

## Online/Blended Course Syllabus

### Course Information

Course Number/Section

### International Business

**IMS 3310-015** (Semester A 2020/21: Full-term Session)

**Class time:** Tuesday/Thursday: 1:00–2:15pm

**Class format:** Online virtual meetings through Microsoft-Teams

### Professor Contact Information

**Professor:** Dr. Cuili Qian

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**Teaching Assistant:** [pavithra.balaji@utdallas.edu](mailto:pavithra.balaji@utdallas.edu)

Office Phone: 972-883-5111

**Office Location:** SOM 4.416

**Office Hours:** Professor: Thursday 2:30-3:30 pm (Central time): [Join Microsoft Teams Meeting](#) (the link is also available in e-learning); TA: Monday: 2:3-3:30 pm.

**Response Time:** I would usually respond the emails within two working days.

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### Course Modality and Expectations

<b>Instructional Mode</b>	Remote: Synchronous online learning at the day and time of the class. The instructor delivers the instruction from home or the office. Students complete the course at a distance. Refer to this page for the description: <a href="https://www.utdallas.edu/fall-2020/fall-2020-registration-information/">https://www.utdallas.edu/fall-2020/fall-2020-registration-information/</a>
<b>Course Platform/Access</b>	1) The course will be conducted synchronously through Microsoft Teams. Virtual classroom link is available in e-learning and your Microsoft teams) 2) The relevant class materials, assignments, schedules will be found in e-learning under course homepage ( <a href="https://elearning.utdallas.edu">https://elearning.utdallas.edu</a> ). This course can be accessed using your UT Dallas NetID account on the <a href="#">eLearning</a> website.
<b>Expectations</b>	Describe your expectations of students: Students need to have a computer with microphone and are strongly encouraged to turn on the camera during the online class.
<b>Asynchronous Learning Guidelines</b>	<p><b><u>How to choose asynchronous:</u></b> Students who plan to participate via asynchronous access will need to notify the Professor and TA through their UT Dallas email accounts once the fall semester starts. No later than the second week of the semester (August 28<sup>th</sup>, 11:59pm). Otherwise the professor will expect the students to show up in class synchronously.</p> <p>The requirement for students choosing asynchronous option is the same as that of students choosing synchronous option. If the students choose asynchronous instruction, they will be able to access all the teaching materials (syllabus, recorded lectures, assignments, schedules, deadlines, and discussion board) through elearning under course homepage. However, they do need to find team members to form a group of 4-5 students to conduct simulation exercises (please refer to the simulation section for details). You may find additional information on web link at: <a href="https://www.utdallas.edu/fall-2020/asynchronous-access-for-fall-2020/">https://www.utdallas.edu/fall-2020/asynchronous-access-for-fall-2020/</a></p>

## **COVID-19 Guidelines and Resources**

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record.

Please see <http://go.utdallas.edu/syllabus-policies>.

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### **Class Participation**

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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### **Class Recordings**

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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### **Class Materials**

The Instructor provides class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only and may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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### **Technical Requirements**

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information. To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

### **Communication and Navigation**

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester.

### **Distance Learning Student Resources**

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student Accessibility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

### **Server Unavailability or Other Technical Difficulties**

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#).

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## **Course Overview**

The purpose of this course is to introduce students to the fundamental concepts of international business and help students to apply these concepts in global market competition. The course is organized in two major sections that correspond to these two broad areas of international business expertise: basic knowledge and application. First, it will provide students with a basic understanding of the global business environment. This course covers the macro-level environmental factors that affect international businesses today. We will discuss such topics as globalization, country environments (political, legal, and economic), culture, foreign direct investment, the foreign exchange market, the international strategy, as well as social responsibility of international firms. Second, this course helps students to address competence in global market through simulated commercial experience. Students should leave this course with an increased appreciation of the challenges and opportunities of doing business internationally. The students' management of the course will be evaluated through the assessment of demonstrated oral and written skills that are reflected in class, case presentation, group simulation, and project reports as well written exams.

