



Course BA 4371.002 International Business
Professor George Barnes (Senior Lecturer, School of Management)
Term Fall 2009: August 20-December 10
Meetings Tues/Thurs 10:00-11:15am, SM 1.212

Professor's Contact Information

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Other Information

Faculty member in School of Management, International Management Studies, and Director, Global MBA Online program. Corporate positions in international business with Citibank (in Middle East) and Mobil Oil. Consulting on market entry and investment-attraction strategies. Cross-cultural training to prepare business persons selected for overseas assignments. Affiliations with international trade associations. Masters degree from the Fletcher School of Law & Diplomacy, Tufts University.

General Course Information

Pre-requisites, Co-requisites, & other restrictions Marketing Management, Business Finance (co-requisite)
Course is best taken as senior, or second semester junior, in order to draw on previous cross-functional course work.

Course Description

This is a survey course in international business. Faced with increasing global competition, firms must expand their market penetration, assess the forces of change affecting their business, and develop strategic and functional responses to manage truly global operations. In this context, the course will examine worldwide patterns of and motivations for trade and investment, identify the institutions and environments affecting international business, and investigate how multinational firms adapt functional business areas - - finance, manufacturing, marketing, human resources - - for global competitive advantage.

Learning Outcomes

Consistent with the School of Management's undergraduate degree program objectives, the following learning goals are applicable:

1. Demonstrate understanding of multicultural aspects and international dimensions of societies in which we live and work and be familiar with knowledge and methods to deal with related problems. Measurement: exam essay question dealing with organizational and interpersonal implications of cultural frameworks.
2. Develop a regard for human values and the ability to make judgments based on ethical considerations. Measurement: multiple choice questions dealing with business ethics, bribery, employment practices, human rights and environmental degradation.

Required Text & Materials *Global Business Today*, C. Hill (McGraw-Hill, 2009, 6th edition). *Note*: same chapter sequence and topics as 5th edition, but all cases are different.

WebCT course website: Organized into 3 Modules, with 15 Units. The following course materials are available: lectures in downloadable slides; supplemental readings; case study guidelines and cases not in textbook; problem-solving exercises; exam review topics, sample essays and self-tests. *Note*: course makes extensive use of WebCT so if you are not prepared to “make a WebCT habit,” perhaps consider a different section.

Additional Resources Internet: Assignments and discussion topics will require students to use resources on the Internet. Students should become familiar with the UTD Library’s electronic databases, and other international business resources and publications on the Internet.

Useful Internet resources include <http://globaledge.msu.edu> and the National Trade Data Bank (NTDB) Country Commercial Guides for country, industry, trade and regulatory information. Access to NTDB (www.stat-usa.gov/tradtest.nsf) reports free only when using UTD library electronic database.

For **country profile assignment**: see also CIA World Factbook, World Bank and other relevant websites.

Assignments & Academic Calendar

[Topics, Reading Assignments, Due Dates, Exam Dates]

Approach to course

Lectures, group presentations, problem-solving exercises and class discussions.

Lectures

- will deal with selected (but not all) topics from assigned chapters
- will be supplemented by videos, current events and Instructor's international business experience
- are available in downloadable slide sets

Students are responsible for all information in assigned chapters as well as supplemental information included in lectures.

Assignments

1. Case Study

Students will work in groups of 4, and each group will be responsible for preparing a case study analysis. Cases are located either:

-at the end of textbook chapters as the “Closing Case,”

or

-in applicable Unit at the WebCT course site.

Case study presentation

Groups will choose a spokesperson (or may involve a second person) to present the following during the assigned class period:

- 1-introduce the case (do not assume anyone else has read it)
- 2-outline the main issues the group selected for analysis
- 3-state how group solved the problem(s) and what recommendations emerged.

Spokesperson(s) should plan and rehearse a 5 minute presentation and may use powerpoint slides (probably not more than 3-4 slides given time constraint) or other audio-visual support. Following the very brief presentation, instructor will offer a rebuttal. Following the presentation and rebuttal, class members will be invited to ask questions.

Written report

Prepare written report covering all key questions related to the case, background as necessary on the topics, analysis and recommendations. In addition, provide information related to a specific company that was (or is) facing a similar situation. **Note:** the “real” company could be the one in the case; if so, update company information to 2007-2008 period; however, some companies and locations in the cases are fictitious. The written report will be 7-8 pages of text (optional tables extra), typed, double-spaced, 12-point font. Also, include one page of references/sources (no footnotes required). Correct format for any research obtained from the Internet is to cite name of report, author or institutional research source, and date (as well as URL).

