



# FALL 2024 BUSN 1301 Introduction to Global Business Syllabus

## Who is responsible for the design & delivery of this course?

**Instructor**

Bill Conwell

**CRN**

15533

**Section**

002

**Office:**

CoBA Room 258

**Class Location:**

CoBA Room 313

**Office Hours:**

M & W; 2:00 pm to 4:00 pm, T & R; 3:00 pm to 5:00 pm, and by appointment

**Class Days:**

T & R

**Class Hours:**

12:00 pm to 1:20 pm

**E-Mail:**

wjconwell@utep.edu

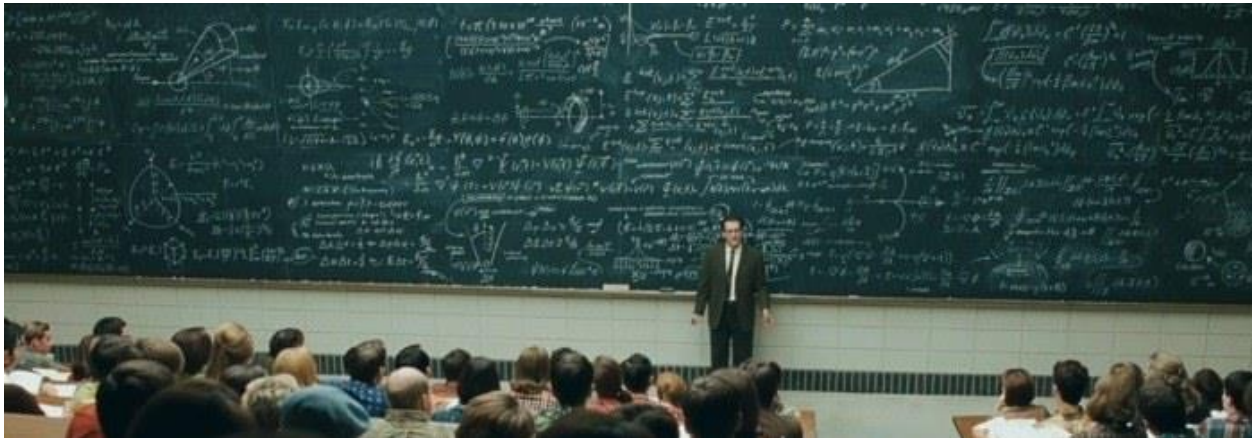
**Phone:**

915 747-7190

**Semester:**

Fall 2024

## What course is this again?



**Catalog:**

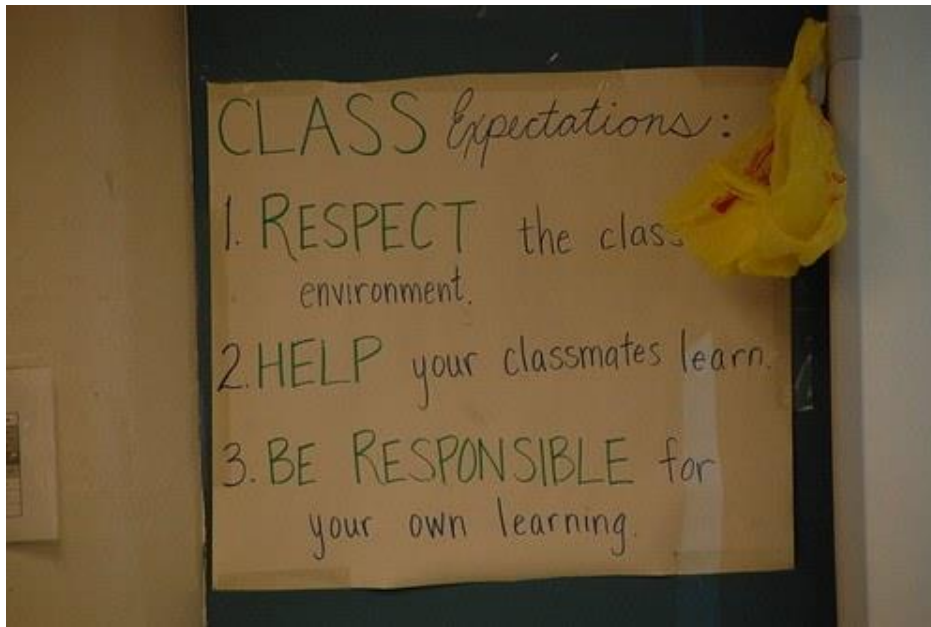
**BUSN 1301 Introduction to Global Business**

