

BUSN 1301 - Intro to Global Business
Department of Economics and Finance
Woody L. Hunt College of Business
The University of Texas at El Paso

1 General Information

Instructor: Spencer Barnes, Ph.D.

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Office: BUSN 235

Office Hours: 10:30 a.m. to 11:30 a.m. MW

Course: BUSN 1301

Location: BUSN 319

Dates: 08/26/24 to 12/13/24

Time: 9:00 a.m. to 10:20 a.m. MW

2 Learning Objectives

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.

3 Course Resources

Textbook: This course will primarily draw from *Business Foundations: A Changing World, McGraw Hill 13th Edition* by O. C. Ferrell, Geoffrey Hirt and Linda Ferrell, ISBN-13: 9781264067497. However, certain topics may be presented from other sources, which will occasionally be posted on the course website.

Course Website: When you are officially registered for the course, you should see "BUSN 1301, Intro to Global Business", listed on your course homepage. This is your link to the course website and all course materials.

Communication: Administrative announcements will be placed on the announcements page of the course website and/or distributed via e-mail. This is my primary means of communication with you as a class. I may or may not make announcements or assignments in class, but I will post them either on the announcements page of the website, or distribute them by e-mail, or both. I consider this sufficient notification. For this reason, you should check the announcements page and your e-mail regularly throughout the semester.

Note: Students are not excused from assignments because they do not have the textbook or because they have ordered it by mail but it has not arrived yet; it is your responsibility to obtain access to the required resources in a timely manner.

4 Tentative Outline

Dates	Subject	Book Chapter
08/26/24 - 09/01/24	Overview of the course	
09/02/24 - 09/08/24	Study strategies	
09/09/24 - 09/15/24	Personal ethics	
09/16/24 - 09/22/24	Overview of academic programs	
09/23/24	Exam 1	
09/23/24 - 09/29/24	Economics	Chapter 1
09/30/24 - 10/06/24	Business ethics	Chapter 2
10/07/24 - 10/13/24	International business	Chapter 3
10/14/24 - 10/20/24	Entrepreneurship	Chapter 5
10/20/24	Movie project	
10/21/24	Exam 2	
10/21/24 - 10/27/24	Management	Chapter 6
10/28/24 - 11/03/24	Operations	Chapter 8
11/04/24 - 11/10/24	Marketing	Chapter 11
11/11/24 - 11/17/24	Accounting	Chapter 14
11/18/24	Exam 3	
11/18/24 - 11/24/24	Finance	Chapter 15
11/25/24 - 12/01/24	Finance	Chapter 16
12/02/24	Team project	
12/04/24	Team project	
12/11/24	Final exam	

5 Course Requirements

This course will employ essays, homework, a movie project, a team project, and exams as evaluation methods.

- **Essays (x12 - 10 points each):** The objective of this assignment is to encourage you to actively engage with the course material and develop your critical thinking and writing skills. You will be writing a one-page essay each week on a topic that you found interesting from our class discussions during that week. The instruction for these essays are as follows:
 - Submission: Submit your essay by the designated deadline at 11:59 p.m. on Blackbaord. See the grading table in section six for the due dates.
 - Length and Formatting: Your essay should be one page in length, which is approximately 300-500 words. Use a standard font (such as Times New Roman or Arial) and a font size of 12. Set your margins to 1 inch on all sides.
 - Select a Topic: Choose a topic from our class discussions that you found interesting, thought-provoking, or impactful. It could be a concept, theory, case study, or even a real-world example that we explored in class during the week.
 - Reflect on the Topic: Take some time to reflect on the chosen topic. Think about its relevance, implications, and any connections you can make to the business world or your personal experiences.
 - Research and Gather Information: Conduct further research, if needed, to gain a deeper understanding of the chosen topic. Look for reliable sources such as textbooks, academic journals, reputable websites, or relevant articles to gather more information and support your ideas.
 - Structure your Essay: Your essay should have a clear structure and flow. Use the following outline as a guideline:
 - * Introduction: Start with an engaging introduction that provides context and briefly introduces the topic.

