



# SPRING 2024 BUSN 1301 Introduction to Global Business Syllabus

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

### Instructor

Bill Conwell

### CRN

26150

### Office:

CoBA Room 258

### Class Location:

CoBA Room 331

### Office Hours:

M & W; 9:30 am to 4:30 pm, and by appointment

**Class Days:**

T & R

**Class Hours:**

9:00 am to 10:20 am

**E-Mail:**

wjconwell@utep.edu

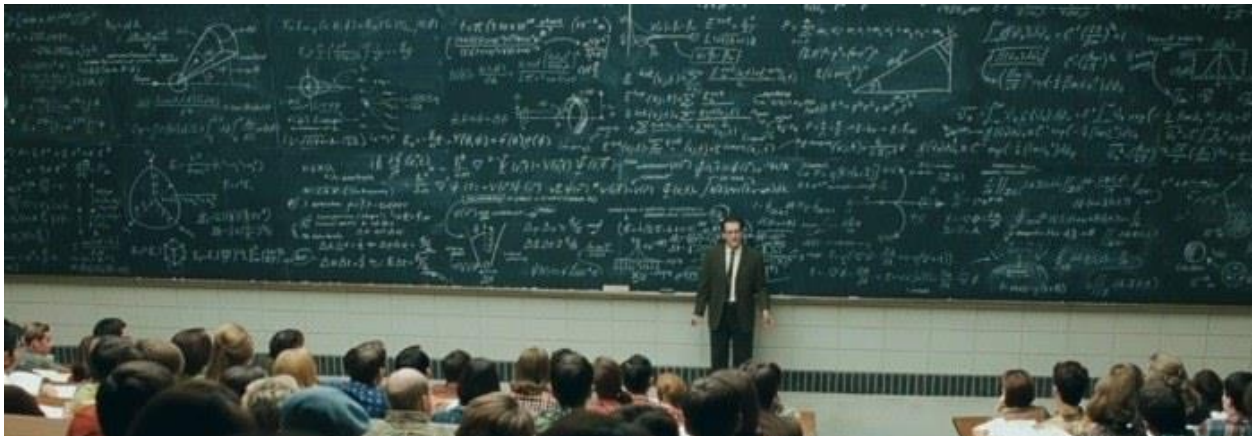
**Phone:**

915 747-7190

**Semester:**

Spring 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



**Student Learning Outcomes:**

- SLO 1.0 An appreciation and an understanding of the business environment, its vocabulary, and the role of the various disciplines that interact to support it.
- SLO 2.0 Realization of the value of planning and process in the creation and management of successful business enterprises
- SLO 3.0 A demonstrated ability to utilize critical thinking and problem-solving skills to address business challenges and opportunities.

