

COURSE TITLE: Introduction to Global Business
COURSE NUMBER: BUSN 1301
COURSE CRN **12871**
TERM: Fall 2025
DELIVERY METHOD In Person
Meeting Day and Time Tuesdays and Thursdays, 4:30 p.m.-5:50 p.m.
Location Woody L. Hunt College of Business-Room 313

Dr. J. Rolando Nuñez

Assistant Dean
Adjunct Professor
Woody L. Hunt College of Business
The University of Texas at El Paso
915-747-7735
jrnunez2@utep.edu

Contact information:

Please send all e-mail messages directly through Blackboard only. Log on to the class on Blackboard and then click on the "Messages" link on the top left pane or simply click on my name on the left-hand side of the Blackboard screen. Please do not reply to any announcements you receive about the course.

Office Hours

Office hours will be held in person and via Zoom (all times MST): T and R (12:00 - 1:00 pm in person in Associate Dean Suite Office 520D); M and W (12:00 – 1:00 pm via Zoom).

Getting Started

Reading this syllabus is the first step in your course journey. Read the syllabus carefully to understand what you are expected to do and when.

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.

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.

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 an international 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 course aims to introduce all functional areas of business in an engaging, current, and relevant manner, aiming 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	Blooms 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	Quizzes, online discussion rubric
2. Develop an understanding of the various business functional areas.	Remember, understand	Online discussions, reading material, individual assignment	Quizzes, online discussion rubric, 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, 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

Activities and Grades

The BUSN 1301 course has been designed to help you engage in an immersive and exciting course experience. You will participate in various in-class and online activities to help us meet the course's learning objectives. 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 must complete different activities to enhance the comprehension and application of all course concepts.

- ***Quizzes and Reflections (200 points)***

Throughout the semester, a series of quizzes and reflections will serve as essential, low-stakes components of your learning journey. Quizzes are designed to ensure you are consistently grasping key definitions and concepts from our readings and lectures, building a strong foundation for your exams. Reflections, on the other hand, are your opportunity to engage in deeper critical thinking, connecting global business theories to your own professional development. You will be asked to synthesize topics like ethical leadership and cultural dynamics with personal insights, such as your StrengthsFinder results or your experiences in a student-led organization.

Each quiz or reflection will open on a Wednesday at 8:00 a.m. and close on a Thursday at 5:00 p.m. (see the tentative schedule for the exact quiz dates). Once you get the quiz started, you must complete it within 30 minutes. That is the maximum time allowed for each of your quizzes. You can take the quizzes or exams from anywhere, either on or off campus. Of course, you can always take your quizzes or exams at UTEP in one of the computer labs.

Suppose you miss an exam for medical reasons, and your instructor has accepted this as a legitimate excuse. In that case, you will be able to sit for a make-up exam during the week of Final Exams, December 8-12 (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 to seek an excused absence from an exam within seven business days of the specific exam date you missed. The instructor will 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 be able to drop the lowest quiz score (no more than one quiz score can be dropped)

Mentorship and Leadership Log (50 Points)

You will actively seek and document a minimum of two meaningful interactions with a formal leader or mentor associated with a student-led organization (e.g., a faculty advisor, an alumni guest speaker, a club president).

For each entry, you will record the date, the individual's role, and a brief summary of the key insights you gained from the conversation.

You will reflect on how the guidance you received informs your understanding of leadership, professional readiness, and personal growth.

The log will serve as a foundational document for you to build a professional network and provide concrete examples for future resumes and interviews.

Leader Interview Assignment (100 points)

This assignment is your opportunity to move beyond the theoretical and engage in a professional dialogue with someone you identify as a leader. Your task is to seek out an individual—perhaps a local business owner, a community leader, an entrepreneur, or even a manager you admire—and conduct a formal interview. This is not just an assignment; It will challenge you to leave the comfort of the classroom, to network with purpose, and to practice the professional communication skills that are vital to your career.

The goal is to not only learn from their experiences but to critically analyze their leadership through the lens of our course into global business content. This formal interview will serve as a foundational piece of your professional network, providing you with a potential mentor, a connection, and a source of invaluable real-world insight.

Mid-Term (100 Points) As we reach the midpoint of our semester, the midterm exam is designed to be a crucial checkpoint in your journey. It is not just about memorizing facts; it is an opportunity for you to demonstrate your foundational understanding of the global business concepts we have covered, and to show your ability to apply them.

Final Exam (100 Points)

Rather than a traditional in-class test, your final exam is a take-home capstone project. As a team, you will act as a group of strategic consultants and analyze a single multinational corporation. Your task is to produce a comprehensive 5-page paper that acts as a strategic briefing for a CEO. You must synthesize all the concepts we have covered in this course—from ethics and supply chain to marketing, human resources, accounting, and finance—and analyze how they work together, influencing and depending on one another. The core of this course is understanding that these functions are not isolated silos, but serve as the interconnected gears driving the engine of global commerce. Your paper must reflect that. I expect you to use the project management principles you've learned and your StrengthsFinder insights to create a compelling, well-researched, and cohesive final product.

• Online Discussions (200 points)

You are required to participate in **four** online 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 their classmate's posts (minimum of 50 words). Participation in a discussion (initial post and reply to a classmate) must 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 an issue, it may be best to write it as a draft and then review it before posting it 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 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 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. It is even better if you can read it to another person before posting it.

