

COURSE SYLLABUS

Course Information

Course Title: **International Business**
Course Number: IMS 3310-501
Course Term: Fall 2024
Class Mode: In person
Class Location: JSOM 2.722
Class Time: 5:30- 6:45 PM, Tuesdays & Thursdays

Professor Contact Information

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Course Pre-requisites, Co-requisites, and/or Other Restrictions

Pre-requisites: BA 1310 or BA 1320 or ECON 2301
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 focusing on the determinants of the success and failure of firms around the globe, the course will help students 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

By the end of the course, students will understand the challenges global businesses face and the strategies to navigate. Specifically, students will be able to

- Gain a general understanding of international business;
- Recognize the international organizations and institutions that affect international business operations;
- Examine how firms compete and cooperate in the global market;
- Analyze how firms manage marketing, supplies, financing, human resources, and governance globally;
- Determine the dynamics and direction of international trade and foreign direct investment;
- Manage the knowledge of trade theories that explain the benefits and challenges of international trade and foreign direct investment;
- Assess the multicultural aspects of international business and the cultural dimensions that indicate the cultural behavior of international business organizations;
- Recognize the uncontrollable business environments that impact international business operations;
- Argue about the importance of ethics and responsibilities of multinational firms in foreign business operations and
- Develop the knowledge of selecting, hiring, and controlling international human resources for international business assignments.

Required Textbook

Title: Global Business (4th Edition)
 Publisher: Cengage Learning, 2017
 Author: Mike W. Peng
 ISBN: 978-1-305-50089-1

You are encouraged to use e-book, e-chapter, or printed versions. Textbooks and some other bookstore materials can be ordered online or purchased at the [UT Dallas Bookstore](#).

Course Requirements and Grading Policies

A student's final grade will be based on the aggregation of the following four categories as well as the school's undergraduate grade distribution guidelines:

Exams	45% (3 exams; 15% each, 45% total)
Mid-term group project	10%
Final group project (presentation + report)	35% (presentation: 15%, report: 20%)
Self and peer evaluation	10%
Total	100%

Grading criteria:

		A:	93~100	A-:	90~92
B+:	87~89	B:	83~86	B-:	80~82
C+:	77~79	C:	73~76	C-:	70~72
D+:	67~69	D:	63~66	D-:	60~62
F:	below 60				

1. Exams ($3 \times 15 = 45$ points)

There will be three close book quizzes to test students' knowledge of the main theories and concepts from the lecture and textbook. They contain True and false, Multiple choice, and Short answer questions. For each quiz, students can prepare and use notes on one piece of paper with two sides permitted (regular letter size).

Due to the nature of the quizzes and the fact that the quizzes are scheduled at regular class times, students are expected to make all necessary arrangements to come to the class on the quiz dates. Make-up quizzes are only possible under extraordinary situations, with pre-approval at least a week prior to the quiz date. The instructor may not give full credit to late quizzes depending on the condition why the examinee could not take the quiz.

2. Mid-term group project report (10 points)

You will sign up for groups in the 2nd week of this semester. Each group will consist of 6 students (certain groups may only have 5 students). Each group will select one real-world multinational corporation (MNC) and finish a background research for the MNC. The background research should consider areas such as:

- Main business (product/service, industry, mission of the MNC, etc.)
- History
- Geographic scope
- Ownership structure (parent company/subsidiaries, public/private, major shareholders)
- Financial performance
- Key stakeholders (customers, suppliers, employees, competitors, etc.)
- Others

Comprehensive and in-depth knowledge of the MNC is the critical first step for any analysis. The mid-term group assignment will be a written report about 3-6 double-spaced pages (Times New Roman font, font size 12).

3. Final group project presentation and report (35 points)

Based on the background research of an MNC, each group needs to conduct further analysis for the MNC to identify its international strategy that may have led to its success or failure in the international market and develop solutions to the challenges or issues. Each group may discuss the MNC's international strategy in some of the following areas such as:

- Firm resources and capabilities
- Formal and informal institutional influences in different countries (e.g., political and legal, cultural and ethical)
- International trade and global competitive dynamics
- Corporate governance and social responsibility
- Global challenges
- Market selection and entry mode selection
- Alliances and acquisitions
- Others

After identifying the MNC's international strategies, analyze the success or failure of each strategy. If you believe a strategy is a success, discuss the reason behind it and its implications. If it is a failure, provide solutions and/or recommendations.

The final group project will involve both a written report of about 6-10 double-spaced pages (Times New Roman font, font size 12) and a group presentation (in about 25 minutes to the whole class). Please note that quality matters more than quantity. Long writings without clear logic, objective explanations, analyses, and recommendations will not receive high scores. Including sub-titles for clarity is recommended. In addition, include exhibits and references for your information sources.

