

IMS 3310 COURSE SYLLABUS
Jindal School of Management - The University of Texas at Dallas

Course Information

Course Number	IMS 3310
Course Title	International Business
Term	Fall 2020
Class Time	Various
Room	Might be influenced by flooding
Professor	Shawn Carraher, PhD
Professor Email & Phone	smc130730@utdallas.edu - 972-883-5877
Office Hours	On-line

Course prerequisites, co-requisites, and/or other restrictions:

Prerequisites: ECON 2301 and (MATH 1326 or MATH 2414 or MATH 2419)

Course Description

Today's economic trend is business beyond borders. We are witnessing an era of internationalization as a result of advanced communication and transportation technologies, and ease of trade barriers. By introducing the concept and dynamics of international business, this course specifically examines the main players of this phenomenon: multinational corporations (MNCs). Managers require complex tools and unique capabilities to be more competitive in international business. They need to effectively respond to international market opportunities while mitigating the risks of failure. Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice. Topics covered include international trade and investment theories, country environments (e.g., political, legal, financial, and economic), culture, foreign direct investment, international strategy, and corporate ethics.

Student Learning Objectives/Outcomes

1. **Cross-cultural differences** in an international business context; demonstrate understanding of organizational & interpersonal implications using relevant cultural frameworks.
2. **Human values** and the ability to make judgments based on **ethical considerations** in areas affecting or affected by international business such as bribery/corruption, employment practices/labor conditions, contract disputes, intellectual property rights, and environmental degradation.

Required Textbook

M. W. Peng *Global Business* (Paperback) South-Western Cengage Learning.

You shall also need to purchase access to the **Business Strategy Game** from its publisher [this can't be done until I give you access codes].

Assignments & Academic Calendar

Week	Dates	Chapter	Topics / Assignments / Important Events
1	8/17 to 21		Introduction, BSG, Read BSG Manual
2	8/24 to 27	11	Read BSG Manual again Start C11 PP1
3	8/31 & 9/4	12	Ch. 11 Making Alliances & Acquisitions Work; Ch. 12 Strategizing, Structuring, & Learning Around the World, & research PP2
4	9/7 to 11	13	Ch. 13 Managing Human Resources Globally & Research P1 & Start C14
5	9/14 to 18	14, 15	Ch. 14 Marketing and Supply Chain Management Chapter 15 Managing Corporate Social Responsibility Globally
6	9/21 to 25	1	Test 1 & Ch.1 Globalizing Business P2
7	9/28 to 10/2	2, 3	Ch 2 Understanding Politics, Laws, & Economics; Ch. 3 Emphasizing Cultures, Ethics, & Norms
8	10/5 to 9	4,5	Ch. 4 Leveraging Resources & Capabilities; Ch. 5 Trading Internationally P3
9	10/12 to 16	6	Ch. 6 Investing Abroad Directly
10	10/19 to 23	7	Test 2 Ch. 7 Dealing with Foreign Exchange; P4
11	10/26 to 30		C7 Cont. Guest Speaker P5
12	11/2 to 6	8	Ch. 8 Capitalizing on Global & Regional Integration PP3 start C9
13	11/9 to 13	9, 10	Ch. 9 Growing & Internationalizing the Entrepreneurial Firm Ch. 10 Entering Foreign Markets
14	11/16 to 19		Test 3 and Catch Up
15	11/23 to 27		Last potential meeting Nov. 25
16			Reading Days Nov. 30 and Dec. 1
17			Final Exams Dec. 2-8 Grades due Dec. 14

MATERIAL COVERED EACH DAY SHALL CHANGE AT THE DISCRETION OF THE PROFESSOR – ESPECIALLY WHEN IT COMES TO THE GUEST SPEAKERS OR PROBLEMS WITH WEATHER

Grading Policy / Grading Criteria

Activity Score

Deliverable	Percentage	Notes
Valid PP 1 [self assessment]	5%	Week 2
Short Practice Writing Assignment [under 1000 words]	Extra Credit 0%	Week 3
P1 Rep Test, LPC, GLOBE	5%	Week 4
P2 Crockett's Role Questionnaire, Schwartz's Value	5%	Week 6
P3 Career Scales	5%	Week 8
P4 Entrepreneurship	5%	Week 10
P5 – Rep Test, CRC, etc	10%	Week 11
PP3	10%	Week 12
Test 1	10%	Sep. 23
Test 2	10%	Oct 21
Test 3	10%	Nov 16
Business Strategy Game	20%	Plus or Minus (See * below)
Active Assignments	Plus or Double Minus	On-going
Quiz 1 BSG	5%	

*(this kicks in at below a 70% for the GradeToDate) [on-going]

Extra Credit may be available

+/- = + = 0, - = -10%

Grading Scale

97 – 100	A+	93 – 96.99	A	90 – 92.99	A-
87 – 89.99	B+	83 – 86.99	B	80 – 82.99	B-
77 – 79.99	C+	73 – 76.99	C	70 – 72.99	C-
67 – 67.99	D+	64 – 66.99	D	60 – 63.99	D-
59.99 and below – F					

