

Sul Ross State University – Rio Grande College
IBUS 4306 – International Business – Spring 2017 – Del Rio
Tuesdays 6:00 p.m. Room 303

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: 5:00-5:45**
Tuesdays Del Rio 11:00-12:30 & 5:00-5:45
Wednesdays Del Rio: 11:00-1:00 //4:00-6:30
Other hours by appointment
E-mail: emoura@sulross.edu

Prerequisite: Econ 2301

Required Text: Introduction to Global Business: Understanding the International Environment & Global Business Functions.

Authors: Gaspar/Kolari/Hise/Bierman/Smith/Arreola-Risa.

Publisher: CENGAGE Learning.

https://www.cengagebrain.com/shop/ProductDisplay?urlRequestType=Base&catalogId=10057&categoryId=&productId=121354&errorViewName=ProductDisplayErrorView&urlLangId=-1&langId=-1&top_category=&parent_category_rn=&storeId=10151

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

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| Exam 1 (100 points) at 30% of total grade | = 30% |
| Exam 2 (100 points) at 25% of total grade | = 25% |
| Exam 3 (final) 100 points at 20% of total grade | = 25% |
| MindTap® Assignments..... | = 20% |
| Total Points: | =100 |

MindTap® Assignments (20% of total grade)

Most assigned chapter in the textbook includes a MindTap® assignment: a 15 multiple-choice question quiz graded by MindTap®.

In order to get the 20% for the MindTap® portion of the total grade, every MindTap® assignment must be completed with a score of at least 13 correct answers.

For each MindTap® assignment not completed or completed with less than 13 correct answers, five percent will be deducted from the 20%.

Each MindTap quiz may be taken up to 5 times without penalty. Only the highest score will be recorded.

MindTap assignments can be completed at any time, either before or after each chapter but the final deadlines are as follows:

February, Monday 20th: Chapters 1-2-3-4

April, Monday 3rd: Chapters 6-7-8

May, Monday 8th: Chapters 11-12

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.

Power Point Presentations:

The weekly Power Point Presentation (s) will be posted in the "Power Points" link of the Blackboard after each class.. 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 – Spring 2017 – Del Rio – Tuesdays

Course Outline – IBUS 4306 – International Business – Spring 2017

January

- Tuesday 17th Introduction to the course – Chapter 1 – The Rise of Globalization
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions
- Tuesday 24th Chapter 2: The Evolution of International Business
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions
- Tuesday 31st Chapter 3: Regional Economic Integration
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions

February

- Tuesday 7th Chapter 4: The International Flow of Funds and Exchange Rates
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions
- Tuesday 14th Chapter 4: The International Flow of Funds ...
- Monday 20th Final deadline for submission of MindTap Assignments 1-2-3-4**
- Tuesday 21st Exam 1: Chapters 1, 2, 3, 4 – plus handouts, videos, etc.**
- Tuesday 28th Chapter 6: The Legal and Political Environment of Global Business
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions

March

- Tuesday 7th Chapter 7: Corruption and Ethics in Global Business
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions
- Tuesday 14th Spring Break – No Class
- Tuesday 21st Chapter 8: Entry Strategies in Global Business
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions
- Tuesday 28th Chapter 8: Entry Strategies in Global Business

April

- Monday April 3rd Final deadline to complete MindTap assignments 6-7-8**
- Tuesday 4th Exam 2: Chapters 6, 7, 8 – plus handouts, videos, etc.**
- Tuesday 7th Last day to drop course with a grade of “W.”**
- Tuesday 11th Chapter 11: Global Human Resources Management
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions
- Tuesday 18th Chapter 12: Global Marketing
MindTap Assignment: Interactive Quiz – 15 multiple-choice questions

Tuesday 25th Extra chapter: Import/Export Management

May

Tuesday 2nd TBA

Monday May 8th Final deadline to submit the MindTap Assignments 11, 12

Tuesday 9th Final Exam: Chapters 11, 12, + Import/Export ...

This schedule should be followed as presented 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.