

GBAR 4355 – International Business – Spring 2024  
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

To register with McGraw-Hill, Connect, follow the instructions on Blackboard.

The e-Book with the Connect Access Card is all the instructional material you need for GBAR 4355, International Business Spring 2024. 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 and economics in which the students are exposed to the essential elements of international trade. It examines the challenges and 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: 100 points at 25% of the total grade – Blackboard
2. Connect Exam # 2: 100 points at 25% of the total grade – Blackboard
3. Connect Exam # 3: 100 points at 25% of the total grade – Blackboard
4. Connect Quizzes: 100 points at 25% of the total grade - Blackboard

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 quizzes will not be accepted after the deadline, and the due date will not be changed.

**NO EXCEPTIONS**

### PowerPoint 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.

Connect Blackboard Exams: Questions for the three Connect BB exams will come from the assigned material in the textbook, PPTs, videos, and quizzes.

## Course Outline – GBAR 4355 – Intl. Business – Spring 2024

### Date and Chapter

### Connect Assignment

Wednesday, January 17, 2024: Chapter 1 - Globalization	Quiz Chapter 1: Due Monday, January 22, no later than 11 p.m.
Monday, January 22, 2024 – Chapter 2: National Differences in Political, Economic, and Legal Systems	Quiz Chapter 2: Due Monday, January 29, no later than 11 p.m.
Monday, January 29, 2024: Chapter 3: National Differences in Economic Development	Quiz Chapter 3: Due Monday, February 5, no later than 11 p.m.
Monday, February 5, 2024 – Chapter 4: Differences in Culture	Quiz Chapter 4: Due Monday, February 19, no later than 11 p.m.
<b>Connect Exam 1.</b> Chapters 1-2-3-4. Available from Monday, February 12 at 5:00 a.m. until Tuesday, February 13 at 11:00 p.m.	<b>Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and quizzes. Available on the "Test, Quiz, Exam" link</b>
Monday, February 19, 2024 - Chapter 5: Ethics, Corporate Social Responsibility, and Sustainability	Quiz Chapter 5: Due Monday, February 26, 2024, no later than 11 p.m.
Monday, February 26, 2024 – Chapter 7: Government Policy & International Trade	Quiz Chapter 7: Due Monday, March 4, 2024, no later than 11 p.m.
Monday, March 4, 2024, Chapter 8: Foreign Direct Investment - FDI	Quiz Chapter 8: Due Monday, March 18, 2024, no later than 11 p.m.
<b>March 11- March 15, 2024 – Spring Break</b>	<b>Spring Break – No Class</b>
Monday, March 18, 2024: Chapter 9: Regional Economic Integrations	Quiz Chapter 9: Due Monday, April 1, 2024, no later than 11 p.m.
<b>Connect Exam 2</b> - Chapters 5-7-8-9. Available from Monday, March 25 at 5:00 a.m. until Tuesday, March 26 at 11:00 p.m.	<b>Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and quizzes are available on the "Test, Quiz, Exam" link.</b>
Monday, April 1, 2024 – Review	Quiz Chapter 9 is due.

Monday, April 8, 2024, <b>Chapter 13:</b> Entering Developed and Emerging Markets.	Connect Assignment: Quiz Chapter 13, due Monday, April 15, 2024, no later than 11 p.m.
Monday, April 15, 2024, <b>Chapter 16:</b> Global Markets and Business Analytics	Connect Assignment: Quiz Chapter 15, due Monday, April 22, 2024, no later than 11 p.m.
Monday, April 22, 2024, <b>Chapter 17:</b> Global Human Resources Management.	Quiz Chapter 17: Due Monday, April 29, 2024, no later than 11 p.m.
<b>Connect Exam 3</b> – Chapters: 13-16-17. Available from Monday, April 29 at 5:00 a.m. until Tuesday, April 30 at 11:00 p.m.	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and quizzes. “Test, Quiz, Exam” link.

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 be able 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>Americans 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 Schwartze, Director of Counselling and Accessibility Services. Email <a href="mailto:mschwartz@sulross.edu">mschwartz@sulross.edu</a> or call 432-837-8203.
<i>Distance Education Statement:</i> 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.