Projects

- There will be three tests. Tests may be based on assigned readings (textbook and other articles) as well as all other materials covered in class. Test 1 and 2 are at least partially completed within the Business Strategy Game. Test 3 is done outside of the BSG. In theory, some test questions may come from information in the textbook. Test 1 shall include Quiz 1 within the BSG, questions about Factor Analysis results dealing with Hofstede's 6-D model as well as additional questions. Test 2 shall include Quiz 2 within the BSG as well as other questions. Test 3 has 3 sections – the first 2 sections are survey oriented and the third section deals with the Student Learning Outcome Objectives for the class as well as the interpretation of the Participation results. Portions of Tests 1 and 2 is different for each and every student. If you do not understand something in your textbook, please ask questions about it so I can clarify for you. If you have concerns about a project please let me know & an alternative might be able to be arranged.
- We have a series of practice participation exercises as well as participation exercises [self-assessments] which provide you with individualized feedback which shall be used with the Active Assignments [like attendance assignments with 1 every 1.5 weeks], provide material to be used for Test 1, and interpreted by YOU on Test 3. They need to pass multiple validity checks and should be done seriously. Five years after graduation alumni have deemed them to be the most valuable part of the class. Failure to complete them accurately may result in a grade reduction. ALL of the Extra Credit opportunities shall be related to them.

1. You will form groups of you, yourself, and you and work over the course of the semester on the Business Strategy Game. In the business strategy game you and your teammates manage a hypothetical organization for 10 years. You are competing both with other students in your league as well as individuals from around the world. While there are suggestions for “gaming the system” on-line they don't take in to account that the newest version of the game adjusts itself to how seriously it believes you are playing the game.

General Class Policies

Learning is an active process. I believe that it should be transformational. I am a Professor, not a teacher or a lecturer. Please be at each class on time and prepared. Classes will be a combination of lecture, discussion, and exercises – you should actively participate in each part. You are responsible for the assigned readings and what is covered in class.

Common Courtesy: You are expected to be courteous during class time. Please respect your fellow students, professor, and guest speakers and arriving punctually to class. If you have concerns about a project or some other aspect of the class please approach me so that we can work identify and work out a solution.

Academic Honesty: 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.

Policies and Procedures for Students (Please refer to the below websites)

The University of Texas at Dallas provides a number of policies and procedures designed to provide students with a safe and supportive learning environment. Brief summaries of the policies and procedures are provided for you at <http://coursebook.utdallas.edu/syllabus-policies/> and include information about technical support, field trip policies, off-campus activities, student conduct and discipline, academic integrity, copyright infringement, email use, withdrawal from class, student grievance procedures, incomplete grades, and access to Disability Services, and religious holy days.

You may also seek further information at these websites:

Travel and Risk Related Activities: <http://policy.utdallas.edu/policy/utdbp3023>
Policies - Dean of Students - UT Dallas: <http://www.utdallas.edu/deanofstudents/policies/>
Fair use of copyrighted materials: <http://copyright.lib.utexas.edu/copypol2.html>
(For disability services) Student AccessAbility: <http://www.utdallas.edu/studentaccess/>

NOTE: These descriptions and timelines are subject to change at the discretion of the instructor.

Course Modality and Expectations

Instructional Mode	List the instructional mode for the course by referencing to this page for the description: https://www.utdallas.edu/fall-2020/fall-2020-registration-information/
Course Platform	This course shall be provided in multiple modes and methods. Blackboard is extremely important and you should turn in most materials in Elearning.
Expectations	My expectations for students is that you are in the top .5% of the population and that you can perform appropriately.
Asynchronous Learning Guidelines	If you select asynchronous instruction this is fine. Any student can complete the class from any location on earth – or even in space – if you have Internet access. Web link at: https://www.utdallas.edu/fall-2020/asynchronous-access-for-fall-2020/

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>.

(For hybrid/blended course only)

Classroom Conduct Requirements Related to COVID-19

UT Dallas requires that all students must wear a face covering that covers the nose and mouth in all university buildings and classrooms. To help protect the health and safety of students, instructors, and the University community, students who choose not to wear a face covering may not attend class in person but may attend a course remotely. Anyone attending class in person without a face covering will be asked to put one on or leave. Instructors may end the class if anyone present refuses to appropriately wear a face covering for the duration of class. Students should also be sure they are at least six feet away from their fellow students and faculty, and seated in a seat that is designated to ensure that distance. Students who either refuse to wear face coverings appropriately or to adhere to other social distancing protocols may face disciplinary action for [Student Code of Conduct](#) violations. Students who are unable to comply with the university policies including wearing a face covering should consult the [Comets United](#) webpage for further instructions.

Students who have tested positive for COVID-19 or may have been exposed should not attend class in person and should instead follow required disclosure notifications as posted on the university's website (see "[What should I do if I become sick?](#)" webpage)

(For hybrid/blended course only)
Class Attendance

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected regardless of modality. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes. These attendance requirements will not be used as part of grading (see Class Participation below for grading information).

In-person participation records may be used to assist the University or local public health authorities in performing COVID-19 occurrence monitoring. Please note – in-person attendance requires consistently adhering to University requirements, including wearing a face covering and other public safety requirements related to COVID-19, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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 in Elearning. 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](#).

Class Recordings

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. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Note: if the instructor records any part of the course, then the instructor will need to use the following syllabus statement:

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](#).

NOT ONLY IS THE COURSE RECORDED IN MULTIPLE WAYS BUT PREVIOUS LECTURES SHALL ALSO BE MADE AVAILABLE.

Class Materials

The Instructor may provide 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. Classroom materials 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](#).

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 review the important technical requirements on the [Getting Started with eLearning](#) webpage. While in most semesters a working knowledge of archaic Greek may be helpful with tests for this semester English shall be the major language of instruction.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

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.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. 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

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. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, 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](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

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.

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