Peer evaluation

Each group member should submit a confidential peer evaluation (obtain form at WebCT course site) no later than the class after the case was due.

Case approach

Information about your case may be open-ended and incomplete. In order to derive benefit, it is essential that you mentally “get inside” the case.

When developing your analysis:

- recognize case complements specific chapter topic
- outside **research is expected**
- be guided by **case questions** provided in case
- consult Instructor’s **Case Profile** in the applicable WebCT Unit (not available for every case).

Case grading perspective – **Content** is the most important part of the report as it shows group’s ability to find, sift through and compile information pertinent to the case. It also shows analytical ability, understanding of relevant issues, and the use of alternatives to reach sound recommendations. The second aspect of the case is the **Process**: readability, flow, logic, organization, internal consistency and quality.

Private discussion area at WebCT course site may be set up (upon request) for each group to use for communications and file sharing.

Outline – submit to instructor by email, at least one week before case is due, a one-page outline of approach to the case analysis (key issues, topics, preview of recommendations, etc.) that group intends to cover. The outline will not be graded but instructor’s feedback may be helpful. *Failure to submit the outline on time will result in a 5 point reduction.*

2. Current events article or research task (either A or B below):

A. Choose business article (current event last 12 months) on a **topic related to Globalization**. Good sources, both print and online, are: Wall Street Journal, Economist, Financial Times, Business Week, business section of the Dallas Morning News.

Submission:

Attach to article a long paragraph (maximum one page) analysis addressing the following questions:

1-why the article qualifies as one dealing with the “globalization” of business operations

2-what is/are the business impact(s).

Due: any time during the course but no later than submission date in Academic calendar.

B. Alternatively (instead of a current events article) submit a 1-2 page answer (**including the international business implication**) to one of the following globalEDGE research tasks (at end of applicable chapters):

Chapter	Research Task #	Chapter	Research task #
2	1, 2	12	2
3	1	14	1, 2
6	1	15	1, 2
7	1, 2	16	1

3. Country profile - using template available at website, prepare a country profile. As shown on template, countries may be chosen from the following regions: Middle East to South Asia, ASEAN, Sub-Saharan Africa, and South America. See Academic calendar for due date.

Examinations

There will be 3 exams: two of 75 minutes each covering the first and second Modules of the course, and a Final exam covering Module 3. Exams will have both multiple choice questions and short essays. Bring to exams a **Scantron card 882-E** (50 questions on a side).

Key topics for review and sample essay questions are posted in each Module at the course website. Self-tests (accessed either in Unit or WebCT Assessment tool) will reveal random multiple choice questions chosen by instructor from the publisher’s test bank. Self-tests may be taken twice.

Academic Calendar

No.	Date	Unit	Topic	Chap	Assignment
1	8/20		Introduction		
2	8/25	1	Globalization	1	
3	8/27	1	Globalization-video	1	
4	9/1	2	Political economy	2	
5	9/3	2	Political economy	2	Case: Russian Puzzle
6	9/8	3	Culture	3	
7	9/10	3	Culture	3	Case: Wal-Mart (ch3)
8	9/15	4	Ethics	4	
9	9/17	4	Ethics	4	Case: KBR Nigeria
10	9/22	5	Trade theory	5	
11	9/24	6	Political economy of trade	6	
12	9/29	1-5	Exam #1	1-5	
13	10/1	7	BOP (*) Foreign Direct Investment (*)	5 App. 7	
14	10/6	7	FDI	7	Case: Cemex
15	10/8	8	Regional economic integration	8	
16	10/13	9	International monetary system	10	
17	10/15	10	Foreign exchange market	9	
18	10/20	10	Foreign exchange market	9/supp.	
19	10/22	6-9, BOP	Exam #2	5 App. 6-8, 10	
20	10/27	11	Foreign market entry	12	Case: Starbucks (ch7)
21	10/29	11	Foreign market entry	12	Case: JCB India (ch12) Wal-Mart class discussion
22	11/3	12	Strategy (*)	11	
23	11/5	13	Production and outsourcing	14	Country Profile due
24	11/10	13	Production and outsourcing	14	Case: Li & Fung (ch14) Case: Worldwide
25	11/12	14	Global marketing	15	
26	11/17	14	Global marketing Transfer pricing	15	Case: Levi (ch15) Case: USPK
27	11/19	15	Human resource management	16	
28	11/24		Labor trends, current events		Article/GlobalEDGE due
29	12/1	15	Human resource management	16	Case: XCO China (ch16) Case: Molex
30	12/3	10	Foreign exchange market	9 supp.	Optional problems due
	12/10 8:00am	10-15	Final exam	9/supp 11-12, 14-16	

