

Course Syllabus

GBAR 4355 – International Business

Spring 2026

Instructor	Dr. Eduardo Russo
Office Hours	By appointment
Office Location	Rio Grande College of Business. Amy St. Building.
Telephone	(830) 279-3032
Email Address	eduardo.russo@sulross.edu or by Blackboard
Class Schedule	Tuesdays and Thursdays from 6:00 pm to 8:45 pm (CST)
Classroom Location	Eagle Pass Administrative – RGCOB, room B111
Required Readings	Textbook: Hill, C. W. L. (2023). <i>Global business today</i> (12th ed.). McGraw-Hill. (ISBN10: 1264209614 ISBN13: 9781264209613)

Official Communication

The University and I will send all official communication to your Sul Ross email account. Therefore, you must check your email regularly for any updates. If you have any questions or comments, feel free to email me. Please make sure to include in your message your full name and the course you are inquiring about.

Instructor

Dr. Eduardo Russo is a Tenure-Track Assistant Professor of International Business at the Rio Grande College of Business, Sul Ross State University, and an Associate Researcher at The COPPEAD Graduate School of Business, Federal University of Rio de Janeiro (COPPEAD/UFRJ). At these institutions, he is actively engaged in research, extension, and teaching activities focused on innovation, entrepreneurship, sustainability, and international business. Eduardo earned his PhD in Business Administration from COPPEAD/UFRJ, followed by a Post-Doctorate at the same institution. He also holds a Master's Degree in International Management from IAE-Bordeaux, France, along with dual Bachelor's Degrees in Economics and Defense and International Strategic Management from North Paraná University and UFRJ, respectively. His academic excellence is further highlighted by numerous certifications and honors in business and international studies. With nearly a decade of academic experience, Eduardo has served as a Coordinator and Academic Collaborator for various programs at Alumni COPPEAD Business School and has taught undergraduate and graduate courses in logistics, marketing, business, and international relations at both public and private educational institutions. His international experience spans Brazil, France, the United Kingdom, Mexico, and the USA. Before transitioning to academia, Eduardo gained valuable experience in the international logistics sector, working with both national and foreign companies in the Oil & Gas industry. Driven by a passion for knowledge creation and dissemination, Eduardo dedicates much of his time to mentoring young students aspiring to academic careers and assisting organizations and individuals in succeeding in the global market.

Course Presentation

GBAR4355: International Business. This course offers a comprehensive examination of the principles and practices that govern international business operations. Students will analyze critical topics such as global trade dynamics, international marketing strategies, and the complexities of cross-cultural management. Emphasizing the implications of globalization, the curriculum will utilize case studies and analytical frameworks to foster a nuanced understanding of how businesses navigate diverse markets and regulatory environments. By the end of the course, students will be equipped with the knowledge and skills necessary to engage effectively in the global business landscape.

Student Learning Outcomes of the Program

By the end of the course, students are expected to be able to:

1. Analyze and resolve international business challenges across key functional areas by applying essential global business principles and strategies.
2. Effectively communicate international business information through various formats, including written, oral, and digital methods.
3. Recognize and assess the implications of ethical and social responsibility issues in a global business context.

Marketable Skills

By the end of the course, students are expected to develop the following skills:

1. Students will apply the principles of business to the management of existing businesses or the creation of new businesses.
2. Students will use appropriate information from research and analysis to make informed decisions.
3. Students will be able to write business correspondence, including letters, emails, reports, and resumes.

Students will be able to make effective oral presentations to both professional and general audiences.

Course Requirements and Grading

Requirement	Weight	Final Score
Quizzes	25%	A = 90 to 100
Midterm Exam	25%	B = 80 to 89
Final Exam	25%	C = 70 to 79
Group Project	25%	D = 60 to 69
Total	100%	F = 59 and below

Note: To be eligible for grading at the end of the course, students must maintain a minimum attendance of 70%.

Quiz Instructions

This course will include a series of quizzes designed to assess students' understanding of international business as outlined in the weekly readings. At the end of each section, there will be a quiz consisting of 5 multiple-choice questions, each with four answer options, of which only one is correct. These quizzes will serve to reinforce key concepts and ensure that students are engaging with the course materials effectively.