**Course Description:**

Here is what the catalog says: 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, economics, 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.

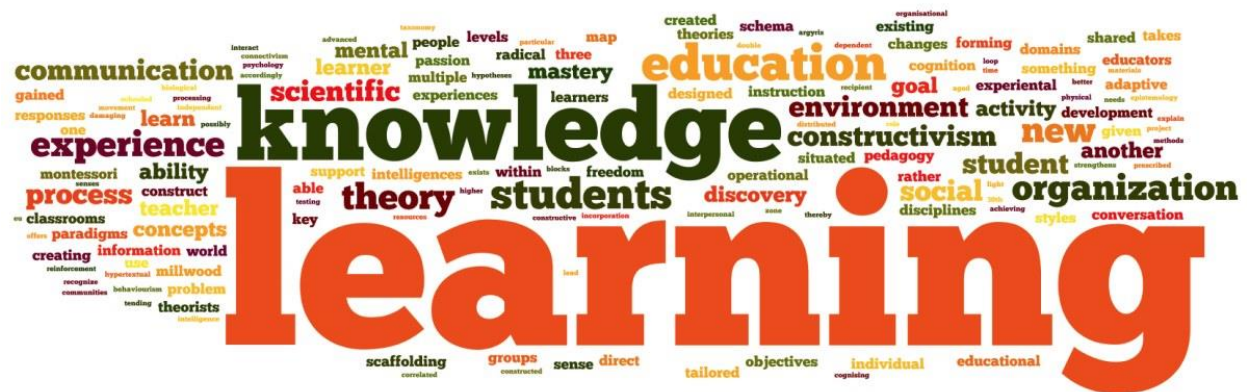
## Course Expectations



I have four values that I hope will make clear the culture and expectations of this class and this course.

- Enlightenment
- Engagement
- Enjoyment
- Excellence

## What am I going to learn?



### Student Learning Outcomes:

- **SLO 1.0** To be exposed, at an introductory level, to the varied aspects and components of business on a global scale.
- **SLO 2.0** An appreciation and an understanding of the global business environment, its vocabulary, and the role of the various disciplines that interact to support it.
- **SLO 3.0** Realizing the value of planning and process in creating and managing successful global enterprises.
- **SLO 4.0** A demonstrated ability to utilize critical thinking and problem-solving skills to address global business challenges and opportunities.

## What textbook will be required?

**Business Foundations: 13e, A Changing World**, ©2023, by O. C. Ferrel, Geoffrey A. Hirt, & Linda Ferrel, Publisher McGraw Hill

McGraw Hill CONNECT will **NOT** be required for this course.

## How will the course be delivered?



- This course will be accomplished in a face-to-face classroom format.
- This course is designed using a modular format—that is, each day/class session is “packaged” in Blackboard as a single module so that all the materials, lecture notes, submission areas, discussion posts, quizzes/exams are in one area for a given session.
- Blackboard Ultra Course View format will be utilized to share class assignments and submissions and possibly quizzes. Recommended browsers are Google Chrome or Firefox. Any technology-related issues or problems should be handled through Student Technology Services at: [https://www.utep.edu/technologysupport/ServiceCatalog/Student\\_Services.html](https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html)

## How will we communicate?



- Here are the ways we can keep the communication channels open:
- Office Hours: I will have office hours for your questions and comments about the course. My office hours are in-person. However, you can request a virtual meeting, and I will send you a Zoom link. Please see the days and times at the top of this syllabus.
- Email: UTEP e-mail is the best way to contact me. I will attempt to respond to your e-mail within 24 hours of receipt. When emailing me, please email from your UTEP student e-mail account, and please **put the course number in the subject line**. In the body of your e-mail, clearly state your question. At the end of your e-mail, **be sure to put your first and last name and your university identification number**.
- **You may also contact me through the Message option in Blackboard.**
- Announcements: Check the Blackboard announcements frequently for updates, deadlines, or other important messages.

