

BUSI 1301 – **Business Principles in a Global Economy**

Professor: Dr. Joseph L Thompson



Semester Contact Information for Professor Thompson and TA

- Professor: *Dr. Joseph L Thompson*
- Preferred Email:
jlthompson@bauer.uh.edu

Summer Info:

- Office Location and Office Hours:
Online Only



Class TAs (Large Section Only)

- See the syllabus for contact information
- The TA is your point of contact for everything course-related
- Students must email the TA first
- Check the Syllabus Course Calendar and Other Information Before Contacting the TA.

Required Texts

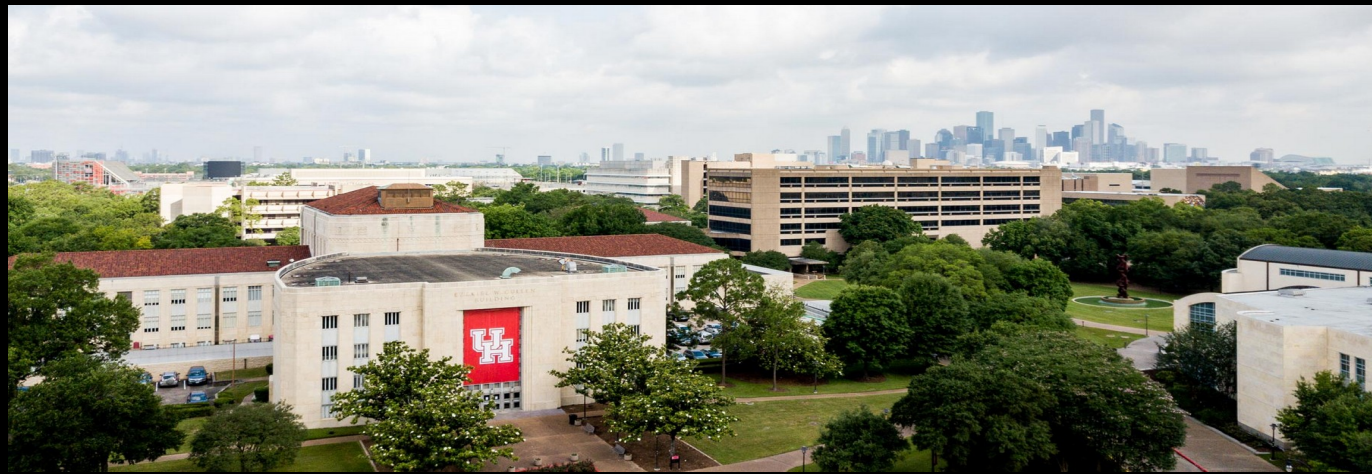
The Syllabus (This is the most important document in the course. Students must keep up to date with the syllabus. If changes need to be made, the professor or your TA will inform students.)

Geringer - International Business (3rd edition) with Connect Plus.

Some topics require additional readings and videos. Those readings and videos will be located in the appropriate topic folder

Recommended Readings

- Each student should acquire a copy of the classic book on writing style, *The Elements of Style* by William Strunk and E.B. White. This book will help all students learn how to write effectively for all writing inside and outside of college.
- Anyone involved in global business should be aware of business resources that provide information on industries, companies, markets, and more. Students should also pay close attention to media outlets for up to the minute stories that can have a dramatic impact on international businesses. The following library resources are highly recommended and should be used by each student when conducting research on the international business environment. These sources can be accessed via the UH library by using your CougarNet ID to log in. Click on the link (<https://guides.lib.uh.edu/business>) for more details about each of these sources.



Mental Health

Counseling and Psychological
Services

<http://www.uh.edu/caps>

(713) 743-5454

Let's Talk Program

(no appointment necessary):

http://www.uh.edu/caps/outreach/lets_talk.html



Video Recording Link

The following is a recording of the Houston and International Business Lecture that I gave on April 6, 2023.

