Course Syllabus

GBAR 4355 – International Business

Fall 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	Self-Paced
Classroom Location	Virtual
Required Readings	Textbook: Hill, C. W. L. (2023). *Global business today* (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.

Business Administration Program Student Learning Outcomes (SLO)

1. The students will analyze and solve business problems across major business functions, using fundamental business principles and strategies.

2. The students will communicate business information through written, oral, and other delivery processes.

3. The students will identify and understand the impact of ethical and social responsibility issues in business.

Marketable Skills for the Business Administration Program

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.

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

Course Requirements and Grading

Requirement	Weight	Final Score
Quizzes	50%	A = 90 to 100
Midterm Exam	25%	B = 80 to 89
Final Exam	25%	C = 70 to 79
		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 50% 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.

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 Schwartze Grisham, LPC, the Director of Accessibility Services, at 432-837-8203 or via email at mschwartze@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. 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.

Connecting with Students for Success Program

This course is participating in the Connecting with Students for Success Retention Program, sponsored by the Office of Academic Affairs at Sul Ross State University.

The purpose of this program is to support student success by strengthening communication, connection, and engagement between students and faculty throughout the semester. As part of this initiative, the instructor will implement practices designed to help students feel supported, receive timely feedback, and stay on track with course expectations.

As part of this program, students may be invited to participate in an individual meeting with the instructor early in the semester. The purpose of this meeting is to provide an opportunity for the instructor and student to get to know each other better, discuss academic and professional goals, clarify course expectations, and identify any support that may help the student succeed in the course.

Students may also receive early actionable feedback related to their course progress and may be encouraged to complete a brief program survey later in the semester. Survey participation is intended to help the university better understand student experiences and improve support services.

Participation in the program activities is intended to support student learning and engagement. Any information used for program reporting purposes will be presented anonymously. Students are encouraged to take advantage of this opportunity to connect with the instructor and discuss ways to succeed in the course.

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Course Schedule: GBAR 4355 – International Business

Session	Date	Topic	Readings/Preparation
01	Week 1.1	Course Presentation	Course Syllabus
02	Week 1.2	Globalization	Textbook Chapter 1 **Quiz 1**
03	Week 2.1	Political, Economic, and Legal Systems	Textbook Chapter 2 **Quiz 2**
04	Week 2.2	Cultural Differences	Textbook Chapter 4 **Quiz 3**
05	Week 3.1	International Trade Theory	Textbook Chapter 6 **Quiz 4**
06	Week 3.2	Government Trade Policies	Textbook Chapter 7 **Quiz 5**
07	Week 4.1	Foreign Direct Investment	Textbook Chapter 8 **Quiz 6**
08	Week 4.2	**Midterm Exam**	N/A
09	Week 5.1	Regional Integration	Textbook Chapter 9 **Quiz 7**
10	Week 5.2	International Monetary System	Textbook Chapter 11 **Quiz 8**
11	Week 6.1	International Business Strategy	Textbook Chapter 12 **Quiz 9**
12	Week 6.2	Import and Export	Textbook Chapter 14 **Quiz 10**
13	Week 7.1	Global Supply Chain Management	Textbook Chapter 15 **Quiz 11**
14	Week 7.2	International Marketing	Textbook Chapter 16 **Quiz 12**
15	Week 8.1	Global Human Resource Management	Textbook Chapter 17 **Quiz 13**
16	Week 8.2	**Final Exam**	N/A

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