



International Business

IMS 3310.0U2, Summer 2021

Monday & Wednesday 10:00 AM~12:15 PM

Instructor Contact Information

Instructor	Yun Dong Yeo
Office Location	JSOM 4.207
Email Address	yundong.yeo@utdallas.edu
Office Hours	By appointment
Other Information	Please check e-learning or contact the instructor via email.

Course Pre-requisites, Co-requisites, & Other Restrictions

BA 1320 or ECON 201.

Basic knowledge and awareness of international business issues will help.

Course Description

This course is designed to expose students to the major challenges and issues of international business. Given that globalization is a prevalent phenomenon in the current era, the ability to identify and cope with international business issues becomes a crucial skill set of managers. By having a focus on the determinants of the success and failure of firms around the globe, the course will help students learn and gain a comprehensive understanding of the relationships between firm strategy, environmental structures and performance in the global market. The course will cover relevant diverse topics such as culture, foreign direct investment, international trade, country environments, international strategies, and global ethics.

Student Learning Objectives/Outcomes

1. Gain a general understanding of international business, encompassing diverse topics that become relevant before and after a firm goes international.
2. Become able to analyze and assess complex global business strategies of how firms compete and cooperate to gain and sustain competitive advantage in the global market.
3. Acquire skill and knowledge of working on real-world based case studies and projects with other team members thereby developing and improving managerial skill-sets.

Textbooks and Materials

- (REQUIRED) Harvard Business School cases available at:
<https://hbsp.harvard.edu/coursepacks/828910>
- (OPTIONAL) Global Business (4th edition) by Mike W. Peng, Boston: Cengage Learning. (ISBN-10: 1-305-50089-X, ISBN-13: 978-1-305-50089-1). e-books are fine.

Academic Calendar

Date		Topic	Remarks
W1	5/24	Course overview (Syllabus)	
	5/26	Globalizing business and formal institutions	
W2	5/31	<i>Memorial day – No class</i>	
	6/2	Informal institutions and leveraging resources	Group formation
W3	6/7	Trading internationally	
	6/9	Investing abroad directly	
W4	6/14	Case #1	Case #1 is due
	6/16	Global/regional integration	
W5	6/21	Foreign exchange and entrepreneurial firms	
	6/23	Exam review and group project topic discussion	
W6	6/28	Exam #1	
	6/30	Entering foreign markets	
W7	7/5	<i>Independence day – No class</i>	
	7/7	Alliances and acquisitions	
W8	7/12	Competitive dynamics and HRM	
	7/14	Financing/Governing and CSR	
W9	7/19	Case #2	Case #2 is due
	7/21	Strategy, structure, learning	
W10	7/26	Group meetings	
	7/28	Group presentations (5 groups)	
W11	8/2	Group presentations (4 groups), exam review	Group reports due
	8/4	Exam #2	

Grading Criteria

Grades will be based on the following:

Participation	10%
First exam	20%
Second exam	20%
Two case analyses	20% (10% each)
Group project (presentation + report)	30% (presentation: 10%, report: 20%)
Total	100%

Grading criteria:

A	93~	A-	90~		
B+	87~	B	83~	B-	80~
C+	77~	C	73~	C-	70~
D+	67~	D	63~	D-	60~
F	below 60				

Participation (10%)

Active class participation will be expected from students. While it may be challenging for some students to break one's shell and speak in front of fellow students, participation will greatly benefit the learning experience of the student. Given that business situations in the real-world do not have clear-cut answers, discussing controversial issues will help expand the student's perspective.

Excellent class participation will be represented by actions such as consistent attendance to class, frequent contribution to class discussions, demonstrating comprehensive understanding of the class materials, and showing relevant insights that expand the scope of the course.

While students are expected to attend each class, given the virtual setting, absence will not be penalized in any way. However, be sure to take the class asynchronously for your own learning benefits.

