

**SYLLABUS BUSINESS INTRODUCTION TO GLOBAL BUSINESS BUS 1301
Fall 2024**

UNIVERSITY OF TEXAS AT EL PASO



Instructor: Kathleen Towle
Classroom: BUSN 319
Class Meeting Time: **Tuesdays and Thursdays 3:00 – 4:20 pm**
Contact: Send messages through **Blackboard Course Messages (No emails)**

For emergencies you can send me messages via Whatsapp or Text message (703)407 4150. *(Please add your name and Course to the Message)*

Office Hours: **Monday and Wednesdays from 12 – 1 pm.**
Room BUSN 315
Remote via Zoom By appointment. You can schedule a meeting via Blackboard Course Messages.

Course Introduction

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.

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, BusinessWeek and WSJ articles, online activities	Quizzes, Projects, Cases, Discussions, and Assignments
2. Develop an understanding of the various business functional areas.	Remember, understand	In-class discussions on current business issues, articles posted online	Quizzes, Projects, Cases, Discussions, and Assignments
3. Appreciate the context of business from both an academic and a practitioner perspective.	Analyze, evaluate, apply, create	BusinessWeek and WSJ articles, team project, team presentation, in-class discussions,	Quizzes, Projects, Cases, Discussions, and Assignments
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, BusinessWeek and WSJ articles, team project, career development workshops	Quizzes, Projects, Cases, Discussions, and Assignments

As a part of this course, you will engage in various activities and assignments that are designed to enhance your academic and professional skills. By completing the requirements of this course, you will develop the following **Edge Advantages**:



- **Leadership:** Through team projects and presentations, you will have opportunities to take initiative and guide your peers, fostering your ability to lead effectively in various contexts.



- **Problem-Solving:** The assignments and class discussions will challenge you to identify problems, think critically, and propose effective solutions, enhancing your analytical skills.



- **Communication:** You will develop strong verbal and written communication skills through essays, presentations, and class participation, preparing you for clear and effective communication in your future career.



- **Social Responsibility:** Course materials and activities will encourage you to consider the broader impact of business decisions, promoting a sense of responsibility and ethical decision-making.



- **Confidence:** Regular feedback and the completion of diverse assignments will build your confidence in your abilities and knowledge, empowering you to tackle new challenges.



- **Teamwork:** Collaborative projects will help you learn how to work effectively with others, appreciate different perspectives, and achieve common goals.



- **Critical Thinking:** The course will provide numerous opportunities to critically evaluate information and arguments, preparing you to make well-reasoned decisions in complex situations.

These Edge Advantages are integral to your success at UTEP and beyond, equipping you with the skills and confidence necessary to excel in your chosen career path.

Required Materials and Tools

Textbook

Business Foundations: A Changing World (2023, 13th ed.) by Ferrell/Hirt/Ferrell (McGraw-Hill). ISBN-10 1264067496, ISBN-13 9781264067497

McGraw Hill website to purchase or rent the Textbook: <https://www.mheducation.com/highered/>

Ferrell Business in the News Blog: <http://www.ferrellbusiness.com/>

The Ferrell Business in the News blog highlights newsworthy stories that show the importance of understanding foundational business concepts and are accompanied by thought-provoking discussion questions.

Recommended:

Wall Street Journal and/or other business publications: This will be helpful for the beginning of the class
Current Event Discussion

Participation and Coursework

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.

Grading Elements	%
Quizzes	40%
Assignments: HW, Cases, Discussions	20%
Contract and Team Assessment	3%
Mid Term and Final Project & Presentations	30%
Participation & Attendance	7%
Total	100%

Quizzes (40%)

Once we review 2-3 book chapters, a quiz will be scheduled. Quizzes will cover material discussed in class and/or assigned for reading outside the classroom. They will be done at the end of the class (15-20 min), and they will be multiple choice and/or short answer.

If you miss a quiz due to medical reasons and your instructor has accepted this as a justified excuse, you will be able to sit for a make-up quiz. The time and date will be arranged by the instructor, and it will be no later than Dec 7th. 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

Participation and Attendance (7%):

You are expected to attend all classes, given that to succeed in this class, you must attend class faithfully and participate.

Class Participation will be an important component to each student's final grade.

