Technology Support](#) for

more information. The University has multiple computer labs that are open throughout the week.

While you can use your phone to access Bb and review the assignments, I strongly discourage you from doing that as the viewing capabilities are limited on mobile phones. To avoid any mistakes, use at least an iPad or tablet but it is best to use either a laptop or desktop PC of some sort.

If you do not have a word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click [here](#) for more information and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you! As always, it is important to plan ahead!

Class policies

The instructor and students will closely adhere to the following policies:

1. For the health and safety of all students and the instructor, I strongly encourage you to wear a mask. If you have not yet been vaccinated, please take advantage of the free UTEP vaccination program.
2. Given our current situation with COVID, I want to do what I can to help all of us remain healthy. While I'd love to speak with you on an one-to-one basis before or after class, it would be best at this time to ask any questions by remaining in your seat, joining me during office hours on Zoom, sending me a message through Bb, or posting your question on the Bb Help Board.
3. It's important to enter and exit the class in an orderly fashion without crowding around entrances and blocking the flow of students in and out of their seats.
4. Note the closest emergency exits. In case of emergency, please exit quickly and quietly from the class. The instructor will provide clear directions if such an emergency arises.
5. Ethics, accountability, and integrity pledge: by remaining in this class, you agree to always behave in an ethical manner, be accountable for your own performance, and refrain from taking any unacceptable shortcuts or behavior that will be detrimental to you, your fellow students, and the instructor. You also agree to work very hard to perform as well as you can in all matters related to the class.
6. All students are welcome to use the Help Board to ask questions about the course.
7. Arrive on time and be seated quickly and quietly. If you arrive late, be sure to sit at the back of the classroom. The first row of seats needs to remain empty.
8. Blackboard is the main portal for the course. All communication and activities will be done through Bb. You must access Blackboard (Bb) daily to check for updates and access all course materials.
9. Send all messages to the instructor and/or TAs through Blackboard only! Log in to the class, and then click on "Messages" in the top left of the main class page. Next, click on "+" symbol in the top right and select the recipient, compose your message, and then click "Send."
10. Copyright Statement: The materials provided by the instructor in this course are for the use of the students enrolled in the course. Copyrighted course materials may not be further disseminated. Learn more about copyright law and restrictions at: <http://libguides.richmond.edu/copyright> (Links to an external site.)
11. You must review the syllabus carefully and understand all class components.
12. Unless otherwise noted (e.g., the exams), all assignments are due on Sunday nights by 11:59 pm MST (Mountain Standard Time). Please note the time zone and be sure to understand the implications for any other time zone.
13. The instructor reserves the right to ask any students disrupting the normal flow of the class and/or online activities such as the "Discussion Boards" to refrain

from making additional posts, until any issues have been resolved. Ignoring the instructor's warnings will result in a report filed with UTEP's [Office of Student Conduct and Conflict Resolution](#) (OSCCR). This may result in a possible drop from the course.

- 14. Any and all attempts of academic dishonesty such as cheating, plagiarism, collusion, 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.**
15. Make-up exams are possible with an approved medical excuse only. You must send the instructor an official note from your physician in English (on official letterhead with the physician's contact information) justifying your failure to complete an exam within five business days from the date of the exam. It is entirely up to the instructor to approve make-up exams.
16. Missed assignments on Connect cannot be made up. Plan accordingly! Missing activities for whatever reason will make the successful completion of the course rather challenging.
17. The instructor does not condone late-assignment behavior. 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 online on the date that those assignments are due.
18. Do not be afraid use any of the tools offered on Blackboard. However, be sure not to send a message to the entire class. It takes some work to do that and cannot be done by mistake. If you send a message to the entire class without the instructor's prior written permission, you will be immediately dismissed/dropped from the course.
19. Access Blackboard frequently for announcements and other course material. From time to time, I may send important/critical information via e-mail. So be sure to 1) have a UTEP e-mail address and 2) check your e-mail at least once a day. You are entirely responsible for accessing your e-mail account and Blackboard on a frequent basis to check for any and all messages and announcements. Unfortunately, I may not be able to send any broadcast (i.e., to the entire class) e-mail messages to addresses outside the UTEP (i.e., outside the miners) domain.
20. If you have a disability or feel you might have a disability and need assistance, contact the [Center for Accommodations and Support Services](#) (CASS) Office at 747-5148 or go to Room 106 Union East.