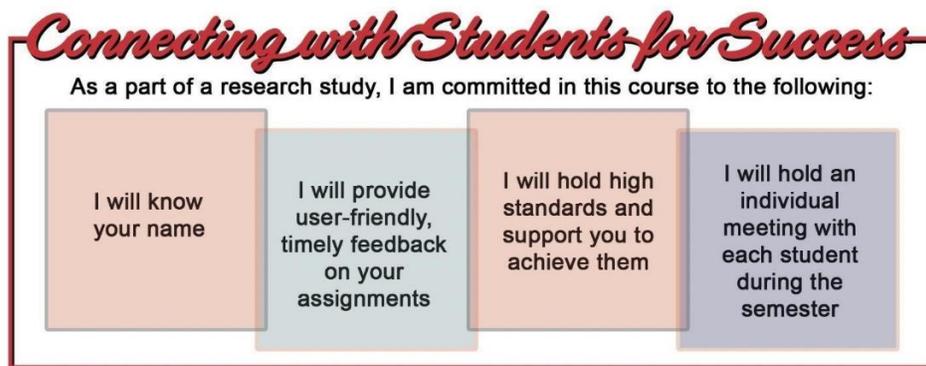
The cumulative weight of all quizzes will account for 25% of the final grade. Students are encouraged to review the assigned readings thoroughly in preparation for each quiz, as the questions will directly relate to the content covered in the respective week. The quizzes will not only test knowledge but also promote critical thinking and application of international business principles in various scenarios.

Group Assignment Instructions

This assignment will allow students to apply theoretical concepts learned in class to a practical scenario, deepening their understanding of global business dynamics and teamwork. For this activity, the class will be divided into groups of 5 or 6 students who will collaborate throughout the semester to develop and present an export plan for a selected company in one of the final sections of the course. Each group must choose a company from a specific industry and propose an internationalization plan targeting a specific country. The export plan should encompass market entry strategies, a thorough analysis of the target market, and considerations of cultural, economic, and legal factors that may impact the business.

The evaluation criteria for the group assignment will focus on several key areas: the quality and relevance of research on the chosen company, industry, and target market; the feasibility and practicality of the proposed internationalization strategy; a comprehensive analysis of the target country's market conditions; an understanding of cultural differences and their impact on the business strategy; the clarity and professionalism of the presentation, including the use of visual aids; and evidence of effective teamwork and equitable task distribution among group members.

Connecting with Students for Success



I am pleased to announce my participation in the study “Connecting with Students for Success” at Sul Ross State University. This initiative aims to strengthen the relationship between instructors and students, ultimately enhancing overall success. As part of this study, I am dedicated to meeting individually with each of you at the beginning of the semester.

Please email me to schedule an appointment for us to meet in my office. **Your participation will earn you 5 points, which will be added to your final grade.** During our meeting, I would like to discuss your expectations for the course, explore how I can assist you, and learn about your experiences at Sul Ross State University.

Technology Help

For most technology issues, start by visiting the Lobo Technology Assistance Center (LTAC). You can find a quick link to this site on our home page under the “My SRSU” tab. For specific assistance with any aspect of Blackboard, including issues with online exams, reach out to our Blackboard administrators in Alpine at 432-837-6055.

SRSU Distance Education Statement

All students, whether enrolled in online or face-to-face courses, have equal access to the university’s academic support services, including library resources, online databases, and instructional technology support. For more information on accessing these resources, please visit the SRSU website. Students are encouraged to communicate using their Sul Ross email accounts and submit assignments through Blackboard, which requires a secure login. All students at Sul Ross are expected to adhere to policies regarding academic honesty and appropriate conduct as outlined in the student handbook. Additionally, students in web-based courses must ensure they have the necessary equipment and software as specified on the SRSU website. Instructions for filing a student complaint can also be found in the student handbook.

ADA Statement

Sul Ross State University (SRSU) is committed to ensuring equal access in compliance with the Americans with Disabilities Act of 1973. SRSU provides reasonable accommodations to students with documented disabilities. Students are responsible for initiating a request for accommodations each semester for each class. To seek accessibility services, please contact Mrs. Mary Schwartz Grisham, LPC, the Director of Accessibility Services, at 432-837-8203 or via email at mschwartz@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.

Counseling

Sul Ross has partnered with TimelyCare to provide all SR students with access to nine free counseling sessions. For more information about this 24/7 support service, please visit [Timelycare/SRSU](https://www.timelycare.com/SRSU). Additionally, the SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall, room 112 (Alpine campus), as well as telehealth Zoom sessions for remote and RGC students.