(*) online lecture

Course Policies

<p>Grading (credit) Criteria</p>	<p>Most grades will be based on a 100 point scale. 30% exam 1 or 2 (best grade) 30% final exam 20% case study 20% participation 1) attendance* (10 points) 2) article <u>or</u> globalEDGE (5 points) 3) country profile (5 points) * each unexcused absence after the first one will result in a deduction of one point from attendance</p> <p>Numerical grade correlation (no rounding up) Grade of A = 91+ A- 89.1-90.9 B+ 85.1-89 B 81-85 B- 79.1-80.9 C+ 75.1-79 C 71-75 C- 69.1-70.9 D+ 65.1-69 D 60-65 F below 60</p>
<p>Make-up Exams</p>	<p>A student may request a make-up exam one week <u>prior</u> to the scheduled exam; the instructor will approve or disapprove on the merit of the extenuating circumstances subject to agreement on a mutually convenient make-up time.</p>
<p>Extra Credit</p>	<p>Earn extra credit by submitting the answer to one <u>or more</u> of the following financial management problems (in website Unit 10). Prepare by reading chap 9, supplemental slide set about hedging in website Unit 10, and excerpt from a financial management text. A maximum of 5 bonus points may be earned - see distribution below:</p> <p> Problem 1B – 1 point Problem 2 – 2 points Problem 3 – 3 points Payable hedge – 4 points</p> <p><u>Solutions are due at the beginning of class designated in Academic calendar.</u> Any bonus points earned during the course will be added to final exam grade.</p>
<p>Late Work</p>	<p>No late assignments are accepted. This restriction may be waived under special circumstances, but maximum grade for a late assignment is 80%.</p>
<p>Class Attendance</p>	<p>Attendance will be taken from time to time, usually in the form of an ungraded review quiz.</p>
<p>Classroom Citizenship</p>	<p>Please arrive on-time to avoid disrupting class, turn off all cell phones and pagers, be respectful of others during class discussions, and do not sit in the last row.</p>

<p>Student Conduct and Discipline</p>	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
<p>Academic Integrity</p>	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
<p>Email Use</p>	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
<p>Withdrawal from Class</p>	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to</p>

	<p>handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
<p>Student Grievance Procedures</p>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
<p>Incomplete Grades</p>	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.</p>
<p>Disability Services</p>	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p style="text-align: center;">The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class</p>

	or during office hours.
Religious Holy Days	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.</p>
Off-Campus Instruction and Course Activities	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.</p>

The descriptions and timelines above are subject to change at the discretion of the Professor.

WebCT online course site

This course is available in WebCT, an online software platform supported by UTD. The online dimension is intended to enhance your learning and participation experience. Go to the following URL: <http://elearning.utdallas.edu> and log on using your UTD-assigned Net-account User ID and password; click on this course. Student who don't currently have a Net ID account, please initiate your account at: <http://netid.utdallas.edu>. For help: call computer help desk 972-883-2911, or email assist@utdallas.edu. For 24/7 UTD eLearning support, please go to: <http://www.utdallas.edu/elearninghelp>.

For WebCT getting started information including technical requirements and browser configuration on using WebCT, please see this page on UTD Distance Learning web site: <http://www.utdallas.edu/oee/distance/webct/index.html>.

Features of your International Business WebCT online course this semester

- Syllabus
- Announcements (for use by Instructor)
- Calendar (Instructor will post key dates, and students may personalize Calendar with "private" entries)
- Homepage
 - 1) Modules 1, 2, and 3, each with applicable Units and exam topics/sample essays
 - 2) Units in each Module with applicable downloadable lectures slides, readings, case studies not in text, case profiles (if applicable), financial management problems, video clips and multiple choice self-tests
 - 3) Peer evaluation form to be used by case study groups
- Communications
 - 1) in Discussions, use Main for questions and answers about the course that affect all students
 - 2) Private Discussion area (or Chat room) for teams to use for communicating, exchanging files (once groups have been formed, Instructor will set up Private Discussion area if requested).
 - 3) Mail
- Assessments (self-tests also accessed in applicable Units)
- Student tools