

**Sul Ross State University**  
**GBA 4355:001**  
**International Business**  
**Course Syllabus Spring 2016**

Course Title: International Business  
Professor: Dr. Pamela Maretz  
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Office Hours: Office Hours: MWF 11AM-2PM  
Also available at other times by drop-in or appointment

**Course Materials**

Text: SEE Next pages of syllabus for this information

**Books**

*The Choice: A Fable of Free Trade and Protection 3<sup>rd</sup> ed.*, Russell Roberts, Prentice Hall, ISBN-13: 978-0131433540.

*Dead Aid: Why Aid Is Not Working and How There Is a Better Way for Africa*, Dambisa Moyo, Farrar, Straus, and Giroux 2010, ISBN-13: 978-0374532123

**Evaluation**

3 Tests objective style	@20%
2 Book Assignment question sets	@20%
<b>Total</b>	<b>100%</b>

**Blackboard**

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

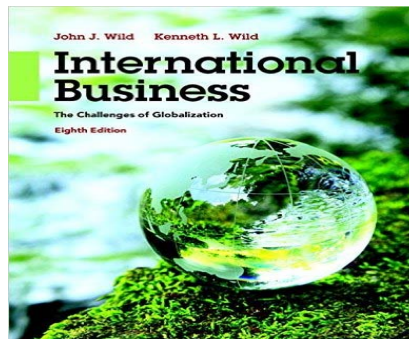
## TEXT BOOK INFORMATION

You may buy the latest edition of the text. It is available in the campus bookstore.

You may also choose to online order any of the following older editions of the text.

### International Business: The Challenges of Globalization (8th Edition)

by [John J. Wild](#) (Author), [Kenneth L. Wild](#) (Author)



**ISBN-13:** 978-0133866247

**ISBN-10:** 0133866246

### International Business: The Challenges of Globalization (7th Edition)

by [John J. Wild](#) (Author), [Kenneth L. Wild](#) (Author)

[Continued on next pages](#)

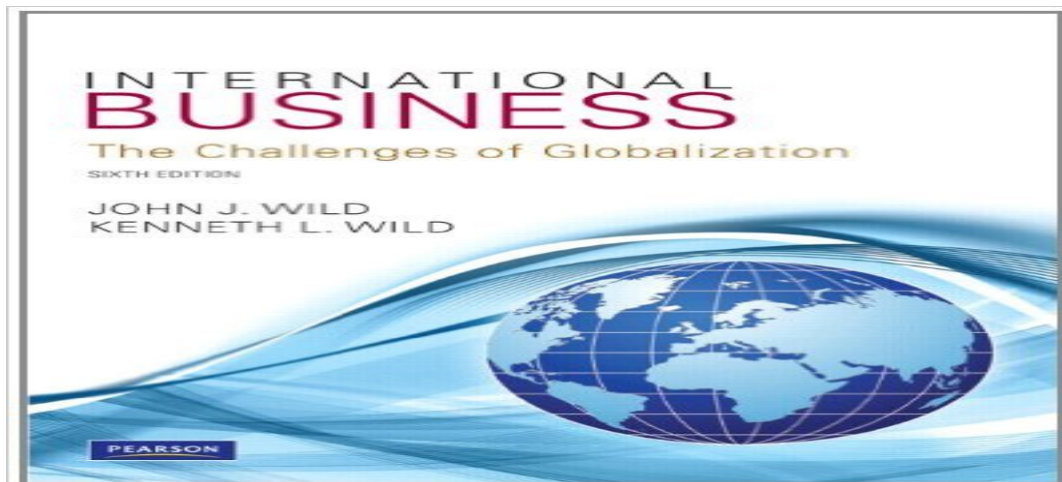


**ISBN-13:** 978-0133063004

**ISBN-10:** 0133063003

**International Business (6th Edition)**

by [John J. Wild](#) (Author), [Kenneth L. Wild](#) (Author)



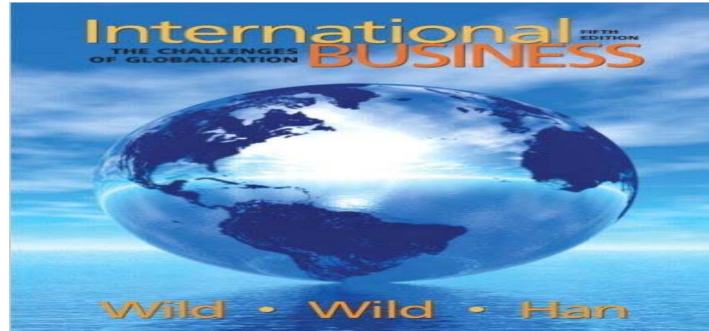
**ISBN-13:** 978-0132555753

**ISBN-10:** 0132555751

**International Business: The Challenges of Globalization (5th Edition)**

by [John J. Wild](#) (Author), [Kenneth L. Wild](#) (Author), [Jerry C.Y. Han](#) (Author)

