

GBA 4355
International Business
Course Syllabus Spring 2015

Course Title: International Business
Professor: Dr. Pamela Marett
Office: BAB 309
Classroom: BAB 305
Schedule: MWF 9-9:50 AM
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Office Hours: M: 11:00AM-5:00PM; W: 11:00AM-3:00PM
Also available at other times by drop-in or appointment

Course Materials:

M: International Business

1ST EDITION

By Michael Geringer and Michael Minor and Jeanne McNett

Copyright: 2012

Publication Date: Jan 06 2011

ISBN 10: 0078029376

ISBN 13: 9780078029370

The Choice: A Fable of Free Trade and Protection (3rd Edition) 2006

by Russell Roberts

ISBN-13: 978-0131433540 ISBN-10: 0131433547 Edition: 3rd

Dead Aid: Why Aid Is Not Working and How There Is a Better Way for Africa

Paperback – March 2, 2010

by Dambisa Moyo ISBN-13: 978-0374532123 ISBN-10: 0374532125

BBA Degree PLOs

PLO 1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies

PLO 2 Communicate business information through written, oral and other delivery processes

PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business

PLO 4 Identify and describe the major components of the external business environment

Objectives: The aim of this course is to familiarize the student with business issues especially germane to international business. The goal is to alert and awaken the student to the types of issues they are likely to encounter as domestic managers (subsidiary or HQ) in an organization with international interests, as expatriate managers, and/or as third country national managers.

Learning Outcomes

- Students can assess a country's political, economic, and legal systems and interpret the significance of these systems for business.
- Students understand the concept of globalization, its drivers, and the globalization debate.
- Students learn the determinants of culture and the impact country culture has upon how businesses operate and the ability of businesses to effectively operate in diverse cultural environments.
- Students appreciate the benefits of international free trade.
- Students know the political and economic arguments of intervention in free trade.
- Students are fluent concerning the reasons for and rise of regional economic integration.

Evaluation

2 Tests	@25%
2 Book Question Assignments	@25%
Total	100%

Two Tests

There are two tests. The first will cover the first half of the text assigned chapters. The second will cover the second half of the assigned chapters. Students who do poorly on one of these two tests may choose to drop the lowest grade provided they sit for a comprehensive final exam.

Book Question Assignments

There are two assigned books each with a set of questions to be answered and submitted for grading via Blackboard.

Blackboard

The Blackboard site contains the course syllabus, announcements, power point slides, assignments, and the course calendar.

University Policies

All are applicable.

GBA 4355 International Business		
Wk	Date	Assignment
1	21-Jan	Intro
	23-Jan	geography challenge
2	26-Jan	Ch 1 Rapid Change
	28-Jan	Ch 1 Rapid Change
	30-Jan	Exercise Free Trade
3	2-Feb	Ch 2 FDI and Trade Theories
	4-Feb	Ch 2 FDI and Trade Theories
	6-Feb	Exercise Social Responsibility
4	9-Feb	Ch 3 Institutions and Trade Agreements
	11-Feb	Ch 3 Institutions and Trade Agreements
	13-Feb	Exercise Institutions and Free Trade Agreements
5	16-Feb	Ch 4 Culture
	18-Feb	Ch 4 Culture
	20-Feb	Read The Choice
6	23-Feb	<i>Outsourced</i>
	25-Feb	<i>Outsourced</i>
	27-Feb	The Choice Assignment Due <i>Outsourced</i>
7	2-Mar	Ch 6 Risk and Trade Restrictions
	4-Mar	Ch 6 Risk and Trade Restrictions
	6-Mar	Benefits versus costs of restricted trade Presentation
8	9-Mar	Review for Test 1
	11-Mar	Test 1 Chapters 1,2,3,4,6 and all class materials
	13-Mar	Tests Returned and Reviewed
9	3/16-3/20	Spring Break
10	23-Mar	Ch 7 Legal
	25-Mar	Ch 7 Legal
	27-Mar	Sharia law/Shiite-Sunni/Christian Persecution
11	30-Mar	Economic Freedom
	1-Apr	Economic Freedom
	3-Apr	Economic Freedom
12	6-Apr	Ch 8 Financial
	8-Apr	Ch 8 Financial
	10-Apr	Exercise Exchange Rates
13	13-Apr	<i>The Lost World of Communism</i>
	15-Apr	<i>The Lost World of Communism</i>

	17-Apr	<i>The Lost World of Communism</i>
14	20-Apr	<i>The Lost World of Communism</i>
	22-Apr	Discuss Dead Aid
	24-Apr	Dead Aid Assignment Due
15		
wk	27-Apr	Chapter 12 HR
	29-Apr	Chapter 12 HR
	1-May	Test 2 Review
16	4-May	TEST 2
	6-May	Grade Review

* All information in this calendar is subject to change. Materials not appearing on the calendar but assigned in class may appear on scheduled tests.