### **Student Learning Objectives/Outcomes**

Upon finishing this course, students are expected to recognize and understand the following course objectives:

1. Recognize the international organizations and institutions that affect international business operations.
2. Assess the multicultural aspects of international business and the cultural dimensions that indicate the cultural behaviour of international business organizations.
3. Recognize the uncontrollable business environments that impact the international business operations.
4. Understand the importance ethics and responsibilities of multinational firms in foreign business operations.

5. Apply the learned concepts of international strategic management and policy through a business simulation game.
6. Conduct sound international strategic analysis and present it oral presentation and/or written format.

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**Required Course Materials:** *The BSG Simulation Registration* (*wait until I give you the industry code!*)

**Textbook (Optional):** Peng, M. (2015). *Global Business*, 4<sup>th</sup> Edition. ISBN:978-1-305-50089-1

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#### Course Assessment

- **Syllabus Quiz (Individual)** **3%**
- **Participation (Individual)** **15%**
- **Assignments: Business News Event (Individual):** **10%**
- **BSG Simulation Game** **47%**
  - Quzi 1 (BSG) (Individual) (4%)
  - Quzi 2 (BSG) (Individual) (6%)
  - BSG 3-year strategic plan (Group) (5%)
  - BSG Group Presentation/Report (Group) (10%)
  - Business Strategy Game Performance (Group) (20%)
  - Peer Evaluation Scores of Co-Managers (2%)
- **2 Examinations (2 hours) (Individual):** **25%**
  - Exam 1 (10%)
  - Exam 2 (15%)

#### Grading Criteria

Scaled Score	Letter Equivalent
More than 97	A+
91-96	A
88-90	A-
85-87	B+
81-84	B
78-80	B-
75-77	C+
71-74	C
68-70	C-
61-67	D
58-60	D-
Less than 58	F

#### **Quizzes and Exams (33%)**

There will be three quizzes and two exams to evaluate how well the student has mastered the basic theories and concepts learned during each stage of the course:

- 1) **The syllabus quiz** (open book): Students are expected to read this syllabus carefully and answer the 15 core questions that mentioned in this syllabus.
- 2) **2 BSG quizzes** (open book): students need to be familiar with the content of simulation games, player's guide in particular. The quizzes will take place according to the weekly schedule.
- 3) **Exam 1** is worth 10 points and will take 60 minutes. It contains 30 Multiple Choice Questions.
- 4) **Exam 2:** The second exam is worth 15 points and will take 90 minutes. It will contain 20 Multiple Choice Questions and 2 Essay Questions.

**Asynchronous student:** Students who choose asynchronous mode may take the exam within the 24 hours of the exam window (Please contact TA about your availability).

*"This course will use [Honorlock](#) – an online exam proctoring tool. To successfully take an exam, you must have a web camera with microphone, a laptop or desktop computer (no tablets/phones), Chrome browser, a reliable internet connection and your photo ID. You will be prompted to install the Honorlock Chrome Extension (which you can remove after you finish the test). You will then access the exam within your eLearning course and go through the authentication process. The web camera will monitor you throughout your test. Please see the [Testing Guidelines](#) and [Support Information](#) for additional information."*

### **Individual Class Participation (15%)**

Much of your learning will occur in preparation for and participating in the class discussions. Class participation is very critical in class. The development and exercise of speaking skills is given a high priority in this course. Quality of class contributions will be weighted more heavily than quantity. Frequent and valuable participants are those who attend all of the lectures, participate regularly. For each session, I will have two students tracking participation. The tracker just needs to count the number of times that a student has spoken in a session. The tracker earns three points for the session he or she helps with tracking. Each student cannot sign up more than twice (sign up using the link in e-learning)! Although the tracker earns full participation credit for the session, he or she is still encouraged to engage in class discussion. Once we are done with each session, the tracker needs to email the TA tracking form.

