

Sul Ross State University – Rio Grande College
IBUS 4306 – International Business – Fall 2015 – Eagle Pass -
Mondays 6:00 p.m. Room D-113

Instructor: Dr. Edison P. Moura
Office: Del Rio Faculty Office Building # 203 – Phone (830) 703-4840
Office Hours: Mondays: Del Rio: 11:00-12:30 // Eagle Pass: 5:00-6:00
Tuesdays & Wednesdays: Del Rio 11:00-12:30 & 5:00-7:00
Other hours by appointment
E-mail: emoura@sulross.edu

Prerequisite: Econ 2301

Required Text: Introduction to Global Business. Authors: Gaspar, Risa, Bierman, Hise, Kolari
Publisher: South-Western CENGAGE Learning. ISBN: 978-0-547-15212-7.

Course Description

This is an introductory course in international business and economics in which the students are exposed to the essential elements of international trade. It examines the challenges and opportunities in an international environment including an examination of social, political, legal and economic forces affecting multinational companies.

Course Competencies (Learning Outcomes)

After successfully completing this course students should:

1. Be able to explain the differences between domestic, international, and global business practices (LO#5)
2. Be able to discuss the political, economic and social forces that shape the business environment in which multinational companies (MNCs) operate (LO#5)
3. Be able to explain the role played by the financial exchange system and the institutions that facilitate international transactions (LO#5)
4. Be able to explain the differences between fixed and floating exchange rate systems and variations such as currency boards (LO#5)
5. Be able to discuss the role played by political/regional organizations such as NAFTA, EU, APEC, etc.
6. Be able to explain the role played by global institutions such as the World Trade Organization (WTO), the International Monetary Fund (IMF), the United Nations (UN)
7. Be able to discuss the impact of government intervention in international business.

Evaluation Policy

Exam 1 (100 points) at 30% of total grade	= 30%
Exam 2 (100 points) at 35% of total grade	= 35%
Exam 3 (final) 100 points at 35% of total grade	= 35%
Total points	= 100%

Exams

Questions for the three exams will come from the assigned material in the textbook, videos, class discussions and handouts.

Grading Scale

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = below 60

Academic Honesty:

You are expected to do your own work on the exams. If a student is caught cheating, a grade of zero will be assigned to that exam.

Blackboard

Power Point Presentations:

The weekly Power Point Presentation (s) will be posted in the "Power Points" link of the Blackboard after each class. The Power Points, however, are only a summary of each chapter and to be prepared for the tests you have to read and become familiar with all the material in the assigned chapters. Download the PPTs as soon as they are posted to avoid unforeseen problems.

American With Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the American With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Kathy Biddick at 830-279-3003. kbiddick@sulross.edu

Course Schedule – IBUS 4306 – International Business – Fall 2015 – Eagle Pass - Mondays

August

Monday 24th Introduction to the course – Chapter 1 – The Rise of Globalization

Monday 31st Chapter 1: The Rise of Globalization

September

Monday 7th Labor Day holiday – No Class

Monday 14th Chapter 2: The Evolution of International Business

Monday 21st Chapter 3: Regional Economic Integration

Monday 28th Chapter 5: The Cultural Environment

October

Monday 5th Exam 1: Chapters 1, 2, 3, & 5, plus handouts, videos, etc.

Monday 12th Chapter 4: The International Flow of Funds and Exchange Rates

Monday 19th Chapter 4: The International Flow of Funds and Exchange Rates

Monday 26th Chapter 6: The Legal and Political Environment of Global Business

November

Monday 2nd Chapter 8: Entry Strategies in Global Business

Monday 9th Exam 2: Chapters 4, 6, & 8 plus handouts, videos, etc.

Friday, November 13 – Last Day to Drop the Course with a Grade of “W.”

Monday 16th Chapter 11: Global Human Resource Management

Monday 23rd Chapter 12: Global Marketing

Monday 30th Chapter 14: Global Financial Management

December

Monday 7th Final Exam: Chapters 11, 12, 14, plus handouts, videos, etc.

We will do our best to follow this schedule but changes may need to be made at the discretion of the instructor. Any change will be communicated to the students as soon as possible.