All students are expected to be prepared for class and participate in class discussions and assignments. Student participation is greatly encouraged, whether is in the form of questions, answers, assignments, 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.

Each class will begin with a current event discussion. All students have to be prepared to present and to discuss current events that are pertinent to the class. Additionally, we will review what we covered in previous classes (Recaps) and cases published in the book on a regular basis in class. You need to come prepared to discuss them in class. If a student is not prepared, this will affect his/her participation grade for that day.

Team Work – Contract and Team Assessment. (3%)

An important part of the class will be to work in teams. Therefore, you will start by setting the ground rules for your team by creating a contract that all team members will have to sign. During the semester, each team assignment must be signed by participating team members (by adding your names). If a member name is not in the assignment, I will assume that the teammate did not participate on the assignment. Please do not add the name of any team member that did not participate in the assignment. It is not fair that you do the work and someone else gets the credit. At the end of the semester, you will self-assess, and you will evaluate your teammates. If you fail to do the team assessment, you will lose that portion of your grade regardless of how your teammates evaluated your performance.

Homework, Discussions, Classwork and Cases (20%)

Homework will be announced in class and /or will be Published on Blackboard Learn, and it will have to be submitted via Learn (NOT E-MAIL) **Late homework will not be received**

Some assignments will be assigned during class. If a student is absent during a class where classwork is assigned. The student will automatically get a zero on that assignment. If a teammate adds the name on an assignment of a student that is absent, the entire team will receive a zero on that assignment.

Case assignments will have to be analyzed, written up and submitted via Blackboard Learn (**NOT E-MAIL**). These cases will be done in teams of up to 5 students. Instructions will be provided on Learn.

Once the case is discussed in Class I will not receive any more assignments.

If you cannot make it to class that day, make sure to submit your paper prior to class. You will only be credited for the written portion of the case and not the participation in class.

Mid Term and Final Projects & Presentations (25%)

- The projects will be done in teams of 5 students.
- They will require a written paper as well as presentations and/or videos.
- The Final Project will be presented to the “Company Shareholders” (a.k.a. the class) during the last classes of the semester and the day of the Final Exam.

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

Grading Rubrics and Written Assignment guidelines

Assignments have grading rubrics that have been posted on Blackboard. These can help as a guide for you as you work on assignments, as well as for feedback on graded assignments. If you have questions regarding the rubrics, please let me know.

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

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 take your seat quickly and quietly. 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 me know beforehand.
- No audio or video recording may occur during class time unless the instructor has given expressed and written consent.
- 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.
- 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. 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 (915) 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).

Technology Requirements

Some course content is delivered 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 best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. You will need to download or update the following software: 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.

If you do not have 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 the following link for more information about [Microsoft Office 365](#) and follow the instructions.

Google DOCS and links to Google Docs are not an acceptable form of submission. All submissions must be uploaded as a Microsoft Word, Power Point, PDF, MP4 and/or additional formats requested by the instructor.

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!

Deadlines, Late work and Absence Policy

- Assignments will be due on the dates and times posted in Blackboard. Make sure to check Blackboard frequently so you do not miss any deadlines. No late work will be accepted if the reason is not considered excusable.

Make-up work will be given *only* in the case of a *documented* emergency. Note that make-up work may be in a different format than the original work, may require more intensive preparation, and may be graded with penalty points. If you miss an assignment and the reason is not considered excusable, you will receive a zero. It is therefore important to reach out to me—in advance if at all possible—and explain with proper documentation why you missed a given course requirement. Once a deadline has been established for make-up work, no further extensions or exceptions will be granted.

USE OF ARTIFICIAL INTELLIGENCE

This course requires you to complete various assignments that assess your understanding and application of the course content. You are expected to do your own work and cite any sources you use properly.

You will only be able to use (AI) tools, such as chatbots, text generators, paraphrasers, summarizers, or solvers, to complete parts of your assignments when the instructions provided to you include the use of such tools. If you use AI Tools you will have to cite the tools properly and you must clearly identify any writing, text, or media generated by AI.

Using AI tools outside of permitted assignments will be considered a form of academic dishonesty and possible disciplinary action. If you have any questions about what constitutes acceptable use of AI tools, please consult with the instructor before submitting your work.