Students should refer to the syllabus to see all lecture notes, readings, and assignments (required and recommended) associated with this lecture. This video lecture serves as a supplement to this lecture. Please go through the lecture video, the PowerPoint here, and the Lecture Notes in order to get the full lecture for this topic.

https://uh-edu-cougarnet.zoom.us/rec/share/XlTznfv69Yv460cYy6e_itgV7njZ5osH7LYipPqe0JIAwL9nul8xRRDEQyvb19uN.hPdEAlnG1UYGKH_v

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Houston and International Business



Houston, Texas, has been called the “energy capital of the world” due to its role as a major hub of the petroleum and other energy resource industries.

Its evolution has brought to reality the then-outlandish claim of John and Augustus Allen—the brothers who founded the city—that Houston would one day “command the trade of the largest and richest portions” of the state and become the “the great interior commercial emporium of Texas,” even if it finally did so in an industry they couldn’t conceive of in 1837.

Houston is a hub for international commerce, positioned as the energy capital of the world and a global leader in healthcare, aeronautics, advanced manufacturing, and innovation. There are 14 Fortune 500 companies headquartered in Houston with multinational operations.



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If Texas were a country, it would be the 8th largest economy in the world.

The GDP of Texas is 2.1 trillion, second in the US only to California.



Top US Cities by Population (2023) Note: 2023 is projected based on recent estimates

Rank	Name	State	2023 Population	2020 Census	Annual Change	Density (mi²)	Area (mi²)
1	New York City	New York	7,888,121	8,772,978	-3.48%	26,260	300.38
2	Los Angeles	California	3,769,485	3,889,834	-1.04%	8,038	468.96
3	Chicago	Illinois	2,608,425	2,741,730	-1.65%	11,472	227.37
4	Houston	Texas	2,264,876	2,300,027	-0.51%	3,538	640.19

Houston and International Business



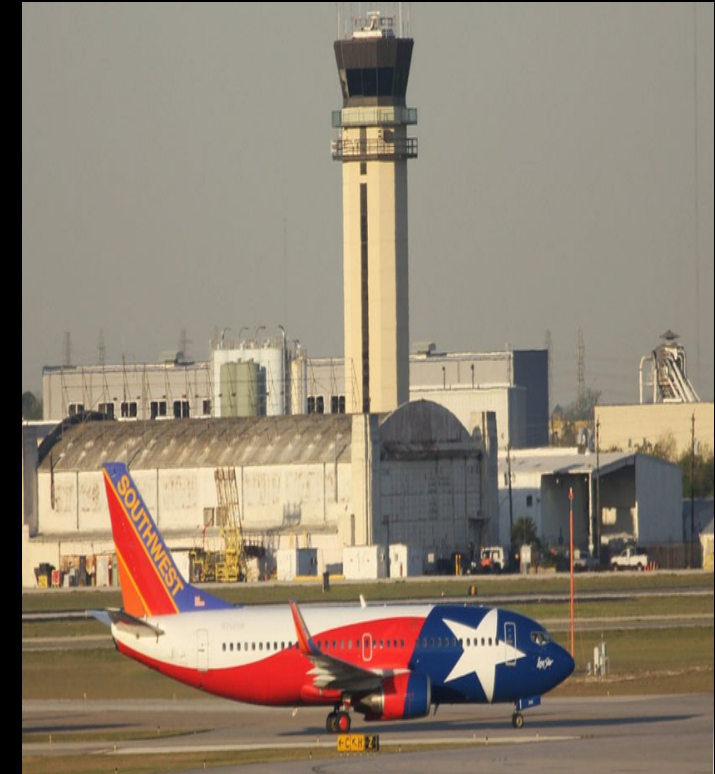
4th Largest U.S. City
1.1 Million New Residents in Last Decade
\$490 Billion Regional GDP
350,000 Educated Millennials
760+ Expansion and Relocation Projects in Last
2 Years



Houston and International Business



The Houston Airport System (HAS) ranks as one of the largest multi-airport systems in the world. The system comprises George Bush Intercontinental Airport (IAH) (left), William P. Hobby Airport (HOU) and Ellington Airport (EFD).



