



Introduction to Global Business
BUSN 1301 CRN 13751 Fall 2023



Instructor: Mr. Michael S. Garcia MSPM

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Class Hours: TR 10:30am – 11:50am COBA 331

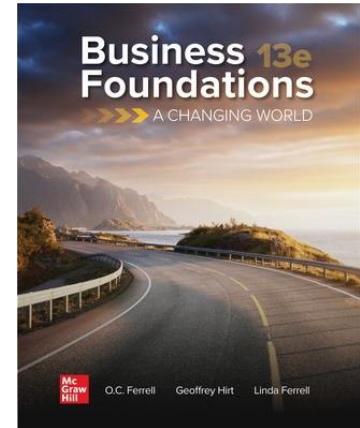
Office Hours: MW 1:00-3:00pm, T 8:00-10:30am, or by appointment

Required Textbook:

Business Foundations: A Changing World, 13th Edition, O.C. Ferrell, Geoffrey A. Hirt, and Linda Ferrell, McGraw Hill, 2023

Digital Access to McGraw Hill Connect Companion Website required!

ISBN 9781264067497



Welcome to the undergraduate Introduction to Global Business Course. Official information for BUSN 1301, including grades, will be posted on Blackboard and McGraw Hill Connect. You are responsible for reading and responding to “Announcements”, “Assignments”, “Assessments”, and other online information concerning this course - check Blackboard and Connect accounts daily!

Course description (from Goldmine)

The global business environment is rapidly changing because of shifts in geopolitical alliances, active roles of global institutions, and advances in information technology. This course provides the comprehensive foundational and functional tools to better prepare students for a global business landscape. As part of the functional approach, the course moves from the conceptual to the application, asking students to implement their learning into real-world personal and professional applications. The course introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global landscape-culture, ethics, economic, and information technology. The purpose of this course is to introduce students to these principles in an engaging, current, and relevant way in the hope that they may develop the knowledge for successful careers in a globalized business landscape.

Prerequisite: There are no prerequisites for BUSN 1301.

Course Objectives:

In successfully completing this course, students will:

1. Acquire the necessary skills and knowledge to understand, interpret, and analyze modern business theories and practices.
2. Develop an understanding of the various business functional areas.
3. Appreciate the context of business from both an academic and a practitioner perspective.
4. Engage in thoughtful discussion and business analysis of issues involving global business, ethics, and sustainability across all functional areas of business.



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Lectures

Important material from the textbook, reference books, case studies, multimedia sources, and homework problem examples will be covered in class lectures. The detailed class outline, at the end of this syllabus, shows you exactly what activity and book chapters will be covered during each week of the entire semester session. You should plan to read a lot and take careful lecture notes. Discussion and engagement with your classmates is strongly encouraged about the topics being covered, both in class and through discussion board assignments.

Regular Exams

There will be four regular, non-comprehensive exams that cover class materials and chapters in the textbook and other materials, taught up to the date of the last class before the exam, as well as an optional comprehensive final exam. Exams will be administered electronically **in TACC Lab 3, Room 324 & ADP Lab, Room 311**, through Blackboard. You must use Respondus Lockdown Browser to take exams, and have a working webcam and microphone on the computer you are using. Respondus Monitor will be enabled and will be recording everything you do and say during your exam session. You will have 60 minutes to take exams. If you have some kind of problem with your computer or Internet connection, your answers will be saved, and you will have plenty of time to restart and reenter the exam. You must complete the exam within 60 minutes of the time you started it, including any interruptions. Exams must be taken in class, **in person**. Exams will not be available remotely – no exceptions! **There are no make-up exams.**

An optional comprehensive final consisting of 100 questions taken from prior regular exams will be offered on the scheduled final exam date for this class. The final exam is purely optional. If you elect to take it, you may use your grade on the final to replace the lowest grade you made on any regular exam. For example, if you miss a regular exam for some reason, you can take the final and use that grade to replace the missing regular exam grade.