## TECHNOLOGY REQUIREMENTS



***YOU WILL NEED TO BRING YOUR LAPTOP, TABLET, OR EQUIVALENT DEVICE TO CLASS.***

Some course content will be delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Zoom, Adobe, Flashplayer, 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 encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

## How am I going to learn?



Students are responsible for the text material. Supplemental material to enhance, make relevant, or clarify text material will be provided by the instructor.

Small individual/team exercises may be utilized to help with subject matter understanding as well as the application of creative thinking in addressing case-related issues.

Quizzes will be used to monitor student progress as well

## How am I going to be graded?





- **Quizzes:** *In-class* quizzes on reading material, videos, and *class discussion* items will be utilized to measure and reinforce understanding of key course concepts and learning objectives.
- **No extra credit is offered in this course.**

**Summary of criterion-based (no curve) grading scheme: Total Points: 1,000**

<b>Quizzes (25 total ) Points</b>	<b>1,000</b>
<b>Total Weight Points</b>	<b>1,000</b>

**Grading scale based on percentages of criterion-based (no curve) grading scheme:**

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 0-59%

## **Other Important Announcements**



**Disability accommodation.** 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](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal.

#### **UTEP Policy on Academic 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 one's 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](#).

#### **Copyright Compliance:**

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

#### **Professional Demeanor:**

- This course may require online communication between students as well as between the students and faculty. The expectation is that all parties will interact in a professional manner. If you have questions regarding online interaction in a professional manner, please reference the guidelines at <https://www.utep.edu/extendeduniversity/utepconnect/blog/october-2017/10-rules-of-netiquette-for-students.html>. The expectation is that you will comply with these guidelines throughout the course – and, hopefully, beyond.

#### **GUIDANCE ON ARTIFICIAL INTELLIGENCE**

- The use of generative AI tools such as Chat GPT will probably not be required for this course. If, however, there is a circumstance where the student chooses the use of generative AI tools, the following applies.

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

## Spring 2024 Course Syllabus Content BUSN 1301

Subject to change if/as circumstances dictate.

