

**THE UNIVERSITY OF TEXAS AT EL PASO**  
Accounting and Information Systems Department

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**BUSN 1301 Introduction to Global Business, Spring 2023**

**IMPORTANT:** Students will be actively researching and writing; therefore, students are expected to dedicate hours of study time outside of class. Going to college is the opportunity of a lifetime. If you remain an active and dedicated participant in your learning, you will succeed in college and your career.

Leave all excuses at the door and embrace the opportunity that you have by developing a strong work ethic.

**Dr. Gonzales reserves the right to change the syllabus.**

**Class Hours:** 4:30 – 5:50 pm, MW, BUSN 304

**Office Hours:** MW, 2:00 to 4:00pm, by appointment only

**Zoom Office Hours:** By appointment only

**Required Reading Material:**

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

Additional reading material will be announced during the semester as determined by Dr. Gonzales.

**Course Description:** The global business environment is rapidly changing because of shifts in geopolitical alliances, the active roles of global institutions, and advances in technology. This course provides the comprehensive foundation to 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, ethics, and advances in technology. Our discussions will involve the fundamental pillars of the global economic landscape, including: Accounting, Finance, Economics, Supply Chain, and Information Systems. 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.

**Course Learning Activities and Objectives:** 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. See Table 1 below.

Table 1. Course Learning Objectives

Objectives	Learning	Activities	Assessments
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, Classroom Activities, and Group Assignments
Develop an understanding of the various business functional areas.	Remember, Understand	Online discussions, reading material, individual assignments	Exams, Classroom Activities, and Individual Assignments

Appreciate the context of business from both an academic and a practitioner perspective.	Analyze, Evaluate, Apply	In-class discussions, reading material, individual assignments	Exams, Classroom Activities, and Individual Assignments
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, reading material, group assignments	Exams, Classroom Activities, and Group Assignments

**Grade Components:** 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. Some course content may be conducted remotely and the professor reserves the right to change the course content and schedule. The grading scale is found in Table 2, below.

Table 2. Grading Scale

	Weight	Final Grade	Range
In-class Exams (3, 100 points each)	300	A	90% and up
Group Assignments (2, 50 points each)	100	B	80-89.9%
Individual Assignments (2, 50 points each)	100	C	70-79.9%
Final Exam	100	D	60-69.9%
Total (400 points)	600	F	below 60%

**Exams:** All students are required to take the exams at the scheduled time which is to be announced in class. Makeup will only be given to students who have to miss due to “excused absences due to university-recognized activities” or under extreme circumstance. These students are required to send written notice to the instructor about the university-recognized activities ahead of time. See student handbook for a description of these activities.

**Extra Credit:** There will be multiple opportunities provided for extra credit at the discretion of Dr. Gonzales. Any extra credit will be offered for the entire class and NOT on a student-by-student basis.

**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!

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!

**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, Microsoft Office, Adobe Acrobat Reader, Windows Media Player or QuickTime. 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.

**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:** Dr. Gonzales and students will closely adhere to the following policies:

1. For the health and safety of all students and the instructor, please feel free to wear a mask in class. If you have not yet been vaccinated, please take advantage of the free vaccination programs throughout El Paso.
2. While the situation with COVID has improved, I want to do what I can to help all of us remain healthy. While I'd love to speak with you on a 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. Of course, if you need to speak with me in person, please feel free to stop by my office during the designated office hours.
3. 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.
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 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.
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, sit at the back of the classroom. The first row of seats needs to remain empty.
8. 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.
9. 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."
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. Dr. Gonzales 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.
13. **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.**
14. 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 seven business days from the exam date. It is entirely up to the instructor to approve make-up exams.

15. Missed assignments cannot be made up. Plan accordingly! Missing activities for whatever reason will make the successful completion of the course rather challenging.
16. Dr. Gonzales 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 on the date that those assignments are due.
17. 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.
18. 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.
19. 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 as me about the findings of their investigation.