How we will Communicate:

I will communicate with you through Blackboard announcements, global emails sent to the whole class and face-to-face and virtual office hours. Your best way to communicate directly with me is via email to mrgarcia4@utep.edu. I teach many classes and have many students, so please identify your **course number** and a **message topic** clearly in the Subject line of your email. For example:

Subject: BUSN 1301 – Question about Exam 1 Grades

If you do not include this information in the Subject line of your message, it may significantly delay my response. I will do my best get back to you within 1 business day.

Netiquette Guidelines:

Netiquette is a set of rules for behaving properly online and face-to-face. We must establish and maintain a safe learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in a tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to dismiss or attack any individual. Working as a community of learners, we will build a polite and respectful course community.

The following netiquette tips will enhance the learning experience for everyone in this course:

- Do not dominate any discussion.
- Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately and professionally.



- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting. Popular emoticons, such as 😊, can be helpful to convey your tone but do not overdo or overuse them.
- Avoid using vernacular or slang language. This could possibly lead to misinterpretation.
- Never make fun of someone’s ability to read or write.
- Share tips with other students.
- Keep an “open-mind” and be willing to express even your minority opinion. Minority opinions will be respected.
- Think, pause, and edit before you push the “Send” button.
- Do not hesitate to ask for feedback.
- Be careful using humor – your perception of what is funny may be very different from someone else’s.

Grading Policy:

15 %	First Regular Exam	A =	numerical grade \geq 90
15 %	Second Regular Exam	B =	$80 \leq$ numerical grade $<$ 90
15 %	Third Regular Exam	C =	$70 \leq$ numerical grade $<$ 80
15 %	Fourth Regular exam	D =	$60 \leq$ numerical grade $<$ 70
10 %	Participation and Engagement	F =	numerical grade $<$ 60
30 %	Homework and other assignments		

COURSE POLICIES

1. Electronic Devices

All electronic devices (cell phones, tablets, camera containing devices, etc.) must be completely turned off during exams and should not be in the hands of students at any time during an exam. There will be absolutely no texting, phone calls, or social media interaction during exams. Such activity will be captured and recorded by Respondus Monitor and will constitute grounds for disqualifying an exam attempt, resulting in a grade of zero.

2. Academic Integrity

Cheating is unethical and unacceptable. Using information or original wording in a paper or assignment, including any information from an AI chat-bot like ChatGPT, without giving credit to the source of that information or wording is **plagiarism**, and is absolutely unacceptable and illegal. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html> for further information.

3. Attendance and Punctuality

Attendance is valued in this class, just as it is in the workplace. Being absent or late to class sends a negative message to the Professor, just as it does to an employer, manager, or customer. You cannot contribute to the class if you are not present. Please keep in mind that missing 1 class is equivalent to missing 5 days of work.

Class attendance is required and expected. Exam and quiz material will be substantially based on lectures, therefore you are responsible for all material covered in class. Please arrive on time and take your seat quickly and quietly. Arriving late hinders all students and is considered disruptive to everyone in class.



4. General Homework

There will generally be one reading/homework assignment for each text chapter, related to material that will be covered in class. Please note that you should complete and turn in homework **exclusively through McGraw Hill Connect or Blackboard**. Connect download instructions and class codes will be posted on Blackboard and in a separate email message to all students. Homework will not be accepted via hardcopy, email, or text messages and cannot be turned in after its due date. If you expect to be out-of-pocket, make sure you will be able to do the homework before its due date. No late assignments will be accepted. Unless specifically stated otherwise, all homework is a strictly individual, non-group, non-collaborative task.

5. Individual Assignments

Business Case Critique – Please note on the detailed class outline on pages 6-7 of this syllabus, that after every two chapter lectures there is a class day reserved for “Discussion/Case Study/Examples.” On these days, we will have an in-depth discussion of a relevant, current-events-related business case, most likely from the Harvard Business Review. Each student is expected to read, analyze, and offer a summary of one of these cases, as it relates to their anticipated area of study or major. Summaries must be written to draw attention to, and engage interest in your story. Each summary must be at least 300 words excluding citations and titles. Details regarding the individual assignment will be provided on Blackboard. Individual assignments will be scheduled based on your assigned student number with one fourth of the class being assigned to critique each Case as we go along in the semester.

