

## IMS 3310 COURSE SYLLABUS

Jindal School of Management - The University of Texas at Dallas

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### Course Information

<b>Course Number</b>	IMS 3310
<b>Course Title</b>	International Business
<b>Term</b>	Fall 2021
<b>Class Time</b>	4-5:15 and 5:30-6:45
<b>Room</b>	JSOM 2.722
<b>Professor</b>	Shawn Carraher, PhD
<b>Professor Email &amp; Phone</b>	<a href="mailto:smc130730@utdallas.edu">smc130730@utdallas.edu</a> - 972-883-5877
<b>Office Hours</b>	TBA

### 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	8/24 to 8/26		Introduction, BSG, Read BSG Manual
2	8/31 to 9/2	1	ReRead BSG Manual Start <b>Ch.1 Globalizing Business Assessment1</b>
3	9/7 to 9/9	2	<b>C1 &amp; Ch 2 Understanding Politics, Laws, &amp; Economics;</b>
4	9/14 to 9/16	3	<b>Ch. 3 Emphasizing Cultures, Ethics, &amp; Norms &amp; Research &amp; Start C4 Assessment2</b>
5	9/21 to 9/23	4, 5	<b>Ch. 4 Leveraging Resources &amp; Capabilities; Ch. 5 Trading Internationally</b>
6	9/28 to 9/30	11	Test 1 & <b>Ch. 11 Making Alliances &amp; Acquisitions Work;</b>
7	10/5 to 10/7	12, 13	<b>Ch. 12 Strategizing, Structuring, &amp; Learning Around the World, &amp; research Ch. 13 Managing Human Resources Globally</b>
8	10/12 to 10/14	14,15	<b>Ch. 14 Marketing and Supply Chain Management Chapter 15 Managing Corporate Social Responsibility Globally</b>
9	10/19 to 10/21		Test 2 & Rest
10	10/26 to 10/28	6 & 7	<b>Ch. 6 Investing Abroad Directly Ch. 7 Dealing with Foreign Exchange; Assessment3</b>
11	11/2 to 11/4		C7 Cont. Guest Speaker
12	11/9 to 11/11	8	<b>Ch. 8 Capitalizing on Global &amp; Regional Integration start C9</b>
13	11/16 to 11/18	9	<b>Chapter 9 Growing &amp; Internationalizing the Entrepreneurial firm and videos Assessment4</b>
14	11/23 to 11/25		<b>Thanksgiving Break</b>
15	11/30 to 12/2	10	<b>Chapter 10 – Entering Foreign Markets, Videos and Catch Up</b>
16	12/7 to 12/9		Test 3 and Speakers Reading Day Dec. 8
17	12/14 to 12/16		Final Exams Grades due Dec. 20

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

## De-densify the Classrooms

In consideration of the COVID-19 delta variant in North Texas, **Traditional** classes and the in-person component of **Blended/Hybrid** classes generally will be taught at lower density during the first three weeks of the fall 2021 semester, subject to re-evaluation on Wednesday, Sept. 8.

1. The current class schedule will not change.
2. Faculty instructors will have the flexibility to address classroom density concerns while maintaining face-to-face instruction for all students registered in **Traditional** or **Blended/Hybrid** courses. Students enrolled in **Traditional** and **Blended/Hybrid** courses will have at least one in-person experience per week in each course during this time.
3. If the faculty instructor is comfortable with the current density in the classroom, the instructor may choose to continue with typical face-to-face delivery, as specified in CourseBook.
4. If there is concern about class density, the instructor may implement class attendance policies that result in students attending class in person on alternating days. Following are examples:
  - a. Teach **Traditional** lecture courses and the classroom portion

- a. Teach **Traditional** lecture courses and the classroom portion of **Blended/Hybrid** courses in the **HyFlex** modality, in which students rotate through the classroom in cohorts assigned by the instructor. Faculty members would have the option to ask students not to sit in the first row or two.
    - i. Students enrolled in MWF courses would attend class one day per week: one-third of enrolled students each on Monday, Wednesday and Friday. When not in the classroom, students would attend class synchronously online via [Microsoft Teams](#) and/or asynchronously, as determined by the instructor. Class content and materials covered during in-person class sessions would be easily available to those students not present in the face-to-face classroom.
    - ii. Students enrolled in TR courses would attend class one day per week: one-half of enrolled students each on Tuesday and Thursday. When not in the classroom, students would attend class synchronously online via [Microsoft Teams](#) and/or asynchronously, as determined by the instructor. Class content and materials covered during in-person class sessions would be easily available to those students not present in the face-to-face classroom.
    - iii. Students enrolled in courses that meet one day per week would attend class in person every other week. When not in the classroom, students would attend class synchronously online via [Microsoft Teams](#) and/or asynchronously, as determined by the instructor. Class content and materials covered during in-person class sessions would be easily available to those students not present in the face-to-face classroom.
  - b. Teach **Traditional** seminar courses in a larger room, e.g., a unit's conference room or outdoors.
  - c. Modify **Traditional** laboratory courses. For example, lab check-in could be accomplished in two consecutive one-hour segments of the lab period. A lab experiment could be extended over two consecutive weeks.
5. In advance of the first day of classes, instructors are encouraged to communicate with their students any plans for adapting their course to reduce classroom density. Although students may not yet have access to the course's eLearning site, the class roster in [eLearning](#) is regularly updated and synchronized with Orion. Instructors can communicate with students using the "Announcements" and "UT Dallas Email" options in eLearning before the semester begins. Be sure to select the "Send a copy of this announcement immediately" option when sending an Announcement.

