

Sul Ross State University – Rio Grande College
IBUS 4306 – International Business – Fall 2016 – Uvalde -
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 // Uvalde: 5:00-5:45
Tuesdays Del Rio 11:00-12:30 & 5:00-5:45
Wednesdays Del Rio: 11:00-12:30 //4:00-6:30
Other hours by appointment
E-mail: emoura@sulross.edu

Prerequisite: Econ 2301

Required Text: International Business – Geringer, McNett, Minor & Ball
Publisher: McGraw-Hill Education /// ISBN: 978-1-259-31722-4
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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.

Sulross Email:

We meet in class only once a week and, consequently, most of our extra-class communication is done via the Sulross email. Please check it frequently to avoid missing important course information.

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 2016 – Uvalde - Mondays

August

Monday 22nd Introduction to the course – Chapter 1 – The Challenging Context of International Business

Monday 29th Chapter 3: Social Cultural Forces

September

Monday 5th Labor Day holiday – No Class

Monday 12th Chapter 5: Political Forces that Affect Global Trade

Monday 19st Chapter 6: Intellectual Property Rights and Other Legal Forces

Monday 26th Chapter 7: Economic and Social Economic Forces

October

Monday 3th Exam 1: Chapters 1, 3, 5, 6, 7 plus handouts, videos, etc.

Monday 10th Chapter 8: The International Monetary System and Financial Forces

Monday 17th Chapter 8: The International Monetary System and Financial Forces

Monday 24th Chapter 12: International Markets: Assessment and Entry Modes

Monday 31 Chapter 13: Marketing Internationally

November

Monday 7th Exam 2: Chapters 8, 12, & 13, plus handouts, videos etc.

Monday 14th Chapter A: International Institutions from a Business Perspective

Friday, November 11 – Last Day to Drop the Course with a Grade of “W.”

Monday 21st Chapter B: Export and Import Practices

Monday 28th Chapter 14: Managing Human Resources in an International Context

December

Monday 5th Final Exam: Chapters A, B, and 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.