Presentation - You will be asked to address an important business opportunity related to a social or environmental sustainment issue following the format I will share with you in class and on Blackboard. Part of your grade will involve completing a training module covering a certain aspect of modern business sustainability. For this assignment, each student will prepare a narrated Microsoft PowerPoint presentation. This is expected to be a professional presentation that succinctly communicates your ideas. More details about the presentation and a grading rubric will be provided on Blackboard.

6. Need for Assistance

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the Center for Accommodations and Support Service (CASS) website at <https://www.utep.edu/student-affairs/cass/>

7. Other Student Services

University Writing Center: <http://uwc.utep.edu/index.php>

Sexual Harassment Guide for students: <https://www.utep.edu/titleix/Filing-a-Complaint.html>

University Counseling Center: <https://www.utep.edu/student-affairs/counsel/>, 747-5302, 202 Union West; walk-ins encouraged.

Student Health and Wellness Center: <https://www.utep.edu/chs/shc/>, 747-5624. Many services free to students paid for through student health fee.

Student Engagement and Leadership Center: <https://www.utep.edu/student-affairs/selc/>, 106 Union West, 747-5670. Includes study space with workstations; family friendly room with lactation space.

University Career Center: <https://www.utep.edu/student-affairs/careers/>, 103 Union West, 747-5640.

Mine Tracker: <https://minetracker.utep.edu/>. Events, news and organizations.



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8. Campus Carry:

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (ext. 5611) or 911. For information on campus concealed carry, see <https://www.utep.edu/campuscarry/>. For more information on overall campus safety, see: <https://www.utep.edu/student-affairs/dean-of-students-office/student-emergency/index.html>

Please note that the GBC is a designated **Campus Carry Exclusion Zone** – a property leased by the University which has existing tenant leases *prohibiting weapons*. For more on Exclusion Zones see: <https://www.utep.edu/campuscarry/exclusion-zones/index.html>

9. Student Responsibility

Individual students must operate with integrity in their dealings with faculty and other students; utilize learning materials with appropriate attention and dedication; maintain engagement when challenged by difficult learning activities; contribute to the learning of others; and perform to standards set by the faculty.

Note: This is a tentative syllabus and the Professor reserves the right to make appropriate changes.



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COBA 331

Detailed Course Outline:

Week	Day	Date	Subject	Discussion	HW
1	Tue	Aug 29	Class Intro Connect	Expectations and course overview Study Best Practices, Part 1 Complete Connect Activities for Ch 1	#1
	Thur	Aug 31	Chapter 1 Connect	Dynamics of Business and Economics. Study Best Practices, Part 2 Complete Connect Activities for Ch 2	#2
2	Tue	Sep 5	Chapter 2	Business Ethics, Social Responsibility	
	Thur	Sep 7	Chapter 1-2 Connect	Discussion/Case Study/Examples Complete Connect Activities for Ch 3	Critique #1 #3
3	Tue	Sep 12	Chapter 3 Connect	Business in a Borderless World Complete Connect Activities for Ch 4	#4
	Thur	Sep 14	Chapter 4	Options for Organizing a Business	
4	Tue	Sep 19	Chapter 3-4 Connect	Discussion/Case Study/Examples Complete Connect Activities for Ch 5	#5
	Thur	Sep 21	Exam #1	1-Hour Exam Covers Chapters 1-4	Exams will be given in the COBA Labs!
5	Tue	Sep 26	Chapter 5 Connect	Small Business, Entrepreneurship, Franchising Complete Connect activities for Ch 6	#6
	Thur	Sep 28	Chapter 6 Connect	The Nature of Management Complete Connect Activities for Ch 7	#7
6	Tue	Oct 3	Chapter 5-6	Discuss/Assign Narrated Presentation Project	
	Thur	Oct 5	Chapter 7 Connect	Organization, Teamwork, Communication	#8
7	Tue	Oct 10	Chapter 8	Managing Operations and Supply Chains	
	Thur	Oct 12	Chapter 7-8 Connect	Discussion/Case Study/Examples Complete Connect Activities for Ch 9	Critique #2 #9
8	Tue	Oct 17	Exam #2	1-Hour Exam Covers Chapters 5, 6, 7, 8	Exams will be given in the COBA Labs!
	Thur	Oct 19	Chapter 9 Connect	Motivating the Workforce Complete Connect Activities for Ch 10	#10
9	Tue	Oct 24	Chapter 10 Connect	Managing Human Resources Complete Connect Activities for Ch 11	#11
	Thur	Oct 26	Chapter 9-10	Discussion/Case Study/Examples	Critique #3
10	Tue	Oct 31	Chapter 11 Connect	Customer-Driven Marketing Complete Connect Activities for Ch 12	#12
	Thur	Nov 2	Chapter 12 Connect	Dimensions of Marketing Strategy Complete Connect Activities for Ch 13	#13