I will grade your participation based on the following guidelines: (1) The maximum number of points that you can earn in each session is three; (2) If you make an insightful point or comment, you earn two points, and you make a relevant, but not so insightful point, you earn one point; (3) You earn two points by sharing real business examples related to class topics at the beginning of each class (The Wall Street Journal and Bloomberg Businessweek could be great sources for real-business examples); (4) If you are unable to attend online class for legitimate reasons, you can earn two points by writing a one-page summary of a business news article (including a short discussion of the article's relevance to topics covered in the course) and post it under Discussion Board of Blackboard.

**"Rules of Engagement" (Synchronous contribution):**

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- (1) Keep in mind that it is impossible to participate if you do not attend class. Everyone needs to discuss the topics and relevant cases and address the questions provided. All members of the class should identify issues that are relevant, so that we can advance class discussions and understanding of the topic.
- (2) Students should (preferably) use laptop, not mobile to "attend

- (3) Join with video on (not required – but is strongly recommended); Join with mic muted
- (4) “Raise your hand” through Teams if you have questions
- (5) Use chat box to ask questions and add comments; Our assigned student and/or Course TA will monitor chats and read out relevant questions
- (6) I will “cold call” 4-8 times during each case discussion session.
- (7) I may “warm call” 2-4 times during each case discussion session (I will notify students first through either email or online private messages).

*“Rules of Engagement” (Asynchronous contribution)*

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For those who choose the asynchronous option, you can join the class participation: (1) by finishing the in-class discussion cases/exercises at your own time and submitting them back through e-learning under “Class Exercises”; (2) submitting one-page summary of a business news article through Discussion Board at elearning. You can also create and respond to discussion questions.

Here is **Grading rubrics** for post on discussion board (for both Synchronous and Asynchronous students):

- (1) For class exercises/discussions, please provide your answers that are relevant to the course content (e.g., the chapters we cover during lectures).
- (2) “Discussion Board” for general questions will be open throughout the course.
- (3) “Discussion Board” will be open for 5 days for each discussion/case/event.
- (4) Discussion questions need to be meaningful. Poor discussion post: posts such as “I totally agree with your point”, “I could not have said it better myself”, “I love the swot analysis the way you set it up”. minimum participation and discussion point for being there. Good discussion post: posts that deconstruct, analyze, and add value to the case analysis-maximum discussion point.
- (5) A maximum number of discussion posts for each student: 4 posts/student (will be graded for participation score).

In-class exercises and assignments are counted as part of the participation as well. All of exercises and assignments will be uploaded to e-learning for access of Asynchronous students.

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**Assignments: Business News Events: Presentation + Writeup (10%)**

This component is to develop your abilities to understand global business management in our dynamically changing global arena. Your collective efforts will allow the class to have an updated knowledge of what is going on in global business management practice.

**One-page Writeup:** You need to find information from business news articles on one assigned company that relates to international strategies. For each company, you will be assigned to present one business news event about the assigned company and required to turn in one-page (12 font size, 1.5 lines space) write-up, as specified in the class schedule. You will write an overview of the company and its RECENT international strategies and challenges. Long bullet points are allowed. Please submit your assignment through e-learning under the course "Assignments" section the day before the class.

To focus our efforts, you should choose the articles from reputable sources: The Economist, The Wall Street Journal, and The Financial Times. Additional worthwhile magazines include Fortune and Business Week.

**Presentation (online or video):** Students volunteer or are assigned to present in the class. For those who do not present in class or those who choose Asynchronous Mode: students need to take a video recording of their presentations, prepare the one-page writeup, and submit them through eLearning under assignment section.

### **BSG-Simulation**

The best – and most painful – way to learn those integrative skills is by spending a number of years working as general manager of a firm. The closest we can get in the classroom is good competitive business simulation. We will use a computer-aided competitive simulation in the course to give you some experience dealing with the challenges of general management in global business. *The Business Strategy Game* is a computer simulation game that is designed to help students understand the challenge of managing a business and create an integrated, capstone experience. It will provide you with a realistic competitive environment, albeit a simulated one, that will require you to utilize everything that you have learned as a business major.