Libraries

The Bryan Wildenthal Memorial Library in Alpine provides FREE resources and services to the entire SRSU community. You can access and borrow books, articles, and more by visiting the library's website at library.sulross.edu/. Please note that off-campus access requires logging in with your Lobold and password. Our librarians are an invaluable resource for your coursework and can be contacted in person, via email at srsulibrary@sulross.edu, or by phone at 432-837-8123.

Regardless of your location, public libraries, as well as many academic and special libraries, welcome the general public for study purposes. SRSU TexShare Cardholders have access to additional services and resources at various libraries across Texas. To learn more about the TexShare program, visit library.sulross.edu/find-and-borrow/texshare/ or reach out to a librarian by emailing srsulibrary@sulross.edu.

New for Fall 2023: Mike Fernandez, SRSU Librarian, is now based in Eagle Pass (Building D-129) to provide specialized library services to students, faculty, and staff. Take advantage of free services such as InterLibrary Loan (ILL) and ScanIt to have materials delivered to your home or via email.

Academic Integrity

Students in this class are expected to exhibit scholarly behavior and uphold academic honesty in their use of intellectual property. Scholars should be punctual, prepared, and focused, with meaningful and relevant participation encouraged. Examples of academic dishonesty include, but are not limited to, the following: submitting work as original that has been used in whole or in part for another course or professor; presenting another person's work as one's own; copying from professional works or internet sources without proper citation; and collaborating on a course assignment, examination, or quiz when collaboration is prohibited.

Classroom Climate and Respect

This class is committed to fostering an environment that encourages free expression, critical inquiry, and open discussion of ideas. It is essential that we all contribute to creating and maintaining a culture of tolerance, civility, and respect for diverse viewpoints. We must also learn to engage in probing discussions, express disagreements, and challenge ideas without resorting to intimidation, harassment, or personal attacks. No one has the right to harass, belittle, or discriminate against others based on race, religion, ethnicity, age, gender, national origin, or sexual orientation. We will not shy away from discussing politically sensitive topics, recognizing that such conversations are vital for growth and understanding.

Copyright Notice

All lectures and course materials, including PowerPoint presentations, tests, outlines, and similar resources, are protected by copyright. The Professor retains exclusive ownership of the copyright for the materials they create. You are permitted to take notes and make copies of course materials for your personal use. However, you may not reproduce or distribute lecture notes and course materials publicly, whether for a fee or not, without the Professor's express written consent. Likewise, you hold the copyright to your original papers and exam essays.

Generative AI Use Policy

Generative AI tools, including large language models (LLMs), are permitted for coursework only if students declare in every assignment which AI tool(s) were used, the exact extent of AI involvement (the proportion of content produced or substantially assisted by AI), and the purposes for which the AI was used. The declaration must appear in a clearly labeled AI Usage Disclosure section of the submission. Non-disclosure or incomplete disclosure constitutes a violation of academic integrity, and instructors may request access to prompts, outputs, or other records to verify compliance. Students remain responsible for ensuring the submitted work reflects their own understanding.

Course Schedule: GBAR 4355 – International Business

Session	Date	Topic	Readings/Preparation
01	01/13/2026	Course Presentation	Course Syllabus
02	01/15/2026	Globalization	Textbook Chapter 1 Quiz 1
03	01/20/2026	Political, Economic, and Legal Systems	Textbook Chapter 2 Quiz 2
04	01/22/2026	Cultural Differences	Textbook Chapter 4 Quiz 3
05	01/27/2026	International Trade Theory	Textbook Chapter 6 Quiz 4
06	01/29/2026	Government Trade Policies	Textbook Chapter 7 Quiz 5
07	02/03/2026	Foreign Direct Investment	Textbook Chapter 8 Quiz 6
08	02/05/2026	Midterm Exam	N/A
09	02/10/2026	Regional Integration	Textbook Chapter 9 Quiz 7
10	02/12/2026	International Monetary System	Textbook Chapter 11 Quiz 8
11	02/17/2026	International Business Strategy	Textbook Chapter 12 Quiz 9
12	02/19/2026	Import and Export	Textbook Chapter 14 Quiz 10
13	02/24/2026	Global Supply Chain Management	Textbook Chapter 15 Quiz 11
14	02/26/2026	International Marketing	Textbook Chapter 16 Quiz 12
15	03/03/2026	Groups Presentation	N/A
16	03/05/2026	Final Exam	N/A

Note: Dates are subject to change based on prior communications.