

**SUL ROSS STATE UNIVERSITY  
COURSE SYLLABUS  
GBAA 4355  
INTERNATIONAL BUSINESS  
FALL 2024  
T TH 12:30 – 1:45 BAB 317**

**I. INSTRUCTOR:** Clark Nussbaum  
**OFFICE PHONE:** 432-837-8073  
**CELL:** 432-386-0722  
**OFFICE:** MAB 309C  
**OFFICE HOURS:** Tuesdays & Thursdays 2-5:00pm  
**other times by Appointment**  
clark.nussbaum@sulross.edu

**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  
                              14<sup>TH</sup> EDITION  
                              McGraw-Hill Publishers Print edition ISBN: 9781260387544

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

Attendance	100
Paper	100
Closing Cases	300
Exams	300
FINAL EXAM	<u>100</u>
	900

**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.

**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.

**VII. 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.

### **ADA Statement**

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. 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 Mrs. Mary Schwartze Grisham, LPC, SRSU's Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu) or [ronnie.harris@sulross.edu](mailto:ronnie.harris@sulross.edu). RGC students can also contact Alejandra Valdez, at 830-758-5006 or email [alejandra.valdez@sulross.edu](mailto:alejandra.valdez@sulross.edu). Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine. Texas, 79832.

### **VIII. 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](http://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](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).**

**IX. 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.

**COURSE DESCRIPTION:** Covers the economic underpinnings of free trade; investment and trade barriers; foreign direct investment; the multi-national enterprise; assessing the international business environment; and global organization and strategy.

## X. COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments.

<b>DATES</b>	<b>Chapter</b>	<b>Topic</b>	<b>CLOSING CASE</b>
8/27		<b>Introduction</b>	
8/29	1	GLOBALIZATION	DETROIT BIKES PG 36
			9/7
9/3	2	NATIONAL DIFFERENCES IN POLITICAL,	CHINA'S MIXED ECONOMY PG 61
9/5	2	ECONOMIC AND LEGAL SYSTEMS	9/10
		CURRENT EVENTS DISCUSSION	
9/10	3	NATIONAL DIFFERENCES IN ECONOMIC DEVELOPMENT	WHAT AILS ARGENTINA? PG 90
			9/16
9/12	4	DIFFERENCES IN CULTURE	
9/17	4		
9/19	5	ETHICS, CORPORATE SOCIAL RESPONSIBILITY	
9/24	5	AND SUSTAINABILITY	
9/26		<b>EXAM 1</b>	
10/1	6	INTERNATIONAL TRADE THEORY	
10/3	7	GOVERNMENT POLICY AND INTERNATIONAL TRADE	AMERICA & KENYA NEGOTIATE A TRADE DEAL PG 225
			10/8
10/8	8	FOREIGN DIRECT INVESTMENT	JCB IN INDIA PG 256
			10/20
10/10	9	REGIONAL ECONOMIC INTEGRATION	
10/15		<b>EXAM 2</b>	
10/17	10	THE FOREIGN EXCHANGE MARKET	
10/22	10		
10/24	11	THE INTERNATIONAL MONETARY SYSTEM	
10/29	12	THE GLOBAL CAPITAL MARKET	

10/31		<b>EXAM 3</b>	
11/5	13	THE STRATEGY OF INTERNATIONAL	
11/7	13	BUSINESS	
11/8		<b>LAST DAY TO DROP WITH A "W"</b>	
11/12	14	THE ORGANIZATION OF INTERNATIONAL	
11/14	14/15	BUSINESS	
11/19	15	ENTRY STRATEGY AND STRATEGIC ALLIANCES	
11/21	16	EXPORTING, IMPORTING & COUNTERTRADE	
12/4		<b>PAPERS DUE</b>	
<b>12/3</b>		<b>EXAM 4 (10:15-12:15)</b>	