**All students must purchase the license for the use of the BSG software (There are two codes required: registration code and industry code, I will provide industry code for you in class).** Anyone who fails to pay the fee cannot play the game and complete the required assignments online.

You will work in **teams of four-five people** during the simulation. Each team will compete as the management of a simulated firm. All firms are in the same industry and compete with each other. Your team will submit your current year decisions through the BSG system at specified deadline set by your instructor. The performance of your team and firm relies, in part, on outperforming other firms in the industry. The system will process the data and make the *updated* data available, usually around 20 minutes after the simulation deadline. You will have a variety of company and industry reports available on your company website. These reports provide the information you will need to analyze the performance of your company and make decisions for the next year. – you will be asked to think strategically and be able to appreciate why and how strategic thinking is needed for the sustained success of an organization. It will soon become apparent that you have no choice but to cooperate with teammates in the very competitive environment of the simulation. The game will require you to deal with international business and think globally.

Teams will be formed in the first class with each team consisting of around five (4-5) students. It is primarily your responsibility to eliminate free riding. Peer evaluation concerning each member's overall contribution to the group will be arranged at the end of the semester. Individual grades may be adjusted accordingly.

Note that I will not re-assign individuals to a different group after the initial assignment has been made. It is the group's responsibility to work together. In the business world, teams sink or swim together. It is a fundamental responsibility of the members of a team to work out fair, effective processes for getting a job done.

There are three keys to success in the Business Strategy Game.

- ***Approach decision-making systematically.*** Students are free to use any planning tools and spreadsheets provided and/or learnt from other courses.
- ***Involve everyone on the team.*** If you don't divide the labour and coordinate your activity, you will have trouble keeping up with the teams that are much better organized.
- ***Read the help files carefully!*** The BSG is a very detailed, complex simulation, and the help files contain a great deal of information that is necessary to do a good job in the game. It has answers to almost every question you may have about the game.

### **BSG Group Presentation**

#### **Group Presentation Guidelines:**

##### **Argumentation (70%)**

- Critical success and failure factors are clearly identified
- Cause-and-effect relationships are sufficiently explained
- Arguments are presented with sufficient and concrete evidence support
- Arguments show complex relationships among variables which collectively affect business performance

##### **Presentation skills (30%)**

- Organization among team members and time control
- Pronunciation & grammatical error
- Visual aids are carefully prepared, simple, easy to read, and have impact.

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#### **Comet Creed**

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

*"As a Comet, I pledge honesty, integrity, and service in all that I do."*

#### **Academic Support Resources**

The information contained in the following link lists the University's academic support resources for all students. Please go to [Academic Support Resources](#) webpage for these policies.

#### **UT Dallas Syllabus Policies and Procedures**

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

#### **Academic Integrity**

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarizing, colluding, submitting for credit any work or materials that are attributable in part or fully to another party, taking an exam for another person, and engaging in or attempting to engage in any act designed to give unfair advantage to a student. Any material quoted directly or paraphrased should be referenced in your written and oral cases. **Plagiarism** is a serious infraction and will be dealt with accordingly.

