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	Spring 2022
Class Time	10-11:15 12-12:35 5:30-6:45
Room	1.107 2.722 2.106
Professor	Shawn Carraher, PhD
Professor Email & Phone	smc130730@utdallas.edu - 972-883-5877
Office Hours	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.

As a class at a university we do have rules about classroom behavior and attire. When it comes to the appropriateness of clothing it is expected that students shall wear clothing and not have others have to ask "where are the clothes?' In terms of classroom behavior you may come in and leave the class as needed but please do not disrupt the class when doing so. You may communicate in class but please do not do so at a level that interferes with the potential learning of other class members. Loud telephone conversations are also not encouraged as are watching non-course related videos. Computer use for the Business Strategy Game, Attendance Checks, and completing assessments in the classroom ARE encouraged. It is expected that you should not only learn the material but that you should get to experience the material "Tell me and I forget. Teach me and I remember. Involve me and I learn" BENJAMIN FRANKLIN.

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 and the **Business Strategy Game** [purchased from the publisher (this can't be **done until I give you access codes**)**.**

Assignments & Academic Calendar

Week	Dates	Chapter	Topics / Assignments / Important Events
1	1/19 to 1/21		Introduction, BSG, Read BSG Manual
2	1/24 to 1/28	**1**	ReRead BSG Manual Start **Ch.1 Globalizing Business PP1a** **BSG_Practice**
3	1/31 to 2/4	**2**	**C1 & Ch 2 Understanding Politics, Laws, & Economics; PP1b** BSG_Practice
4	2/7 to 2/11	**3**	**Ch. 3 Emphasizing Cultures, Ethics, & Norms** & Research & Start C4 P1a ActiveAssignment
5	2/14 to 2/18	**4, 5**	**Ch. 4 Leveraging Resources & Capabilities**; **Ch. 5 Trading Internationally P1b**
6	2/21 to 2/25	**11**	Test 1 & **Ch. 11 Making Alliances & Acquisitions Work**;
7	2/28 to 3/4	**12, 13**	**Ch. 12 Strategizing, Structuring, & Learning Around the World, & research Ch. 13 Managing Human Resources Globally P2a**
8	3/7 to 3/11	**14,15**	**Ch. 14 Marketing and Supply Chain Management Chapter 15 Managing Corporate Social Responsibility Globally P2b**
9	3/14 to 3/18		**Spring Break**
10	3/21 to 3/25	**6 &7**	**Ch. 6 Investing Abroad Directly Ch. 7 Dealing with Foreign Exchange; Test 2**
11	3/28 to 4/1		C7 Cont. Guest Speaker P3a
12	4/4 to 4/8	**8**	**Ch. 8** Capitalizing on Global & Regional Integration start C9 P3b
13	4/11 to 4/15	**9**	**Chapter 9 Growing & Internationalizing the Entrepreneurial firm and videos P4a**
14	4/18 to 4/22		**Extra days to be moved earlier in the semester P4b**
15	4/25 to 4/29	**10**	**Chapter 10 – Entering Foreign Markets**, Videos and Catch Up
16	5/2 to 5/6		Guest Speaker Test 3 (May 4) and Speakers Reading Day May 6
17	5/9 to 5/13		Final Exam Days

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

Grading Policy / Grading Criteria

<u>Activity Score</u>

Deliverable	Percentage	Notes
Valid Participation Exercises	50%	On-going
Test 1a & b	10%	Feb. 21
Test 2a & b	10%	March 23
Test 3	10%	May 4
Active Assignment	+2%/-	Feb. 11 11:59PM
Business Strategy Game	15% & +/-*	On-going
Attendance Checks	- -	On-going
Individual Case	5%	May 4 11:59 PM

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

Extra Credit may be available

+/- = + = 0, - = -10%   ^Complete end of Course Student Evaluation

Deliverable	Process Date	Due Date
Valid PP1a	Feb 1	Jan 28 11:59 PM
b	Feb 8	Feb 4 11:59 PM
Valid Participations 1a	Feb 15	Feb 11 11:59 PM
b	Feb 22	Feb 18 11:59 PM
Valid Participations 2a	March 8	March 4 11:59 PM
b	March 15	March 11 11:59 PM
Valid Participations 3a	April 5	April 1 11:59 PM
b	April 12	April 8 11:59 PM
Valid Participations 4a	April 19	April 15 11:59 PM
b	April 26	April 22 11:59 PM

Business Strategy Game

Deliverable		Dates
BSG Practice Game	Extra Credit based on score	Jan 28 to Feb. 10
BSG "Real Game"	15%	Feb. 10 to May 1
Quiz 1	5%	Feb 25 11:59 PM
Quiz 2	5%	March 23 11:59 PM [first one] March 25 11:59 PM[second one]

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 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, 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. Extra Credit opportunities may be related to them. Being flexible in terms of due dates is intentionally designed in to the class. The assessments are complex. They were selected by the faculty of the School of Management as to what the faculty desired that you learn. ***Over the course of the semester you shall learn that I DO NOT like some of the assessments HOWEVER you get to see how the discipline has been developed – which is NOT perfect***.

- 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 [yourself and you] 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. ***Making decisions without looking at reports does not count as being active***. Please do not be an inactive player as if you inactive for more than 3 decision rounds you may receive an automatic 0 for the portions of the BSG. Being inactive is defined as the failure to make saves or the failure to make saves based upon comparative information [comparative information comes from looking at the reports available within BSG]. We shall begin with a rapid practice BSG in which decisions are made daily with your scores providing you with some extra credit for the class as well as practice with making decisions. We then go through the formal BSG upon which the grade [BSG GTD] is based. You MAY earn above a 100% on the BSG. In theory you may earn up to 130% on the formal BSG but is based on 120 points.

2. Attendance Checks (at least 23 should be available) - 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 bi-weekly assignments completed on-line. ***We vote on eliminating these with the informal mid-term evaluation.***

- (00 points): If 16 or more Attendance Checks are completed;
- (05 points): If 15 Attendance Checks are completed;
- (10 points): If 14 Attendance Checks are completed;
- (15 points): If 13 Attendance Checks are completed;
- (20 points): If 12 or fewer Attendance Checks 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 at the end of textbook chapters of his/her own choosing. This assignment is to be done on an individual basis. An electronic copy should 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.

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

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.

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 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 MULTPLE 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.

Tehnical 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.