- * **Body:** Present your thoughts and insights about the chosen topic. Support your ideas with evidence and examples from class discussions and additional research.
- * **Conclusion:** Summarize your main points and provide a concise conclusion that reinforces the significance of the topic.
- **Writing Style and Formatting:** When writing your essay, keep the following points in mind:
 - * Use clear and concise language.
 - * Avoid excessive jargon, but make sure to use appropriate business terminology.
 - * Ensure your essay is well-structured, coherent, and free of grammatical errors.
 - * Write in the third person (unless specified otherwise) and maintain a formal tone.
- **Grading Criteria:** Your essay will be assessed based on the following criteria:
 - * Demonstration of understanding of the chosen topic.
 - * Critical thinking and analysis.
 - * Clarity of expression and organization.
 - * Integration of relevant examples and evidence.
 - * Correct grammar, punctuation, and spelling.
- Remember, this assignment is an opportunity for you to explore and delve deeper into the topics that capture your interest. Feel free to express your thoughts, ideas, and creativity while maintaining a strong connection to the business concepts we discuss in class.
- **Homework (x12 - 10 points each):** Each Sunday by 11:59 p.m. you are to complete a homework on the material we've discussed in class on the course website.
- **Movie Project (x1 - 160 points):** In this assignment, you have the exciting opportunity to watch the movie "The Big Short" and explore its connections to your anticipated area of study or major. This assignment will help you understand real-world business scenarios and provide insights into how the concepts discussed in class can be applied to practical situations. Requirements for your essay, which will be submitted on Blackboard:
 - **Movie Viewing:** Start by watching the movie "The Big Short." It is a captivating film that delves into the financial crisis of 2007-2008 and explores the factors that led to the collapse of the housing market. This movie will give you a glimpse into the world of finance and the consequences of unethical practices.
 - **Selection of Anticipated Area of Study or Major:** Reflect on the area of study or major you are currently interested in pursuing. It could be finance, marketing, entrepreneurship, accounting, human resources, or any other field related to business. Choose the area that appeals to you the most and will likely shape your academic and professional journey.
 - **Identification of Relevant Themes:** While watching the movie, pay close attention to the various themes, concepts, and characters that relate to your chosen area of study. Consider how these elements align with the subjects you'll be exploring in your academic journey and future career.
 - **Research and Analysis:** Conduct further research on the concepts and themes portrayed in the movie. Dive into scholarly articles, books, or reputable online sources to enhance your understanding of the key elements that contributed to the financial crisis and its impact on the business world. Explore how these elements connect to your anticipated area of study.
 - **Essay Structure:** Your essay should be five pages long and include the following sections:

- * Introduction: Begin with an engaging introduction that provides an overview of the movie "The Big Short" and its relevance to the business world. Introduce your anticipated area of study or major and explain its significance in the context of the movie.
 - * Movie Summary: Provide a brief summary of the movie, highlighting the main events, characters, and their roles in the story. Focus on how the financial crisis unfolded and the implications it had for businesses.
 - * Connection to Your Area of Study: Explore the specific themes, concepts, or situations in the movie that align with your chosen area of study. Use examples and evidence from the film to illustrate these connections. Discuss how the events portrayed in the movie could relate to real-world scenarios in your field of interest.
 - * Analysis and Reflection: Analyze the impact of the financial crisis on businesses and the lessons that can be learned from it. Reflect on how the movie highlights the importance of ethical decision-making, risk management, or other relevant aspects in your area of study. Discuss the potential implications for your future career and the value of understanding such events in the business world.
 - * Conclusion: Summarize your key findings and insights from the movie.
- **Team Project (x1 - 225 points):** In this team project assignment, you will have the opportunity to showcase your business acumen and presentation skills by participating in a "Shark Tank" style presentation. Similar to the popular TV show, you and your team will pitch a business idea or concept to me, acting as the "shark." This assignment will allow you to apply your knowledge and creativity while honing your persuasive communication abilities. Requirements for your presentation:
 - Business Idea or Concept: Select a unique and innovative business idea or concept that you and your team are passionate about. It could be a product, service, or a combination of both. Brainstorm ideas that address a problem or need in the market and have the potential to be successful.
 - Market Research and Analysis: Conduct thorough market research to understand the industry landscape, target audience, competitors, and potential market demand for your business idea. Analyze relevant data and trends to support the viability and potential profitability of your concept.
 - Business Plan Development: Develop a comprehensive business plan for your idea, considering essential components such as mission and vision, target market, marketing and sales strategies, operations, financial projections, and potential challenges. Create a compelling story that captures the essence of your business and its value proposition.
 - Presentation Preparation: Prepare a dynamic and engaging presentation to pitch your business idea to me, the "shark." Your presentation should be well-structured, professional, and visually appealing. Consider using PowerPoint or other visual aids to enhance the clarity and impact of your message.
 - Presentation Content: Your presentation should include the following elements:
 - * Introduction: Begin with a captivating introduction that grabs attention and provides an overview of your business idea. Clearly state your company name, the problem you aim to solve, and why your solution is unique and valuable.
 - * Product/Service Description: Clearly explain your product or service, highlighting its features, benefits, and how it addresses the identified problem or need in the market. Use visuals, prototypes, or demonstrations to showcase your concept.
 - * Market Analysis: Present your market research findings, demonstrating your understanding of the target market, customer demographics, and competition. Share data and insights that support the potential success and growth of your business.