**What textbook will be required?**

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

**McGraw Hill CONNECT will be required for this course.**

**NOTE: Students should receive the electronic version of the text along with their purchase of McGraw Hill CONNECT.**

## 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**.
- 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 will 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 (27 total - lowest 2 scores will be dropped) 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 1/16/2024 T	Course Intro	<ul style="list-style-type: none"> <li>LO: Students will recognize the parameters &amp; execution of the course.</li> <li>READ Bonus Chapter B</li> </ul>
2 1/18/2024 R	Bonus Ch. B Personal Financial Planning	<ul style="list-style-type: none"> <li>LO: Recognize the importance of financial planning, process, and discipline to both personal and business success. Read Chapter 1</li> </ul>
3 1/23/2024 T	Ch. 1 The Dynamics of Business & Economics	<ul style="list-style-type: none"> <li>LO: A basic understanding of the fundamentals, systems, relationships, and players that make up the world of business and economics. Quiz (1 of 27) on Chapter 1</li> <li>Read Chapter 5</li> </ul>
4 1/25/2024 R	Chapter 5 Small Business, Entrepreneurship, & Franchising	<ul style="list-style-type: none"> <li>LO: Appreciation of the role of small business and entrepreneurship in the economy and the need and value of process in establishing and maintaining a business enterprise. Quiz (2 of 27) on Chapter 5</li> <li>READ Chapter 4</li> </ul>
5 1/30/2024 T	Chapter 4 Options for Organizing Business	<ul style="list-style-type: none"> <li>LO: Awareness of the types of business organizations, their advantages and disadvantages, and the rationale for deciding which is the best option for a given type of business enterprise. Quiz (3 of 27) on Chapter 4</li> <li>Read Chapter 6</li> </ul>
6 2/1/2024 R	Chapter 6 The Nature of Management	<ul style="list-style-type: none"> <li>LO: Understanding of the role(s) and process of management and its importance to the success of a business.</li> <li>Quiz (4 of 27) on Chapter 6</li> <li>Read Chapter 7</li> </ul>
7 2/6/2024 T	Chapter 7 Organization, Teamwork, & Communication	<ul style="list-style-type: none"> <li>LO: Appreciation of the role organizational leadership, structure, and culture plays in business success.</li> <li>Quiz (5 of 27) on Chapter 7 READ Chapter 10</li> </ul>
8 2/8/2024 R	Chapter 10 Managing Human Resources	<ul style="list-style-type: none"> <li>LO: Recognize the breadth of activity and responsibility related to the management of human resources in a business organization. Quiz (6 of 27) on Chapter 10</li> <li>READ Chapter 9</li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
9 2/13/2024 T	Chapter 9 Motivating the Workforce	<ul style="list-style-type: none"> <li>• LO: Differentiate between managing people and the science behind and the methods involved in motivating them.</li> <li>• <b>Quiz (7 of 27) on Chapter 9</b></li> <li>• <b>READ Chapter 8</b></li> </ul>
10 2/15/2024 R	Chapter 8 Managing Operations & Supply Chain (Intro)	<ul style="list-style-type: none"> <li>• LO: Awareness of the interrelated systems, processes, and organizations involved in getting goods and services from their origin into their ultimate customers or consumers.</li> <li>• <b>Quiz (8 of 27) on Chapter 8 Intro</b></li> <li>• <b>READ Chapter 8</b></li> </ul>
11 2/20/2024 T	Chapter 8 Managing Operations & Supply Chain	<ul style="list-style-type: none"> <li>• LO: Awareness of the interrelated systems, processes, and organizations involved in getting goods and services from their origin into their ultimate customers or consumers.</li> <li>• <b>Quiz (9 of 27) on Chapter 8</b></li> <li>• <b>READ Chapter 11</b></li> </ul>
12 2/22/2024 R	Chapter 11 Customer Driven Marketing (Intro)	<ul style="list-style-type: none"> <li>• LO: Recognize the nature of marketing, and strategies to understand and satisfy customer needs and behaviors.</li> <li>• <b>Quiz (10 of 27) on Chapter 11 Intro</b></li> <li>• <b>READ Chapter 11</b></li> </ul>
13 2/27/2024 T	Chapter 11 Customer Driven Marketing	<ul style="list-style-type: none"> <li>• LO: Recognize the nature of marketing, and strategies to understand and satisfy customer needs and behaviors</li> <li>• <b>Quiz (11 of 27) on Chapter 11</b></li> <li>• <b>READ Chapter 12</b></li> </ul>
14 2/29/2024 R	Chapter 12 Dimensions of Marketing Strategy (Intro)	<ul style="list-style-type: none"> <li>• LO: Describe the four dimensions of the marketing mix and their role in marketing strategy to build customer relationships and satisfaction.</li> <li>• <b>Quiz (12 of 27) on Chapter 12 Intro</b></li> <li>• <b>READ Chapter 12</b></li> </ul>
15 3/5/2024 T	Chapter 12 Dimensions of Marketing Strategy	<ul style="list-style-type: none"> <li>• LO: Describe the four dimensions of the marketing mix and their role in marketing strategy to build customer relationships and satisfaction. <b>Quiz (13 of 27 on Chapter 12</b></li> <li>• <b>READ Chapter 13</b></li> </ul>
