

GBAR 4355 – International Business – Fall 2023 – WEB
Sul Ross State University – RGC

Instructor: Dr. Edison P. Moura

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Office Hours:

Mondays: 10:00 AM to 1:00 PM

Tuesdays: 3:00 PM to 7:00 PM

Wednesdays: 10:00 – 1:00

Other hours: by appointment

Required Textbook: Global Business Today – 12th Edition (with Connect). Author: Charles W. L. Hill. Publisher: McGraw-Hill Education.
E-Book version

To register for Connect, follow the instructions posted on Blackboard.

All three exams and Connect Quizzes will be done on Blackboard.

For registration or Connect related questions, please call McGraw-Hill customer support at 800-331-5094

Course Description

GBAR 4355 is an introductory course in international business & economics in which the students are exposed to the essential elements of international trade. It examines the challenges & opportunities in a global environment, such as social, political, legal, and economic forces affecting multinational companies.

Student Learning Outcomes (SLOs)

After successfully completing this Course, students should:
1. Be able to explain the differences between domestic and international business
2. Be prepared to discuss the political, economic, and social forces that shape the business environment in which multinational companies (MNCs) operate
3. Be prepared to discuss the role of regional organizations such as NAFTA, E.U., etc.
4. Be able to explain the impact of tariffs on imported products, like it is happening presently with the trade war between the U.S. and China. Who is paying for the tariffs imposed by the U.S. on China and vice-versa?

Course Requirements and Grading Policy
1. Exam # 1 worth 100 points at 25% of the total grade - Blackboard
2. Exam # 2 worth 100 points at 25% of the total grade - Blackboard
3. Exam # 3 worth 100 points at 25% of the total grade - Blackboard
4. Ten Connect Assignments worth 100 points at 25% of the total grade - Blackboard
Total: 25% + 25% + 25% + 25% = 100%
Grading Scale
A = 90-100 C = 70-79 F = below 60
B: 80-89 D: 60-69

Connect Quizzes

All ten assigned textbook chapters have a Connect quiz (see Course Outline pgs 4-5). Each quiz may be taken two times without penalty before the deadline. Only the highest score will be recorded for grading purposes.

The Connect quizzes will be available the week before they are due; they will not be accepted after the deadline, and the due date will not be changed. **No Exceptions.**

The quizzes are available on the Blackboard's pull-down menu on the left-hand side under GBAR 4355 – Chapter Assignments

PowerPoints Slides
The PowerPoint slides contain advertisements, graphs, and data to facilitate student learning. They also have videos (both YouTube and embedded videos) discussing products and services to illustrate international business and marketing concepts.
Blackboard Exams: Questions for the three Blackboard exams will come from the assigned material in the textbook, PPTS, videos, Connect quizzes, and international business articles provided by the instructor.
The exams are available on the Blackboard's pull-down menu on the left-hand side under GBAR 4355 – Chapter Assignments
Sul Ross Email:
All course communication will be sent to your Sul Ross email account. So, please check it frequently to be aware of any new assignments or other vital information concerning GBUS 4355 – International Business, Spring 2023

Personal Responsibility

Students will develop principles of personal responsibility for living in a diverse world, including intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

Social Responsibility

Students will develop principles of social responsibility for living in a diverse world, including the ability to connect choices, actions, and consequences to ethical decision-making.

Course Outline – GBAR 4355 – International Business – Spring 2023 – WEB Course – Connect Quizzes are available on the Blackboard's pull-down menu on the left-hand side under GBAR 4355: Chapter Assignments

Wednesday, January 18 – 2023 – Chapter 1 - Globalization	Connect Assignment: Quiz Chapter 1: Due Monday, January 23, no later than 10 PM. Blackboard
Monday, January 23, 2023: Chapter 2: National Differences in Political, Economic, and Legal Systems	Connect Assignment: Quiz Chapter 2: Due Monday, January 30, no later than 10 PM. - Blackboard
Monday, January 30, 2023: Chapter 3: National Differences in Economic Development	Connect Assignment: Quiz Chapter 3: Due Monday, February 6, no later than 10 PM. - Blackboard
Monday, February 6, 2023 – Chapter 4 – Differences in Culture	Connect Assignment: Quiz Chapter 4: Due Monday, February 20, no later than 10 PM. - Blackboard
Monday, February 13, 2023: Blackboard Exam #1: Chapters 1-2-3-4 Exam One is available on the Blackboard's pull-down menu on the left-hand side under GBAR 4355:– Chapter Assignments	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, articles, and Connect Quizzes. Available from 5 AM to 11 PM. The time for completion is one hour (60 minutes)
Monday, February 20, 2023: Chapter 7: Government Policy & International Trade	Connect Assignment: Quiz Chapter 7: Due Monday, February 27, no later than 10 PM. - Blackboard
Monday, February 27, 2023, Chapter 8: Foreign Direct Investment - FDI	Connect Assignment: Quiz Chapter 8: Due Monday, March 6, no later than 10 PM. - Blackboard
Monday, March 6, 2023, Chapter 9: Regional Economic Integrations	Connect Assignment: Quiz Chapter 9: Due Monday, March 20, no later than 10 PM. - Blackboard
Week of March 13-17 – Spring Break	Spring Break – No Classes
Monday, March 20, 2023, Blackboard Exam #2: Chapters 7-8-9. Exam Two is available on the Blackboard's pull-down menu on the left-hand side under GBAR 4355: Chapter Assignments	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, articles, and Connect Quizzes. Available on the Blackboard's pull-down menu from 5 AM to 11 PM.

Monday, March 27, Chapter 13: Entering Developed and Emerging Markets	Connect Assignment: Quiz Chapter 13, due Monday, April 3, no later than 10 PM.
Monday, April 3, 2023, Chapter 16: Global Markets and Business Analytics	Connect Assignment: Quiz Chapter 16, due Monday, April 10, no later than 10 PM. Blackboard
Monday, April 10, 2023, Chapter 17: Global Human Resources Management	Connect Assignment: Quiz Chapter 17: Due Monday, April 17, no later than 10 PM. - Blackboard
Monday, April 17, 2023 U.S. and China – Can Both Countries Coexist Peacefully?	Connect quiz Chapter 17
Monday, April 24, 2023 TBA	No Connect Assignment
Monday, May 1, 2023 - Blackboard Exam # 3 - Chapters 13-16-17. Exam Three is available on the Blackboard's pull-down menu on the left-hand side under GBAR 4355: Chapter Assignments	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, articles, and Connect Quizzes. Available from 5 AM until 11 PM. The time for completion is one hour (60 minutes)

Marketable Skills for the BBA:

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

Americans With Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. RGC students seeking accessibility services should contact Mrs. Paulette Harris, Executive Assistant to the Vice President and Dean, at 830-279-3023 or email pharris@sulross.edu. Ms. Harris's office is at 2623 Garner Field Road, Uvalde, TX 78801 (this is the mailing address, too).

Distance Education Statement: Students enrolled in distance/Web courses have equal access to the University's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should use Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain proper equipment and software according to the needs and requirements of the Course, as outlined on the SRSU website. Directions for filing a student complaint are in the student handbook.