- * Marketing and Sales Strategies: Outline your marketing and sales strategies to reach and attract customers. Discuss your branding, advertising, pricing, and distribution strategies, highlighting how they differentiate your business from competitors.
 - * Financial Projections: Present financial projections, including revenue forecasts, cost analysis, and projected profitability. Explain your assumptions and provide evidence to support your financial projections.
 - * Team and Roles: Introduce your team members and describe their roles and expertise. Emphasize how your team's skills and experiences contribute to the success of your business.
 - * Q&A Session: Prepare for a question-and-answer session where I, as the "shark," will ask probing questions about your business idea, strategy, and financial projections. Be ready to address concerns and provide convincing responses.
- Presentation Delivery: During the presentation, be confident, enthusiastic, and articulate. Practice your delivery to ensure a smooth and engaging presentation. Each team member should actively participate and contribute to the presentation.
 - Evaluation: Your presentation will be evaluated based on the following criteria:
 - * Clarity and Presentation Skills: Effective communication, clear articulation, and confident delivery of your message.
 - * Content and Business Idea: Quality of your business idea, market analysis, marketing strategies, financial projections, and overall feasibility.
 - * Organization and Structure: Logical flow, coherence, and structure of your presentation.
 - * Visual Aids and Professionalism: Effective use of visual aids, professional appearance, and adherence to presentation guidelines.
 - * Q&A Session: Ability to address questions, provide thoughtful responses, and demonstrate knowledge and preparedness.
- **Exams (x3 - 125 points each):** There will be four multiple choice exams during the semester that will be completed through Blackboard.
 - All exams will cover material assigned for reading and material discussed in class and in the various activities assigned in each learning unit. All exams will be taken online using Blackboard. Each exam will include 50 multiple-choice questions in 80 minutes. Once you get the exam started, you must complete it within 80 minutes. That is the maximum time allowed for each of the four exams.
 - You are welcome to take the exam in class on the designated exam dates with your laptop or tablet. There will be no organized class on that date. Be sure to start the exam on time. The instructor will be in class to ensure that the exam environment in class is orderly and conducive to taking an exam. Beyond that, you can take the exam from anywhere, either on or off campus as long as you have Internet connection.
 - Exams will be open note, open Internet, and open group just like a job in the real world once you graduate. But, also just like a job in the real world once you graduate, the exams will not allow backtracking and the questions will be in random order. None of the four regularly scheduled exams will be comprehensive, although it is assumed that students will be able to apply general concepts and methods discussed throughout the semester.
 - You will be able to drop the lowest exam score, but you must take all four exams and must score at least 70% in each of the four exams. The lowest exam score will be replaced with the next highest score from the remaining three exams. All students will be able to drop the lowest exam score (no more than one exam score can be dropped) by taking a comprehensive exam during the

Final Exams week (see tentative schedule). The instructor will make this adjustment at the end of the semester before calculating the final grades.

- 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 the exam. 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.

6 Grading

The points for computing final course grades are given below. The scale for assigning final course grades will follow the distribution given by the University. Specifically, 1000-900 points result in an A, 899-800 points result in a B, 799-700 point results in a C, 699-600 points result in a D, and less than 600 points result in a F. The passing grade for this class is a C or better.