Citing Generative AI

We recommend that students attribute and properly cite generative AI when it is used for text or images. Refer to the guidelines for proper citation and attribution:

- [How to cite generative AI output \(MLA\)](#)
- [How to cite generative AI output \(APA\)](#)
- [How to cite generative AI output \(Chicago\)](#)

ILLNESS PRECAUTIONS

Please stay home if you have symptoms of a communicable illness. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

***EXCUSED ABSENCES AND/OR COURSE DROP POLICY**

I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

ALTERNATIVE MEANS OF SUBMITTING WORK IN CASE OF TECHNICAL ISSUES

I strongly suggest that you submit your work with plenty of time to spare in the event that you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work (answers to discussion points, quizzes, exams, and essays) in a separate Word document as a backup. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through Blackboard, please contact the UTEP Help Desk. You can email me your backup document as a last resort.

INCOMPLETE GRADE POLICY

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

*Accommodations Policy

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services \(CASS\)](#). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

Scholastic Integrity

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

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.

PLAGIARISM DETECTING SOFTWARE

Some of your course work and assessments may submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

*Course Resources: Where you can go for assistance

UTEP provides a variety of student services and support:

Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

Individual Resources

- [Student Success Help Desk \(SSHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transportation resources may submit a ticket request assistance to studentsuccess@utep.edu
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.
- [Title IX](#) : Our classroom and our university should always be spaces of mutual respect, kindness, and support, without fear of discrimination, harassment, or violence. Should you ever need assistance or have concerns about incidents that violate this principle, please access the resources available to you on campus via the Title IX Coordination.

Tentative Class Schedule

Week #	Class meeting #	Day of Week	Date	Topic
1	1	M	26-Aug	Course Introduction and Chapter 1: The Dynamics of Business and Economics
	2	W	28-Aug	Chapter 1: The Dynamics of Business and Economics
2	3	M	2-Sep	Labor Day
	4	W	4-Sep	Chapter 2: Business Ethics and Social Responsibility
3	5	M	9-Sep	Chapter 2: Business Ethics and Social Responsibility
	6	W	11-Sep	Quiz Chapters 1 & 2 Chapter 3: Business in a Borderless World
4	7	M	16-Sep	Chapter 3: Business in a Borderless World
	8	W	18-Sep	Chapter 4: Options for Organizing Business
5	9	M	23-Sep	Chapter 4: Options for Organizing Business
	10	W	25-Sep	Chapter 5: Small Business, Entrepreneurship, and Franchising
6	11	M	30-Sep	Chapter 5: Small Business, Entrepreneurship, and Franchising
	12	W	2-Oct	Chapter 4 & 5 Quiz Chapter 6: The Nature of Management
7	13	M	7-Oct	Chapter 6: The Nature of Management
	14	W	9-Oct	Chapter 7: Organization, Teamwork, and Communication
8	15	M	14-Oct	Chapter 7: Organization, Teamwork, and Communication
	16	W	16-Oct	Mid Term Project Chapter 8: Managing Service and Manufacturing Options
9	17	M	21-Oct	Chapter 8: Managing Service and Manufacturing Options
	18	W	23-Oct	Quiz Chapter 7 & 8 Chapter 9: Motivating the Work Force
10	19	M	28-Oct	Chapter 9: Motivating the Work Force Chapter 10: Managing Human Resources
	20	W	30-Oct	Chapter 10: Managing Human Resources
11	21	M	4-Nov	Quiz Chapters 9 & 10 Chapter 11: Customer-Driven Marketing
	22	W	6-Nov	Chapter 11: Customer-Driven Marketing Chapter 12: Dimensions of Marketing Strategy
12	23	M	11-Nov	Chapter 12: Dimensions of Marketing Strategy
	24	W	13-Nov	Chapter 13: Digital Marketing and Social Networking
13	25	M	18-Nov	Quiz Chapters 11, 12 & 13 Chapter 14: Accounting and Financial Statements
	26	W	20-Nov	Chapter 14: Accounting and Financial Statements
14	27	M	25-Nov	Chapter 15: Money and the Financial System
	28	W	27-Nov	Chapter 16: Financial Management and Securities Markets
15	29	M	2-Dec	Quiz Chapters 14, 15 & 16 Final Project Presentations
	30	W	4-Dec	Final Project Presentations
16	31	M	13-Dec	Final Project Presentations