### Course Outline & Activity Plan:

Session	Chapters Covered	Focus/Assignments/Activities
1 8/27/2024 T	Course Intro	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Students will recognize the parameters &amp; execution of the course. <b>READ</b></li> <li>• <b>Bonus Chapter B</b></li> </ul>
2 8/29/2024 R	Bonus Ch. B Personal Financial Planning	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize the importance of financial planning, process, and discipline to personal and business success.</li> </ul>
3 9/3/2024 T	Bonus Ch. B Personal Financial Planning	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize the importance of financial planning, process, and discipline to personal and business success. <b>Read Chapter 1</b></li> <li>•</li> </ul>
4 9/5/2024 R	Ch. 1 The Dynamics of Business & Economics	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> A basic understanding of the fundamentals, systems, relationships, and players that make up the world of business and economics.</li> <li>• <b>Quiz (1 of 25) on Chapter 1</b></li> <li>• <b>Read Chapter 2</b></li> <li>•</li> </ul>
5 9/10/2024 T	Chapter 2 Business Ethics & Social Responsibility (Intro)	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Understand what constitutes business ethics and social responsibility on a global scale, their role in business, and their importance in conducting business.</li> <li>• <b>Quiz (2 of 25) on Chapter 2</b></li> <li>• <b>READ Chapter 2</b></li> <li>•</li> </ul>
6 9/12/2024 R	Chapter 2 Business Ethics & Social Responsibility	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Understand what constitutes business ethics and social responsibility on a global scale, their role in business, and their importance in conducting business.</li> <li>• <b>Quiz (3 of 25) on Chapter 2</b></li> <li>• <b>READ Chapter 3</b></li> </ul>
7 9/17/2024 T	Chapter 3 Business in a Borderless World	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Awareness of the nature of doing business internationally and the considerations, strategies, and impacts when trading across international borders. <b>Quiz (4 of 25) on Chapter 3</b></li> <li>•</li> <li>• <b>READ Chapter 3</b></li> </ul>
8 9/19/2024 R	Chapter 3 Business in a Borderless World	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Awareness of the nature of doing business internationally and the considerations, strategies, and impacts when trading across international borders. <b>Quiz (5 of 25) on Chapter 3</b></li> <li>•</li> <li>• <b>READ Chapter 4</b></li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
9 9/24/2024 T	Chapter 4 Options for Organizing Business	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Awareness of the types of business organizations, their advantages and disadvantages, and the rationale for deciding the best option for a given business enterprise. <b>Quiz (6 of 25) on Chapter 4</b></li> <li>• <b>Read Chapter 5</b></li> </ul>
10 9/26/2024 R	Chapter 5 Small Business, Entrepreneurship, & Franchising	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Appreciation of the role of small business and entrepreneurship in the global economy and the need and value of process in establishing and maintaining a business enterprise. <b>Quiz (7 of 25) on Chapter 5</b></li> <li>• <b>READ Chapter 6</b></li> </ul>
11 10/1/24 T	Chapter 6 The Nature of Management	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Understanding of the role(s) and process of management and its importance to the success of a business. <b>Quiz (8 of 25) on Chapter 6</b></li> <li>• <b>Read Chapter 7</b></li> </ul>
12 10/3/2024 R	Chapter 7 Organization, Teamwork, & Communication	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Appreciation of organizational leadership, structure, and culture in global business success.</li> <li>• <b>Quiz (9 of 25) on Chapter 7</b></li> <li>• <b>READ Chapter 8</b></li> </ul>
13 10/8/2024 T	Chapter 7 Organization, Teamwork, & Communication	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Appreciation of organizational leadership, structure, and culture in <b>global</b> business success.</li> <li>• <b>CoBA Business Academies Presentations Read Chapter 8</b></li> </ul>
14 10/10/2024 R	Chapter 8 Managing Operations & Supply Chain (Intro)	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Awareness of the interrelated global systems, processes, and organizations involved in getting goods and services from their origin into their ultimate customers or consumers. <b>Quiz (10 of 25) on Chapter 8</b></li> <li>• <b>READ Chapter 8</b></li> </ul>
15 10/15/2024 T	Chapter 8 Managing Operations & Supply Chain	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Awareness of the interrelated global systems, processes, and organizations involved in getting goods and services from their origin into their ultimate customers or consumers. <b>Quiz (11 of 25) on Chapter 8</b></li> <li>• <b>READ Chapter 9</b></li> </ul>