16 3/7/2024 R	Chapter 13 Digital Marketing & Social Media (Intro)	<ul style="list-style-type: none"> <li>• LO: Recognize the impact and role of information technology in marketing and how business organizations must utilize and manage it responsibly.</li> <li>• <b>Quiz (14 of 27) on Chapter 13 Intro</b></li> <li>• <b>READ Chapter 13</b></li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
<b>Spring Break 3/11 to 3/15</b>		
<b>17</b> 3/19/2024 T	<b>Chapter 13</b> Digital Marketing & Social Media	<ul style="list-style-type: none"> <li>• <b>LO:</b> Recognize the impact and role of information technology in marketing and how business organizations must utilize and manage it responsibly.</li> <li>• <b>Quiz (15 of 27) on Chapter 13</b> ◦ <b>READ Chapter 14</b></li> </ul>
<b>Freshmen midterm grades are due (?)</b>		
<b>18</b> 3/21/2024 R	<b>Chapter 14</b> Accounting & Financial Statements (Intro)	<ul style="list-style-type: none"> <li>• <b>LO:</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 (16 of 27) on Chapter 14 Intro</b></li> <li>• <b>READ Chapter 14</b></li> </ul>
<b>19</b> 3/26/2024 T	<b>Chapter 14</b> Accounting & Financial Statements	<ul style="list-style-type: none"> <li>• <b>LO:</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 (17 of 27) on Chapter 14</b></li> <li>• <b>READ Chapter 16</b></li> </ul>
<b>20</b> 3/28/2024 R	<b>Chapter 16</b> Financial Management & Securities Markets (Intro)	<ul style="list-style-type: none"> <li>• <b>LO:</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 (18 of 27) on Chapter 16 Intro</b></li> <li>• <b>READ Chapters 16</b></li> </ul>
<b>3/28/2024 – Spring Drop/Withdrawal Date</b>		
<b>21</b> 4/2/2024 T	<b>Chapter 16</b> Financial Management & Securities Markets	<ul style="list-style-type: none"> <li>• <b>LO:</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 (19 of 27) on Chapter 16</b></li> <li>• <b>READ Chapters 15</b></li> </ul>
<b>22</b> 4/4/2024 R	<b>Chapter 15</b> Money & the Financial System (Intro)	<ul style="list-style-type: none"> <li>• <b>LO:</b> Introduction to the role of finance; how money is managed by individuals, companies, and governments.</li> <li>• <b>Quiz (20 of 27) on Chapter 15 Intro</b></li> <li>• <b>READ Chapter 15</b></li> </ul>
<b>23</b> 4/9/2024 T	<b>Chapter 15</b> Money & the Financial System	<ul style="list-style-type: none"> <li>• <b>LO:</b> Introduction to the role of finance; how money is managed by individuals, companies, and governments.</li> <li>• <b>Quiz (21 of 27) on Chapter 15</b></li> <li>• <b>READ Bonus Chapter A</b></li> </ul>
<b>24</b> 4/11/2024 R	<b>Bonus Chapter A</b> The Legal & Regulatory Environment (Intro)	<ul style="list-style-type: none"> <li>• <b>LO:</b> Understanding of the guidelines, rules, regulations, and entities that govern the conduct of business.</li> <li>• <b>Quiz (22 of 27) on Bonus Chapter A</b></li> <li>• <b>READ Bonus Chapter A</b></li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
25 4/16/2024 T	<b>Bonus Chapter A The Legal &amp; Regulatory Environment</b>	<ul style="list-style-type: none"> <li>• <b>LO:</b> Understanding of the guidelines, rules, regulations, and entities that govern the conduct of business.</li> <li>• <b>Quiz (23 of 27) on Bonus Chapter A</b></li> <li>• <b>READ Chapter 2</b></li> </ul>
26 4/18/2024 R	<b>Chapter 2 Business Ethics &amp; Social Responsibility (Intro)</b>	<ul style="list-style-type: none"> <li>• <b>LO:</b> Understand what constitutes business ethics and social responsibility, their role in business, and their importance to the conduct of business.</li> <li>• <b>Quiz (24 of 27) on Chapter 2 Intro</b></li> <li>• <b>READ Chapter 2</b></li> </ul>
27 4/23/2024 T	<b>Chapter 2 Business Ethics &amp; Social Responsibility</b>	<ul style="list-style-type: none"> <li>• <b>LO:</b> Understand what constitutes business ethics and social responsibility, their role in business, and their importance to the conduct of business.</li> <li>• <b>Quiz (25 of 27) on Chapter 2</b></li> <li>• <b>READ Chapter 3</b></li> </ul>
28 4/25/2024 R	<b>Chapter 3 Business in a Borderless World (Intro)</b>	<ul style="list-style-type: none"> <li>• <b>LO:</b> Awareness of the nature of doing business on an international scale and the considerations, strategies, and impacts when trading across international borders.</li> <li>• <b>Quiz (26 of 27) on Chapter 3 Intro</b></li> <li>• <b>READ Chapter 3</b></li> </ul>
29 4/30/2024 T	<b>Chapter 3 Business in a Borderless World</b>	<ul style="list-style-type: none"> <li>• <b>LO:</b> Awareness of the nature of doing business on an international scale and the considerations, strategies, and impacts when trading across international borders.</li> <li>• <b>Quiz (27 of 27) on Chapter 3</b></li> </ul>
30 5/2/2024 R		<ul style="list-style-type: none"> <li>• <b>TBD</b></li> </ul>