Exams (Two exams, 20% each)

There will be two closed-book exams on the noticed dates. The exams will be designed to test the student's comprehensive understanding of topics covered in class, as well as the ability to assess and analyze complex international business issues.

The exams will be consisted of three parts: (a) multiple-choice questions, (b) questions requiring short written answers, and (c) a short essay question.

Two Individual Assignments (10% each, total 20%)

Students will be required to complete two Harvard case analyses. The individual assignments should focus on tackling the questions rather than summarizing the case. Be sure to show your own thoughts! Make specific suggestions and recommendations based on the information provided by the case as well as contents we have discussed in class.

The format of the individual assignments will be: (a) times new roman font, (b) font size 12, and (c) may not exceed two pages. The deadline for each individual assignments will be 30 minutes before the start of the class (09:30AM), on the day we discuss the cases. Submission through email will be considered a late submission. The paper must be done individually.

Group Project (10% for presentation, 20% for final report)

Group projects will be a collective project, consisting of approximately five students per group. The group project will take two parts: (a) an oral presentation at the end of the semester, and (b) a final written report. Students will be assigned to groups to facilitate communication and interaction skills and each group member will be expected to actively participate in the group project. The group project may involve one of the form of the following two formats:

1. Each group may select a particular multinational corporation (MNC) and analyze a specific international strategy of the firm that may have led to its success or failure in the international market. Provide a comprehensive analysis of the motivation, progress, and the outcomes of the strategy and explain why and how it led to the success or failure of the MNC. In addition, provide your own views, opinions or suggestions on how the MNC may strengthen or reconfigure its international strategy to succeed in the global market. Make sure to bring in relevant topics discussed in class, as it will enhance the learning experience of the overall class.

or

2. (*Involves extra 10% credit*) Select a firm in the local area (within Dallas preferably), go visit them and do an on-site case analysis on the international strategy of the firm. The firm does not have to be an MNC, but the case analysis must involve an international aspect of the firm. Based on interactions with members of the firm, provide similar analysis to the above, while it must involve more specific details and information.

Oral presentation should take approximately 15 minutes with an additional 5 minutes for Q&A. Try to dress professionally and consider yourself to be in a real business setting. Not everybody has to participate in the presentation, assuming that every member has participated equally in the project, one way or the other. Presentation slides should include references for outside information sources.

Written final reports are expected to be submitted to the instructor via email at the noticed deadline. The report will take the format of (a) times new roman font, (b) font size 12, (c) 1.5-spaced, and (d) may not exceed 12 pages. Note that quality matters more than quantity, in that long writings without clear logics, objective explanations, analyses, and own recommendations will not receive high scores. Including sub-titles for clarity is recommended. In addition, include exhibits and references for your information sources.

General Class Policies

Make-up Exam There will be **NO** make-up exams unless (1) it involves exceptional conditions, and (2) the student informed the instructor in advance.

Extra Credit	There may be extra credit assignments, at the discretion of the instructor.
Late Submission	Assignments submitted late will be downgraded <u>15%</u> every business day.
Common Courtesy	Respect your fellow students by refraining personal talks during class and arriving punctually to class.
Honor Codes	Academic honesty is expected from students. Plagiarism is a serious unethical issue and will be dealt with accordingly.

University Policies

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>

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.

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.

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.

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.

Student Conduct & Discipline

The UT System and UTD 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, *A to Z Guide*, which is provided to all registered students each academic year.

UTD administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. 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 (972/883-6391).

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 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.

Academic Integrity

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.

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.

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 may use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

UTD 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 UTD 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 UTD provides a method for students to have their UTD mail forwarded to other accounts.

Withdrawal from Class

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 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.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

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.

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.

Incomplete Grades

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**.

Disability Services

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. Please contact:

UTD Office of Disability Services, SU 22
PO Box 830688, Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

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.

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 or during office hours.

Religious Holy Days

UTD 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.

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.

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.

Off-Campus Instruction and Course Activities

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.