

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

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**Office Hours:**

Mondays: 3:00 – 7:00 PM  
Tuesdays: 3:00 PM to 7:00 PM  
Wednesdays: 10 AM to 12 PM  
Other hours: by appointment

Required Textbook: Global Business Today – 12<sup>th</sup> Edition (with Connect).  
Authors: Charles W. L. Hill. Publisher: McGraw-Hill Education

Connect ISBN, including e-Book and **Connect Access Card for Global Business Today: 9781264209606**

**To register with McGraw-Hill, Connect, click Connect Assignments on the Blackboard's pull-down menu on the left-hand side under Course Content and follow the instructions.**

The e-Book with the Connect Access Card is all the instructional material you need for GBAR 4355, International Business fall 2023. Without the Connect Access Card and the e-Book, however, you will not be able to complete the course successfully.

**For Connect-related questions, 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. in China and vice-versa?

### Course Requirements and Grading Policy

1. Connect Exam # 1: worth 100 points at 25% of the total grade
2. Connect Exam # 2: worth 100 points at 25% of the total grade
3. Connect Exam # 3: worth 100 points at 25% of the total grade
4. Connect Quizzes worth 100 points at 25% of the total grade.

Total: 25% + 25% + 25% + 25% = 100%

### Grading Scale

A = 90-100

C = 70-79

F = bellow 60

B: 80-89

D: 60-69

### Connect Quizzes

All assigned chapters of the textbook have a Connect quiz. Each quiz may be taken up to 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**

<b>PowerPoints Slides</b>
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, videos, and international business articles provided by the instructor.
<b>Sul Ross Email:</b>
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, Fall 2023
Adding your private email address on the second line of your Sul Ross email will help improve our communication.

### Personal 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 – Fall 2023  
– WEB Course*

Monday, August 28– 2023 – <b>Chapter 1 -</b> Globalization	<b>Connect Assignment:</b> Quiz Chapter 1: Due Tuesday, September 5, 2023, no later than 11 pm.
Tuesday, September 5, 2023 – <b>Chapter 2:</b> National Differences in Political, Economic, and Legal Systems	<b>Connect Assignment:</b> Quiz Chapter 2: Due Tuesday, September 11, 2023, no later than 11 pm.
Monday, September 11, 2023: <b>Chapter 3:</b> National Differences in Economic Development	<b>Connect Assignment:</b> Quiz Chapter 3: Due Monday, September 18, no later than 11 pm.
Monday, September 18, 2023 – <b>Chapter 4:</b> Differences in Culture	<b>Connect Assignment:</b> Quiz Chapter 4: Due Monday, September 25, 2022, no later than 11 pm.
<b>Monday, September 25, and Tuesday, September 26, 2023:</b> <b>Connect Exam #1: Chapters 1-2-3-4</b>	<b>Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and quizzes. Available on the "Test, Quiz, Exam" link from 5 am to 11 pm.</b>
Monday, October 2, 2023: <b>Chapter 7:</b> Government Policy & International Trade	<b>Connect assignment:</b> Quiz Chapter 7: Due Monday, October 9, 2023, no later than 11 pm.
Monday, October 9, 2023, <b>Chapter 8:</b> Foreign Direct Investment - FDI	<b>Connect Assignment</b> Quiz Chapter 8: Due Monday, October 16, 2023, no later than 11 pm.
Monday, October 16, 2023, <b>Chapter 9:</b> Regional Economic Integrations	<b>Connect Assignment:</b> Quiz Chapter 9: Due Monday, October 23, 2023, no later than 11 pm.
<b>Monday, October 23, and Tuesday, October 24, 2022, Connect Exam # 2:</b> <b>Chapters 7-8-9</b>	<b>Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and quizzes. Available on the "Test, Quiz, Exam" link from 5 am to 11 pm.</b>
Monday, October 30, 2023, <b>Chapter 13:</b> Entering Developed and Emerging Markets	<b>Connect Assignment:</b> Quiz Chapter 13, due Monday, November 6, 2023, no later than 11 pm.
Monday, November 6, 2023, <b>Chapter 16:</b> Global Markets and Business Analytics	<b>Connect Assignment:</b> Quiz Chapter 16, due Monday, November 13, 2023, no later than 11 pm.
Monday, November 13, 2023, <b>Chapter 17:</b> Global Human Resources Management	<b>Connect assignment:</b> Quiz Chapter 17: Due Monday, November 20, 2022, no later than 11 pm

Monday, November 20, 2022 TBA – Thanksgiving Week		Connect Assignment for Chapter 17 is due.
Monday, November 27, and Tuesday, November 28, 2023 Connect Exam # 3 Chapters 13-16-17		Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and quizzes Available on the "Test, Quiz, Exam" link from 5 am until 11 pm.

<b>Marketable Skills for the BBA:</b>
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

<u>American With Disabilities Act (ADA)</u>
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 Mary Schwarze, Director of Counseling and Accessibility Services. Email <a href="mailto:mschwartz@sulross.edu">mschwartz@sulross.edu</a> or call 432-837-8203
<u>Distance Education Statement:</u> 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.