***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.***

**Course Weekly Schedule/Calendar (tentative, subject to change if necessary):**

Week	DATES	TOPIC/LECTURE	Readings before Class, Assignments, and Deadlines (Central Time)
1	08/18	Overview;  Introduction to BSG Simulation	Read Course Syllabus Self-introduction  Read BSG player's guide (in E-learning) Group Formation (4-5 students/team)
1	08/20	Globalization  BSG Registration and Brief Demo (register online with the industry CODE I provide to you) BSG Trial Run Y11	Read Course Syllabus  Chapter 1  Read BSG player's guide Group Formation (4-5 students/team)
2	08/25	Syllabus Quiz (3%)  BSG Trial Run Y11	Read BSG player's guide  Group Formation (4-5 students/team) Finish Trial Y11 decisions (deadline August 25: 11:59pm)
2	08/27	Business Event: eBay international strategy  BSG Trial Run Y12	Read BSG player's guide & online help files Finish Trial Y12 decisions (deadline August 30: 11:59pm)
3	09/01	Formal and Informal Institutions  BSG Quiz 1 (4%) Start Y11 decisions in class	Chapters 2 and 3  BSG data reset back to Y11 at September 1st: 10am BSG Quiz 1 Deadline: September 6: 23:59pm
3	09/03	Business Event: Procter & Gamble  Formal and Informal Institutions	Chapters 2 and 3  Finish Y11 decisions (deadline September 6: 11:59pm)
4	09/08	Business Event: Coca-Cola Formal and Informal Institutions  Reflection about the first performance Start Y12 decisions in class	Chapters 2 and 3
4	09/10	Business Event: Nike Class Exercise and Discussion	Chapters 2 and 3 Finish Y12 decisions (deadline September 13: 11:59pm)
5	09/15	Business Event: Telsa Foreign Direct Investment	Chapter 6

		Analyze your direct competitors Start Y13 decisions in class	
5	09/17	Foreign Direct Investment	Chapter 6  Finish Y13 decisions (deadline September 20: 11:59pm)
6	09/22	Business Event: Costco  BSG 3-Yr Strategic Plan (5%) Start Y14 decisions in class	BSG 3-Yr Strategic Plan (deadline September 27: 23:59pm)
6	09/24	Class Exercise and Discussion  BSG Quizi 2 BSG (6%)	Chapter 6  BSG Quiz 2 Deadline: September 25: 23:59pm Finish Y14 decisions (deadline September 27: 11:59pm)
7	09/29	<b>Exam 1</b>	Chapters 1, 2, 3, 6 (30 MC Questions)
7	10/01	Business Event: Tata Group India  The Foreign Exchange Market	Chapter 7  Homework Y15 decisions (deadline October 4: 11:59pm)
8	10/06	Business Event: Walmart  Class Exercise and Discussion  Y16 decisions in class	Chapter 7  Study BSG player's guide & online help files  Finish Y16 decisions (deadline October 7: 11:59pm)
8	10/08	Business Event: Starbucks  **** Time Run-out Challenge Starts: Finish Y17 decisions in class if possible	Finish Y17 decision (deadline October 11: 11:59pm)
9	10/13	Business Event: Toyota Motor (Japan) Entering Foreign Market	Chapter 10 Homework Y18 decision (deadline October 14: 11:59pm)
9	10/15	Business Event: Sony Corporation (Japan)  Class Exercise and Discussion **** Time Run-out Challenge Starts: Finish Y19 decisions in class if possible	Chapter 10  Finish Y19 decision (deadline October 18: 11:59pm)
10	10/20	Alliances and Acquisitions	Chapter 12  Homework Y20 decision (deadline October 21: 11:59pm)

10	10/22	Business Event: Samsung Group (South Korea)  Class Exercise and Discussion	Chapter 12  BSG peer evaluation starts
11	10/27	Strategy of International Business	Chapter 13  Groups prepare for BSG presentation materials
11	10/29	Business Event: Disneyland Localization Strategy  Class Exercise and Discussion	Chapter 13  Groups prepare for BSG presentation materials
12	11/03	International Corporate Social Responsibility	Chapter 17
12	11/05	Business Event: IKEA Global Sourcing. Class Exercise and Discussion	Chapter 17
13	11/10	Group Company Presentations	Submit the PPT for group presentation Sequence will be determined in due time. <i>-BSG peer evaluation due this week. A team will not be given its presentation performance if any member has not done BSG peer evaluation on-line.</i>
13	11/12	Group Company Presentations	
14	11/17	Group Company Presentations	
14	11/19	Group Company Presentations	
15	11/24	Course Wrap-up;  Final Revision	Review and preparation for final exam
16	11/28	<b>Exam 2</b>	Chapters 7, 10, 12, 13, 17 (20 MC Questions + 2 Essay Questions)