[continued next page](#)



**ISBN-13:** 978-0137153756 **ISBN-10:** 0137153759

### **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.

**University Policies** All are applicable

***Students with Disabilities: Qualified students with disabilities needing academic or other accommodations to ensure participation in programs, services and activities at Sul Ross State University should contact the office of Student Support Services, Ferguson hall Room 112, Box C-117, Alpine, Texas 79832 (432) 837-8203***

**GBA 4355**

**SPRING**

**2016  
Course Calendar\***

<b>WK</b>	<b>Date</b>	<b>Material Assignment and Tests</b>	<b>Due Dates</b>
<b>1</b>	<b>20-Jan</b>	<b>Introduction</b>	
	<b>22-Jan</b>	<b>Introduction</b>	
<b>2</b>	<b>25-Jan</b>	<b>International Trade</b>	<b>Russel Roberts, "Treasure Island" Part I</b>
	<b>27-Jan</b>	<b>International Trade</b>	<b>Russel Roberts, "Treasure Island" Part II</b>
	<b>29-Jan</b>	<b>International Trade</b>	
<b>3</b>	<b>1-Feb</b>	<b>Business and Government Trade Relations</b>	
	<b>3-Feb</b>	<b>Business and Government Trade Relations</b>	<b>The Choice Assignment Due</b>
	<b>5-Feb</b>	<b>Business and Government Trade Relations</b>	
<b>4</b>	<b>8-Feb</b>	<b>Foreign Direct Investment</b>	
	<b>10-Feb</b>	<b>Foreign Direct Investment</b>	
	<b>12-Feb</b>	<b>Foreign Direct Investment</b>	
<b>5</b>	<b>15-Feb</b>	<b>Regional Economics</b>	
	<b>17-Feb</b>	<b>Regional Economics</b>	
	<b>19-Feb</b>	<b>Regional Economics</b>	
<b>6</b>	<b>22-Feb</b>	<b>Review</b>	

	<b>24-Feb</b>	<b>Test One First Four Assigned Chapters</b>	
	<b>26-Feb</b>	<b>Exercise</b>	
<b>7</b>	<b>1-Feb</b>	<b>Cross-Cultural Buusiness</b>	
	<b>2-Mar</b>	<b>Cross-Cultural Buusiness</b>	
	<b>4-Mar</b>	<b>Cross-Cultural Buusiness</b>	
<b>8</b>	<b>7-Mar</b>	<b>Cross-Cultural Business</b>	
	<b>9-Mar</b>	<b>Cross-Cultural Business</b>	
	<b>11-Mar</b>	<b>Cross-Cultural Business</b>	
<b>9</b>	<b>14-Mar</b>	<b>SPRING BREAK</b>	
	<b>16-Mar</b>	<b>SPRING BREAK</b>	
	<b>18-Mar</b>	<b>SPRING BREAK</b>	
<b>10</b>	<b>21-Mar</b>	<b>Politics, Law, and Business Ethics</b>	
	<b>23-Mar</b>	<b>Politics, Law, and Business Ethics</b>	<b>Dead Aid Book Assignment Due</b>
	<b>25-Mar</b>	<b>Politics, Law, and Business Ethics</b>	
<b>11</b>	<b>28-Mar</b>	<b>Economics and Emerging Markets</b>	
	<b>30-Mar</b>	<b>Economics and Emerging Markets</b>	
	<b>1-Apr</b>	<b>Economics and Emerging Markets</b>	
<b>12</b>	<b>4-Apr</b>	<b>Review</b>	
	<b>6-Apr</b>	<b>Test Two Previous Three Chapters</b>	
	<b>8-Apr</b>	<b>Exercise</b>	
<b>13</b>	<b>11-Apr</b>	<b>International Financial Markets</b>	

	13-Apr	International Financial Markets
	15-Apr	International Financial Markets
14	18-Apr	International Monetary System
	20-Apr	International Monetary System
	22-Apr	International Monetary System
15	25-Apr	Review
	27-Apr	Test Three Previous Two Chapters
	29-Apr	Exercise
16	2-May	Grade Review
	4-May	Grade Review

**\*All dates and assignments are subject to change. It is the student's responsibility to be aware of any changes as announced in class, on BB, or via your Sul Ross email. This includes test dates.**