## Grading Policy / Grading Criteria

### Activity Score

Deliverable	Percentage	Notes
Valid Assessment 1	10%	Week 2 (9/3 11:59 pm)
Valid Assessment 2	10%	Week 4 (9/17 11:59pm)
Valid Assessment 3	10%	Week 10 (10/29 11:59 PM)
Valid Assessment 4	10%	Week 13 (11/19 11:59 PM)
Voice Over Powerpoint	10%	Week 15 (12/3 11:59 PM)
Test 1	10%	Sept 28
Test 2	10%	Oct. 19
Test 3	10%	Dec. 7
Business Strategy Game	15% & +/-*	On-going
Active Assignments	- -	On-going
Individual Case	5%	Varies

**\*(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 – 69.99 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 and other questions from the course. Test 2 shall include Quiz 2 within BSG, questions about Factor Analysis results dealing with Hofstede's 6-D model as well as additional questions. Test 3 has 3 sections – one section deals with the Student Learning Outcome Objectives for the class, one section deals with interpretation of the Participation results, and the third section deals with information from the lectures, talks, and videos. 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 self assessment exercises which provide you with individualized feedback which shall be used with the Active Assignments [like attendance assignments with 1 every week], provide material to be used for Test 2, 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.

2. Active Assignments - all students are expected to read the relevant chapters and participate actively in the class throughout the semester. This part will be assessed based on weekly assignments which may include application of course material or uploading a file. Individuals have 2 weeks to complete each assignment.

- (00 points): If 16 or more Active Assignments are completed;

- (05 points): If 15 Active Assignments are completed;
- (10 points): If 14 Active Assignments are completed;
- (15 points): If 13 Active Assignments are completed;
- (20 points): If 12 or fewer Active Assignments are completed.

### 3. Individual Case Write-up

Each student is supposed to turn in one individual two-page essay (double spaced) on a closing case of his/her own choosing. This assignment is to be done on an individual basis. An electronic copy can be submitted via eLearning at the beginning of the class when the chapter for that closing case is to be discussed. So the deadline is relatively flexible per students' choosing.

Every chapter of the Global textbook has a closing case, which can have significant theoretical, practical, and ethical implications. Once you pick a closing case, you are expected to

- 1) apply the theories and concepts learned from the current and other chapters;
- 2) provide critical thinking beyond the closing case as there may not be just one correct answer; and
- 3) present convincing reasoning, helpful suggestions, and coherent arguments;

*The emphasis of the grading will be on: 1) closeness to concepts and theories, 2) creativeness and depth of thinking, and 3) coherence in reasoning (not bullet points).*

- ✓ (5 points): If the essay has all the main components and has met the above three emphases;
- ✓ (4 points): If the essay has few of the main components and has not met most of the above three emphases (e.g., used little concepts and theories, used mostly bullet points, provided no meaningful suggestions, etc.);
- ✓ (2 points): If the essay has only one of the main components or has met only one of the above three emphases;
- ✓ (0 points): If the essay has not been turned in or does not follow any of the instructions.

To ensure a good quality, each student is strongly urged to start the preparation process early.

### 4. Voice Over Powerpoint – MNC or Academic Topic

Each individual [with 0, 1, or 2 other individuals] will research one real world MNC, identify challenges or issues facing it, and develop solutions to the challenges or issues. Each may address the issues regarding the following topics:

- Political and legal
- Cultural and ethical
- Firm resources and capabilities
- Mergers & acquisitions (M&A)
- Market selection and entry mode selection
- International human resource management
- Others

You shall turn in a Voice Over Powerpoint presentation that shall be from 10 to 20 minutes in length. It may deal with an MNC or be on an academic topic of your choice with global implications. Your report should include the following sections:

- Introduction
- Analysis

- Identify and thoroughly analyze the critical challenges or issues using the concepts and theories learned in class.
- Also state why resolving such issues are critical to the company.
- Recommendations
  - Provide specific and feasible strategic solutions and/or recommendations linked to the theories and concepts learned in class, which may be answers and explanations to the following questions: What should the company have done? Why? What would be the challenges in applying those recommendations?
  - Please note that you should also consider the costs and benefits of your recommendations, as well as limitations.
- Conclusion & Learning outcomes
- References

The presentation will emphasize preparedness, theoretical connections, logical flow, time control, and class interaction. Members who fail to participate in the presentation will have points deducted.

Three grading emphases: *1) effectiveness in applying concepts and theories, 2) relevance of recommendations and level of theoretical backing, and 3) coherence in reasoning throughout the report (not bullet points).*

- ✓ (10 points): If the presentation has the main components and have met the above three emphases, while with good preparations and engaging interactions;
- ✓ (8 points): If the presentation has most of the main components and have met two of the above three emphases, while with OK preparations and some engaging interactions;
- ✓ (7 points): If the presentation has some of the main components and have met one of the above three emphases, while with somewhat mediocre preparations and few interactions;
- ✓ (4 points): If the presentation has few of the main components and have met one or none of the above three emphases, while with poor preparations and few interactions;
- ✓ (0 points): If the presentation is not turned in, or if the presentation is not prepared, or if the case analysis is not on the right one.

To ensure a good quality, each group is strongly urged to start the preparation process at least to the designated group case discussion date.

### **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.**

## **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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***(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)

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***(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](#).

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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 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](#).

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## 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 Accessibility 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 Accessibility 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 Accessibility 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 Accessibility 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.

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## 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 Accessibility 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.***