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 members 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.

In this class, you will have access to the SafeAssign reports, prior to turning in your assignments. SafeAssign is a tool available on Blackboard that flags assignments deemed to include text that has been possibly plagiarized. I will give you access to these reports prior to turning in any written assignments. If SafeAssign flags any issues, it is important that you get those fixed prior to turning in the assignment. If you turn in an assignment that SafeAssign flags as problematic, the University requires me to report this to the Office of Student Conduct and Conflict Resolution (OSCCR). OSCCR will investigate any such issues and inform you as well me about the findings of their investigation.

Netiquette Guide

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructor. These guidelines for online behavior and interaction are known as netiquette.

Security

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it

- Always logout when you are finished using the system

General guidelines

When communicating online, you should always:

- Treat the instructor with respect, even in an e-mail or in any other online communication.
- Always use your professor's proper title: Dr. Hadjimarcou or Professor Hadjimarcou. This also applies to TAs; please refer to each one using either Mr. or Ms. and then his or her last name.
- Unless specifically invited, do not refer to your instructor using his first name. Do not simply write Mr. or Dr. – always use the appropriate prefix or title and last name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar.
- Avoid slang terms such as “wassup?” and texting abbreviations such as “u” instead of “you”
- Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons/emojis like :) or 😊.
- Be cautious when using humor or sarcasm as the tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.
- Be careful with personal information (both yours and that of others).
- Do not send confidential information via e-mail.

E-mail netiquette

When you send an e-mail to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name (and UTEP ID# if you are contacting the instructor).
- Think before you send the e-mail to more than one person. Does everyone really need to see your message? Review the policy on mass e-mail – you risk getting dropped from the course!
- Be sure you REALLY want everyone to receive your response when you click, “reply all”. In fact, the “reply all” should never be used unless you are specifically asked to reply to all.
- Be sure that the message author intended for the information to be passed along before you click the “forward” button.

Message board netiquette and guidelines

When posting on the Discussion Board in your class, you should:

- Make posts that are on topic and within the scope of the course material.
- Take your posts seriously and review and edit your posts before sending.
- Be as brief as possible while still making a thorough comment.
- Always give proper credit when referencing or quoting another source.
- Be sure to read all messages in a thread before replying.
- Don't repeat someone else's post without adding something of your own to it.
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
- Always be respectful of others' opinions even when they differ from your own.
- When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
- Do not make personal or insulting remarks.
- Be open-minded.

Tentative Schedule*

<i>Learning Unit</i>	<i>Weekly Learning Module #</i>	<i>Dates</i>	<i>Activities (bold indicates activities that must be turned in)</i>	<i>Deadlines (for all activities, unless otherwise noted)</i>	
A - It's all about business and economics	1	Aug 23 - 29	Overview of the course/syllabus		
			Lecture on Chapter 1		
			Read the Syllabus		
			Read Chapter 1 - The Dynamics of Business and Economics		
				Complete Connect activities for Chapter 1	Sunday, Aug 29
	2	Aug 30 - Sept 5	Lecture on Chapter 2		
			Read Chapter 2 - Business Ethics and Social Responsibility		
			Download and install Respondus Lockdown Browser		
			Online exam test run - (opportunity for 10 bonus points**)		
			Complete Connect activities for Chapter 2	Sunday, Sept 5	
	3	Sept 6- 12	Lecture on Chapter 3		
			Read Chapter 3 - Business in a Borderless World		
Complete Connect activities for Chapter 3			Sunday, Sept 12		
Make your original Post in Discussion Board 1			Thursday, Sept 9		
			Reply to a classmate's post in Discussion Board 1	Sunday, Sept 12	
4	Sept 13 - 19	Lecture on Chapter 4			
		Read Chapter 4 - Options for Organizing a Business			
		Complete Connect activities for Chapter 4	Sunday, Sept 19		
5	Sept 20 - 26	Take Exam 1 (Chapter 1-4) Online (no class meeting)	Tuesday, Sept 21		

