

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
GBA 4355
INTERNATIONAL BUSINESS
FALL 2021
T TH 11:00 – 12:15 BAB 317**

I. INSTRUCTOR: Clark Nussbaum
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OFFICE: MAB 307
OFFICE HOURS: Tuesdays 2-5:00pm Thursdays 12:30-5:00pm
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II. PROGRAM LEARNING OUTCOMES:

- **Marketable Skill 1:** Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.
- **Marketable Skill 2:** Students will have the ability to use research and analysis to make informed decisions.
- **Marketable Skill 3:** Students will have the ability to write business letters, emails, resumes and reports
- **Marketable Skill 4:** Students will have the ability to make effective oral presentations to both professional and general audiences.

III. STUDENT LEARNING OUTCOMES:

- SLO1 - Analyze and solve Business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Communicate business information through written, oral and other delivery processes
- SLO 3 Identify and understand the impact of ethical and social responsibility issues in business

IV. TEXT: INTERNATIONAL BUSINESS
 COMPETING IN THE GLOBAL MARKETPLACE
 13TH EDITION
 McGraw-Hill Publishers Print edition ISBN: 9781260262582

V. GRADE: The grade for this course will be:

Attendance	100
Paper	200
Closing Cases	300
Exams	300
FINAL EXAM	<u>100</u>
	1000

No make-up exams or extra credit will be given.

- VI. ATTENDANCE:** The attendance policy as outlined in the Sul Ross Student Handbook will be followed. Excessive absences (7) could cause a student to receive an “F”.
- VII. ACADEMIC INTEGRITY:** Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person’s work as one’s own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. You are expected to do your own work on any assignment and test. If a student is caught cheating, a grade of zero will be assigned to that work.
- VIII. INSTRUCTOR EXPECTATIONS:** You are expected to approach this class in a professional manner. This means coming to class regularly, on time and prepared to participate. Your primary goal as a student is to obtain an education and acquire certain skills to enable you to be productive and competitive in your chosen field. Do not waste your time, your classmates time, or my time by not giving 100% of your efforts.
- IX. ADA:** It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student’s responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Rebecca Greathouse Wren, LPC-S, SRSU’s Accessibility Services Coordinator at 432-837-8203 (please leave a message and we’ll get back to you as soon as we can during working hours), or email rebecca.wren@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.
- X. SRSU Library Services**
The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library’s website, library.sulross.edu. Off-campus access requires your LobID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).
- XI. ACADEMIC GRIEVANCE PROCEDURE:** Should you have a problem or concern, it is important that you follow the chain-of-command in addressing your problem. The chain-of-command, in order of who you would see first, is as follows: (1) Instructor (2) Chair (3) Dean of Professional Studies (4) Provost and Vice-President of Academic Affairs and (5) President.

XII. COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments.

DATES	Chapter	Topic	CLOSING CASE
8/24/2021		Introduction	
8/26/2021	1	GLOBALIZATION	GENERAL MOTORS IN CHINA 9/7/2021
8/31/2021	2	NATIONAL DIFFERENCES IN POLITICAL,	ECONOMIC TRANSFORMATION IN SAUDI ARABIA
9/2/2021	2	ECONOMIC AND LEGAL SYSTEMS	9/10/2021
9/7/2021	3	NATIONAL DIFFERENCES IN ECONOMIC DEVELOPMENT	BRAZIL'S STRUGGLING ECONOMY 9/16/2021
9/9/2021	4	DIFFERENCES IN CULTURE	
9/14/2021	4		
9/16/2021	5	ETHICS, CORPORATE SOCIAL RESPONSIBILITY	
9/21/2021	5	AND SUSTAINABILITY	
9/23/2021		EXAM 1	
9/28/2021	6	INTERNATIONAL TRADE THEORY	
9/30/2021	7	GOVERNMENT POLICY AND INTERNATIONAL TRADE	THE UNITED STATES AND SOUTH KOREA STRIKE A REVISED TRADE DEAL 10/8/2021
10/5/2021	8	FOREIGN DIRECT INVESTMENT	GEELY GOES GLOBAL 10/20/2021
10/7/2021	9	REGIONAL ECONOMIC INTEGRATION	
10/12/2021	9		
10/14/2021		EXAM 2	
10/19/2021	10	THE FOREIGN EXCHANGE MARKET	
10/21/2021	10		
10/26/2021	11	THE INTERNATIONAL MONETARY SYSTEM	
10/28/2021	12	THE GLOBAL CAPITAL MARKET	
11/2/2021		EXAM 3	
11/4/2021	13	THE STRATEGY OF INTERNATIONAL	

11/9/2021	13	BUSINESS	
11/11/2021	14	THE ORGANIZATION OF INTERNATIONAL	
11/16/202	14/15	BUSINESS	
11/12/2021		LAST DAY TO DROP WITH A "W"	
11/18/2021	15	ENTRY STRATEGY AND STRATEGIC ALLIANCES	
11/30/2021	16	EXPORTING, IMPORTING & COUNTERTRADE	
12/1/2021		PAPERS DUE	
12/6/2021		EXAM 4 (10:15-12:15)	