~Remember Your Place: A Web-based classroom is still a classroom, and comments that would be inappropriate in a regular classroom are also likely to be inappropriate in a Web-based platform. 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 must 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 other students' comments 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.

- ***In-class attendance and participation through iClicker (50 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. You will get full attendance points for that session if you answer four out of five questions (or all but one of the questions). Otherwise, no attendance points will be allocated. It's essential to log on to iClicker as soon as you arrive at 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 it 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 our class size, it would be impossible for the instructor to keep track of participation without using a recording tool such as iClicker. Therefore, 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 essential 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 the equipment 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 views of others, either classmates or mine, and offer your insight regarding the issues 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 can strike up 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
Attendance	50	
Professional Preparedness Pathway (Five Elements)	40 x 5=200	
Online Discussion Boards 4x50	200	
Professional Networking and Mentorship Log	50	
Quizzes & Reflections	200	
Leader Interview and Reflection	100	
Mid-Term (100 points) Final Exam (100 points)	200	
Total	1000	

*Professional Development Pathway

- Create Resume and Bio
- Fill out the StrengthsFinder Survey and attend the [StrengthsFinder](#) workshop during the specified class session.
- Join a [Student Organization](#)
- Create a [Handshake Account and Attend three Workshops in the Miners Leadership Initiative](#)
- Complete:
- Google's Foundations of Project Management in [Coursera's Career Academy Or](#)
- IBM's Introduction to AI

Extra Credit

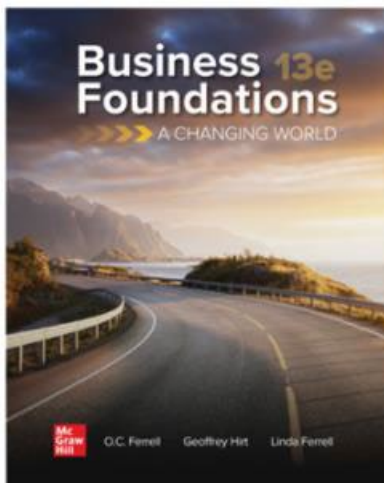
	Activity	Points	Your Score
**	Attend Career Expo	15	
**	Attend Work @ UTEP Job Fair	10	
**	Create a LinkedIn Account	15	
**	Help Board/Microsoft Teams	10	
**	Total	50	

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
13th Edition *with access* to Connect
O.C. Ferrell, Geoffrey A. Hirt, and Linda Ferrell
McGraw Hill

The textbook is required material for the BUSN course. To succeed in this course, you must purchase the text no later than the first week of classes. 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 is available through the UTEP bookstore. Please follow the instructions on Bb to register for Connect and/or purchase access.

- 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 and or Microsoft Teams. It's essential, however, to provide timely and accurate answers.

Those students who proactively and consistently help their classmates by answering questions on the Help Board or Microsoft Teams will receive ten 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 in college and 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 Saturday 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.

s,

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 915-747-HELP 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. It is essential 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.

2. 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.
3. Ethics, accountability, and integrity pledge: by remaining in this class, you agree to always behave ethically, be accountable for your 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.
4. All students are welcome to use the Help Board to ask questions about the course.
5. Arrive on time and be seated quickly and quietly. If you arrive late, sit at the back of the classroom.
6. Blackboard (Bb) is the main portal for the course. All communication and activities will be done through Bb. You must access Bb daily to check for updates and access all course materials.
7. Send all messages to the instructor or the TAs through Bb 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 click "Send."
8. 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.)
9. You must review the syllabus carefully and understand all class components.
10. Unless otherwise noted (e.g., the exams), all assignments are due on Saturday 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.
11. The instructor reserves the right to ask any students disrupting the normal class flow and 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 in the course.
- 12. Any attempts of academic dishonesty, such as cheating, plagiarism, collusion, or other inappropriate behavior, cause disciplinary action. The instructor intends to fully pursue these serious matters per University policies and regulations.**
13. Make-up Quizzes 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 seven business days from the exam date. It is entirely up to the instructor to approve make-up exams.
14. Plan accordingly! Missing activities for whatever reason will make the successful completion of the course rather challenging.
15. The instructor does not condone late-assignment behavior. The grade for late assignments will be 0 (zero). Pleading your case and begging for mercy will not be tolerated. All assignments must be turned in online on the date that those assignments are due.

16. Do not be afraid to use any of the tools offered on Bb. 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 whole class without the instructor's prior written permission, you will be immediately dismissed/dropped from the course.

17. Access Bb frequently for announcements and other course material. Sometimes, 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 daily. You are responsible for frequently accessing your e-mail account and Blackboard 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.

18. 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. Students are expected to uphold the highest academic integrity standards in the classroom and in all other academic activities. 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 about 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. Academic 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, and any act designed to give an 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.

GUIDANCE ON ARTIFICIAL INTELLIGENCE

The use of generative AI tools such as Chat GPT is permitted in this course for the following activities, which must be noted or cited:

Online Discussions

However, you may not use AI tools to complete the following activities:

Weekly Reflections

Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

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. Nuñez or Professor Nuñez 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 contact the instructor).
- Think before you send an 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.

16

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.