Assignment	Points	Due Date	Time
Homework	10	09/08/24	11:59 pm
Essay	10	09/08/24	11:59 pm
Homework	10	09/15/24	11:59 pm
Essay	10	09/15/24	11:59 pm
Homework	10	09/22/24	11:59 pm
Essay	10	09/22/24	11:59 pm
Exam 1	125	09/23/24	09:00 am – 10:20 am
Homework	10	09/29/24	11:59 pm
Essay	10	09/29/24	11:59 pm
Homework	10	10/06/24	11:59 pm
Essay	10	10/06/24	11:59 pm
Homework	10	10/13/24	11:59 pm
Essay	10	10/13/24	11:59 pm
Homework	10	10/20/24	11:59 pm
Essay	10	10/20/24	11:59 pm
Movie Project	160	10/20/24	11:59 pm
Exam 2	125	10/21/24	09:00 am – 10:20 am
Homework	10	10/27/24	11:59 pm
Essay	10	10/27/24	11:59 pm
Homework	10	11/03/24	11:59 pm
Essay	10	11/03/24	11:59 pm
Homework	10	11/10/24	11:59 pm
Essay	10	11/10/24	11:59 pm
Homework	10	11/17/24	11:59 pm
Essay	10	11/17/24	11:59 pm
Exam 3	125	11/18/24	09:00 am – 10:20 am
Homework	10	12/01/24	11:59 pm
Essay	10	12/01/24	11:59 pm
Team Project	225	12/02/24	09:00 am – 10:20 am
		12/04/24	09:00 am – 10:20 am
Exam 4	Option	12/11/24	10:00 am – 11:20 am

7 Policies

Grading Policy

I will not accept late assignments, nor will I allow for make up exams. Unless the situations are dire, with proof adhering to the University attendance policy below, these policies are strict. Adjustments in test grades will be made only within the week following the test; after one week, no grades will be changed for any reason.

It is your responsibility to monitor your grades on all activities on a weekly basis by checking your grades on the course website. If you fail to do so, and later in the semester or at the end of the semester, find an error in an earlier grade, it will not be corrected. You have one week from the time the grade for each activity is posted to the course website to check for errors or other problems with the grade. If you find an error or problem with your grade, you should bring it to my attention as soon as possible and then you should check your grades regularly after that to ensure that it has been corrected.

Technology Policy

Electronic devices are allowed during lectures unless otherwise stated. I will move about the room and if I notice that the technology is being used for something besides my course I will ask you to stow the device. Failure to adhere will result in dismissal from the classroom.

Syllabus Change Policy

Except for changes that substantially affect implementation of the grading statement, this syllabus is a guide for the course and is subject to change with advance notice.

Class Attendance Policy

Class attendance is, of course, encouraged. However, attendance is not required and is actively discouraged for purposes other than listening to the class presentation, asking questions, and participating in organized discussion and learning activities. Discourteous, uncivil, or disruptive behavior is unacceptable.

University Attendance Policy

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

University Withdrawal Policy

A student may officially withdraw from this class with an automatic W at any time before the University's deadline. No withdrawals will be allowed after this date. This is University policy. Automatic withdrawals will not be made by the instructor. To be withdrawn from the class, students must take the appropriate actions on or before the University deadlines.

Academic Honor Policy

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. More information regarding UTEP policies related to academic integrity is available on HOOP: Student Conduct and Discipline.

Americans with Disabilities Act

Any student 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, or email them at cass@utep.edu, or apply for accommodations online via the CASS portal. If you need to discuss accommodations that are already in place, please talk to me within the first two weeks of the semester. I will do my best to provide a positive and accessible learning environment for everyone in this class.

Copyright Policy

Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with and for the duration of the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the Teach Act.

Free Tutoring from UTEP

On-campus tutoring and writing assistance is available for many courses at UTEP. For more information, visit the Miner Learning Center (MLC). MLC offers professor, section based supplemental instruction and tutoring. The professors handpick the students working for MLC, so visiting students are sure to have accurate, professor based assistance. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

Your continuation in this course section beyond the drop/add period is presumptive evidence that you understand and agree to all the policies and expectations set forth in this syllabus.