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11	Tue	Nov 7	Chapter 11-12	Discussion/Case Study/Examples	
	Thur	Nov 9	Exam #3	1-Hour Exam Covers Chapters 9, 10, 11, 12	Exams will be given in the COBA Labs!
12	Tue	Nov 14	Chapter 13 Connect	Digital Marketing and Social Media Complete Connect Activities for Ch 14	Presentations Due! #14
	Thur	Nov 16	Chapter 14 Connect	Accounting and Financial Statements Complete Connect Activities for Ch 15	#15
13	Tue	Nov 21	Chapter 13-14	Discussion/Case Study/Examples	Critique #4
	Thur	Nov 23	Chapter 15 Connect	Money and the Financial System Complete Connect Activities for Ch 16	#16
14	Tue	Nov 28	Chapter 16	Financial Management and Securities	
	Thur	Nov 30	Chapter 15-16	Discussion/Case Study/Examples	
15	Tue	Dec 5	Exam #4	1-Hour Exam Covers Chapters 13, 14, 15, 16	Exams will be given in the COBA Labs!
	Thur	Dec 7	Class Wrap-Up	Last day of class – wrap up any final material, discuss optional Final Exam	
16	Thur	Dec 14 10am-12pm	Optional Final Exam	90-minute Optional Final Exam. 100 questions, fully comprehensive.	Exams will be given in the COBA Labs!



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Fall 2023 Academic Calendar:

Mar 27th	Fall Registration Begins
Aug 17th	Last Day to Clear Students on Suspension/Probation as well as those with Insufficient Prerequisites
Aug 18th	Drops for Students with Unsatisfactory Academic Standing, Insufficient Prerequisites, and Prior Grades of C in the Course
Aug 21st	Financial Aid is Disbursed
Aug 28th	Fall classes begin
Aug 28th-Sept 1st	Late Registration (Fees are incurred)
Sept 4th	Labor Day Holiday- University Closed
Sept 13th	Fall Census Day Note: This is the last day to register for classes. Payments are due by 5:00 pm.
Sept 25th	20 th Class Day Note: Students who were given a payment deadline extension will be dropped at 5:00 pm if payment arrangements are not been made.
Oct 6th	Graduation application deadline for degree conferral
Nov 3rd	Fall Drop/Withdrawal Deadline Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.
Nov 17th	Deadline to submit candidates' names for commencement program
Nov 23rd-24th	Thanksgiving Holiday- University Closed
Dec 7th	Fall– Last day of classes
Dec 8th	Dead day
Dec 11th-15th	Fall Final Exams
Dec 16-17th	Fall Commencement
Dec 19th	Grades are Due
Dec 20th	Grades are posted to student records; students are notified of grades and academic standing
Payment Deadlines	For more information visit the Student Business Services Website