[Houston Airport System \(HAS\) Statistics Dashboard:](https://app.powerbigov.us/view?r=eyJrIjoiMDE3ZW11YmEtOTZiOS00NjZjLWEzZTA0NjRmZmM1NWY2OGU3IiwidCI6IjU3YTg1YTEwLTI1OGItNDViNC1hNTE5LWM5NmM3NzIxMDk0YyJ9)

<https://app.powerbigov.us/view?r=eyJrIjoiMDE3ZW11YmEtOTZiOS00NjZjLWEzZTA0NjRmZmM1NWY2OGU3IiwidCI6IjU3YTg1YTEwLTI1OGItNDViNC1hNTE5LWM5NmM3NzIxMDk0YyJ9>

Houston and International Business

[Spaceport](#) | [Houston Spaceport](#) | [Houston Airport System \(fly2houston.com\)](#)

Houston Spaceport is an FAA-licensed, urban commercial spaceport offering unprecedented access to a thriving aerospace community. In addition to serving as a launch and landing site for suborbital, reusable launch vehicles, Houston Spaceport offers laboratory office space including technology incubator space and large-scale hardware production facilities.



Collins Aerospace

Houston and International Business



S P A C E

Nov 3, 2023: Intuitive Machines has landed a nearly \$9.5 million Air Force contract to develop technology for NASA's Gateway project, the first space station that will orbit the moon. Specifically, the technology will support a high-powered nuclear fission system that will supply electricity for satellites, bypassing the need for power from solar, battery, or fuel-cell sources.





The four seaports in the metro Houston area—Freeport, Galveston, Houston, and Texas City—handled 243.7 million metric tons of cargo in the 12 months ending January '23, a 3.7 percent drop over the comparable period in '22. Those shipments were valued at \$295.5 billion, a 6.2 percent increase over the comparable period the previous year.

<https://www.houston.org/houston-data/monthly-update-foreign-trade>

Houston and International Business



In 2022, United States' Houston, Tx exported \$132B, making it the 1st largest exporter out of the 390 exporters in United States. In 2022 the top exports of Houston, Tx were Petroleum oils, oils from bituminous minerals,... (\$25.8B), Petroleum spirit for motor vehicles (\$15.9B), Light petroleum distillates nes (\$14.7B), Propane, liquefied (\$13.6B), and Ethylene polymers and ethylene-alpha-olefin copolymers (\$3.92B).

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Houston and International Business

Shell Oil helped ignite the growth of Houston's downtown skyline



Houston's high concentration of energy expertise and experience has meant a large number of relocations to the Houston region since Shell left New York for Houston in 1971. In Houston, you'll have access to three million workers and more engineers than any other U.S. metro. With more than 500 exploration and production firms, 800 oilfield service companies and more than 90 pipeline transportation establishments, Houston is truly the Energy Capital of the World.



Houston: The Energy Capital of the World

4,600 Energy-related companies

- more than 500 exploration and production firms
- 800 oilfield service companies
- more than 90 pipeline establishments

Energy employment of nearly 250,000 workers

- nearly one-third of all oil and gas extraction jobs in the United States



Houston: The Energy Capital of the World

The Energy Corridor

- Business District
- more than 300 companies employing more than 94,000 workers

Houston's Major Companies

- ConocoPhillips*
- Exxon Mobil
- Chevron
- Shell*

Houston and International Business



Texas Medical Center (TMC)—the largest medical complex in the world—is at the forefront of advancing life sciences. Home to the brightest minds in medicine, TMC nurtures cross-institutional collaboration, creativity, and innovation because together, we can push the limits of what's possible.