16 10/17/2024 R	Chapter 9 Motivating the Workforce	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Differentiate between managing people and the science and the methods involved in motivating them wherever the business might be located.</li> <li>• <b>Quiz (12 of 25) on Chapter 9</b></li> <li>• <b>READ Chapter 10</b></li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
17 10/22/2024 T	Chapter 10 Managing Human Resources	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize the breadth of activity and responsibility in managing human resources, be it locally or globally, in a business organization.</li> <li>• <b>Quiz (13 of 25) on Chapter 10</b></li> <li>• <b>READ Chapter 11</b></li> </ul>
<b>10/23/2024 Freshmen midterm grades are due</b>		
18 10/24/2024 R	Chapter 11 Customer Driven Marketing	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize the nature of marketing and strategies to understand and satisfy customer needs and behaviors</li> <li>• <b>Quiz (14 of 25) on Chapter 11</b></li> <li>• <b>READ Chapter 12</b></li> </ul>
19 10/29/2024 T	Chapter 12 Dimensions of Marketing Strategy (Intro)	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Describe the four dimensions of the marketing mix and their role in marketing strategy to build customer relationships and satisfaction.</li> <li>• <b>Quiz (15 of 25) on Chapter 12</b></li> <li>• <b>READ Chapter 12</b></li> </ul>
20 10/31/2024 R	Chapter 12 Dimensions of Marketing Strategy	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Describe the four dimensions of the marketing mix and their role in marketing strategy to build customer relationships and satisfaction.</li> <li>• <b>Quiz (16 of 25) on Chapter 12</b></li> <li>• <b>READ Chapter 13</b></li> </ul>
<b>11/1/2024 – Fall Drop/Withdrawal Date</b>		
21 11/5/2024 T	Chapter 13 Digital Marketing & Social Media (Intro)	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize information technology's global impact and role in marketing and how business organizations must utilize and manage it responsibly.</li> <li>• <b>Quiz (17 of 25) on Chapter 13</b></li> <li>• <b>READ Chapter 13</b></li> </ul>
22 11/7/2024 R	Chapter 13 Digital Marketing & Social Media	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize information technology's global impact and role in marketing and how business organizations must utilize and manage it responsibly.</li> <li>• <b>Quiz (18 of 25) on Chapter 13</b></li> <li>• <b>READ Chapter 14</b></li> </ul>
23 11/12/2024 T	Chapter 14 Accounting & Financial Statements (Intro)	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize the role of accounting in business and its importance in making business decisions, awareness of the accounting process, and the use of its tools and statements.</li> <li>• <b>Quiz (19 of 25) on Chapter 14</b></li> <li>• <b>READ Chapter 14</b></li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
24 11/14/2024 R	Chapter 14 Accounting & Financial Statements	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Recognize the role of accounting in business and its importance in making business decisions, awareness of the accounting process, and the use of its tools and statements. <b>Quiz (20 of 25) on Chapter 14</b></li> <li>• <b>Chapter 14</b></li> <li>• <b>READ Chapter 15</b></li> </ul>
25 11/19/2024 T	Chapter 15 Money & the Financial System	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Introduction to the role of finance and how individuals, companies, and governments manage money.</li> <li>• <b>Quiz (21 of 25) on Chapter 15</b></li> <li>• <b>READ Chapter 15</b></li> </ul>
26 11/21/2024 R	Chapter 15 Money & the Financial System	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Introduction to the role of finance and how individuals, companies, and governments manage money.</li> <li>• <b>Quiz (22 of 25) on Chapter 15</b></li> <li>• <b>READ Chapter 16</b></li> </ul>
27 11/26/2024 T	Chapter 16 Financial Management & Securities Markets (Intro)	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Understand the management processes and resources involved in obtaining and managing the funds and resources necessary to run a business successfully.</li> <li>• <b>Quiz (23 of 25) on Chapter 16</b></li> <li>• <b>READ Chapters 16</b></li> </ul>
28 12/3/2024 T	Chapter 16 Financial Management & Securities Markets	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Understand the management processes and resources involved in obtaining and managing the funds and resources necessary to run a business successfully.</li> <li>• <b>Quiz (24 of 25) on Chapter 16</b></li> <li>• <b>READ Bonus Chapter A</b></li> </ul>
29 12/5/2024 R	Bonus Chapter A The Legal & Regulatory Environment (Intro)	<ul style="list-style-type: none"> <li>• <b>Learning Objective:</b> Understanding of the guidelines, rules, regulations, and entities that govern the conduct of global, for the most part, business. <b>Quiz (25 of 25) on Bonus Chapter A</b></li> <li>• <b>READ Bonus Chapter A</b></li> </ul>
12/9 to 12/13 2024 Fall Final Exams		