B - Starting a business, managing the supply chain, and developing human capital			Lecture on Chapter 5	
			Read Chapter 5 – Small Business, Entrepreneurship, and Franchising	
			Complete Connect activities for Chapter 5	Sunday, Sept 26
	6	Sep 27– Oct 3	Lecture on Chapter 6	
			Read Chapter 6 – The Nature of Management	
			Complete Connect activities for Chapter 6	Sunday, Oct 3
			Lecture on Chapter 7	
			Read Chapter 7 - Organization, Teamwork, and Communication	
			Complete Connect activities for Chapter 7	Sunday, Oct 3
			Make your original post in Discussion Board 2	Thursday, Sept 30
		Reply to a classmate’s post in Discussion Board 2	Sunday, Oct 3	
	7	Oct 4 - 10	Lecture on Chapter 8	
			Read Chapter 8 - Managing Operations and Supply Chains	
			Complete Connect activities for Chapter 8	
C - Marketing: Can you succeed without it?	8	Oct 11 - 17	Take Exam 2 (Chapters 5-8) Online (no class meeting)	Tuesday, Oct 12
			Lecture on Chapter 9	
			Read Chapter 9 - Creating the Human Resource Advantage	
			Complete Connect activities for Chapter 9	Sunday, Oct 17
	9	Oct 18 - 24	Lecture on Chapter 10	
			Read Chapter 10 – Managing Human Resources	
			Complete Connect activities for Chapter 10	Sunday, Oct 24
			Turn in Individual Assignment (deadlines will be provided based on class student number)	
	10	Oct 25 – 31	Lecture on Chapter 11	
			Read Chapter 11 - Customer-Driven Marketing	
			Complete Connect activities for Chapter 11	Sunday, Oct 31

			Make your original post in Discussion Board 3	Thursday, Oct 28
			Reply to a classmate's post in Discussion Board 3	Sunday, Oct 31
			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>	Friday, Oct 29
	11	Nov 1 - 7	Lecture on Chapter 12	
			Read Chapter 12 -Dimensions of Marketing Strategy	
			Complete Connect activities for Chapter 12	Sunday, Nov 7
D – Keeping track of money and investments	12	Nov 8 - 14	Take Exam 3 (Chapters 9-12) Online (no class meeting)	Tuesday, Nov 9
			Lecture on Chapter 13	
			Read Chapter 13 - Digital Marketing and Social Media	
			Complete Connect activities for Chapter 13	Sunday, Nov 14
	13	Nov 15 - 21	Lecture on Chapter 14	
			Read Chapter 14 - Accounting and Financial Statements	
			Complete Connect activities for Chapter 14	Sunday, Nov 21
			Make your original post in Discussion Board 4	Thursday, Nov 18
			Reply to a classmate's post in Discussion Board 4	Sunday, Nov 21
			Turn in Narrated Presentation	Sunday, Nov 21
	14	Nov 22- 28	Lecture on Chapter 15	
			Read Chapter 15 - Money and the Financial System	
			Complete Connect activities for Chapter 15	Sunday, Nov 21
	15	Nov 29– Dec 5	Take Exam 4 (Chapters 13-16)	Tuesday, Nov 30
			Lecture on Chapter 16	
			Read Chapter 16	
			Read Chapter 16 - Financial Management and Securities Markets	

			Complete Connect activities for Chapter 16	Sunday, Dec 5
		Dec 6 - 10	Pre-approved make-up exams	TBD - Online
			Comprehensive Final exam (OPTIONAL)	Tuesday, Dec 7 - Online

*Subject to slight modifications; **Added to the total points for the course