Houston and International Business

Houston region already produces and consumes a third of the nation's hydrogen, per the release, and has more than 50 percent of the country's dedicated hydrogen pipelines. These assets can be utilized to accelerate a transition to clean hydrogen



“The Houston region has the talent, expertise and infrastructure needed to lead the global energy transition to a low-carbon world. Clean hydrogen, alongside carbon capture, use, and storage are among the key technology areas where Houston is set up to succeed and can be an example to other leading energy economies around the world,” says Bobby Tudor, chair of the Greater Houston Partnership’s Houston Energy Transition Initiative, in a news release.

Houston and International Business



Drummers, Music, Dance, Kids' Zone, and More!

EXPERIENCE CULTURE
INTERNATIONAL
FOOD FESTIVAL

SAT JUNE 23RD

12PM TO 5PM

www.SHAPF.org 3815 Live Oak Street • Houston, TX 77004 • (713) 521-0641

Houston truly is an international city
and a major power in the future of
international business!!!!

Why Else is Houston a Great City?: Sports Town

2022 World Series Champion Houston Astros



Houston is the sixth most valuable sports city in the U.S. in terms of revenue generated from NFL, NBA, MLB, NHL, and MLS teams and predicted revenue growth, but it is projected to move into the top five by 2030. A study found that Texas "shines in gaming" after 13 of its cities were named among the 100 best places for video game enthusiasts.

Enron Scandal

The Enron scandal drew attention to accounting and corporate fraud as its shareholders lost \$74 billion in the four years leading up to its bankruptcy (Largest bankruptcy in American history and criminal charges against top executives), and its employees lost billions in pension benefits. Increased regulation and oversight have been enacted to help prevent corporate scandals of Enron's magnitude.

[Click Here](#)



Enron Timeline

<https://www.investopedia.com/updates/enron-scandal-summary/>

News Report

<https://www.youtube.com/watch?v=Rjqgdggnlfo>



Enron's 2000 Reported Revenue vs. Similarly Sized Companies: Too good to be true?

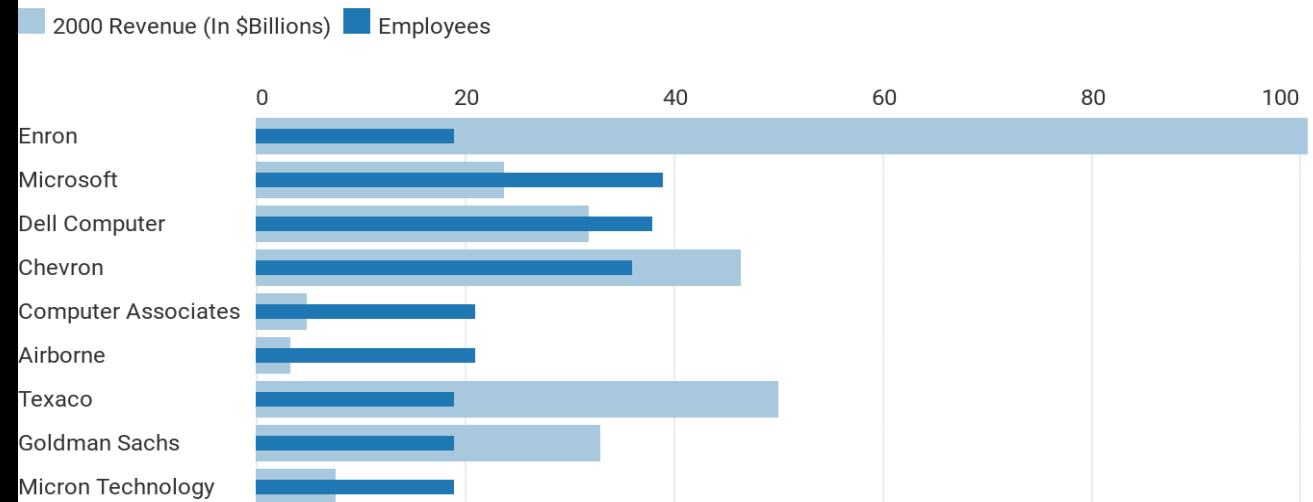


Chart: Investopedia • Source: Forbes • [Get the data](#) • Created with Datawrapper

Houston and International Business