4. Self and peer evaluation (10 points)

The evaluation will be conducted in an anonymous manner. The names used in the evaluation form will only be used to track evaluation scores and will be deleted once the scoring is finished. The score for your evaluation would be the average of the scores from all your group members and yourself.

Self and Peer Evaluation Form for Group Work

Your name _____

Write the name of each of your group members in a separate column. For each person, indicate the extent to which you agree with the statement on the left, using a scale of 1-5 (1=strongly disagree; 2=disagree; 3=Neither agree or disagree; 4=agree; 5=strongly agree). Total the numbers in each column.

Evaluation Criteria	Group member 1:	Group member 2:	Group member 3:
Attends classes and group meetings regularly and arrives on time.			
Contributes meaningfully to group discussions and the success of the project.			
Completes group assignments on time and in a quality manner.			
TOTALS			
	Group member 4:	Group member 5:	Yourself:
Attends classes and group meetings regularly and arrives on time.			
Contributes meaningfully to group discussions and the success of the project.			
Completes group assignments on time and in a quality manner.			
TOTALS			

Course & Instructor Policies

1. Class Policies

Absence: If a student is absent or late to a class, it will be his or her responsibility to catch up with all the missed materials and any announcements made while the student is absent. No make-up lecture will be given. Your participation and involvement matter for yourself and your teammates and will be reflected in your peer evaluation score.

Late submission: Late submission of assignments will be downgraded by **10%** on the original score every school day. Submissions will not be accepted more than one week after the due date.

Throughout the semester, each student is expected to follow the university's guidelines on student conduct with regard to cheating and other dishonorable behaviors. Severe consequences can occur if such rules are not followed. Information on the university's policies regarding academic integrity, grading, technical support, copyright, email usage, plagiarism, student grievance procedures, and other topics can be found at the following link: <http://go.utdallas.edu/syllabus-policies>. The instructor also reserves the right to deduct from a student's credit if the student has shown non-constructive behavior in class.

2. 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."

Class Schedule and Activities

Date		Lectures	Assignment
W1	08/20	Introduction	
	08/22	Ch1 Globalizing Business	
W2	08//27	Ch2 Understanding Formal Institutions	
	08/29	Ch3 Emphasizing Informal Institutions	
W3	09/03	Ch4 Leveraging Resources and Capabilities	
	09/05	Ch10 Entering Foreign Markets (Part 1)	
W4	09/10	Ch10 Entering Foreign Markets (Part 2)	
	09/12	Exam 1 Preview	
W5	09/17	Instructions on Group Project	

	09/19	1st Exam	Exam 1 (Covering Ch1, 2, 3, 4, 10)
W6	09/24	Ch5 Trading Internationally (Part 1)	
	09/26	Ch5 Trading Internationally (Part 2)	
W7	10/01	Ch6 Investing Abroad Directly	
	10/03	Ch12 Making Alliances and Acquisitions Work	
W8	10/08	Ch11 Managing Global Competitive Dynamics	
	10/10	Ch9 Internationalizing the Entrepreneurial Firm	Mid-Term Group Project Due (10/10 11:59 PM)
W9	10/15	Exam 2 Preview	
	10/17	Instructions on Group Project	
W10	10/22	2nd Exam	Exam 2 (Covering Ch5, 6, 9, 11, 12)
	10/24	Ch13 Strategizing, Structuring, and Learning	
W11	10/29	Ch15 Managing Human Resources Globally	
	10/31	Ch16 Corporate Governance	
W12	11/05	Ch17 Managing Corporate Social Responsibility	
	11/07	Exam 3 Preview	
W13	11/12	Instructions on Group Project	Self and Peer Evaluation Due (11/12 11:59 PM)
	11/14	3rd Exam	Exam 3 (Covering Ch13, 15, 16, 17)
W14	11/19	Group Project Presentations	
	11/21	Group Project Presentations	
W15	11/26	No class. Happy Thanksgiving	
	11/28	No class. Happy Thanksgiving	
W16	12/03	Group Project Presentations	
	12/05	Group Project Presentations	Final Group Project Report Due (12/13 11:59 PM)

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

Resources Available**1. 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.

2. Online resources

Students have access to resources including the McDermott Library, Academic Advising, The AccessAbility Resource Center, and many others. Please see the [eLearning Current Students](#) webpage for more information. The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience.

3. Accommodations for Students with Disabilities

Please review [the section](#) within the UT Dallas Syllabus Policies and Procedures webpage.

4. Academic Support Resources

Please visit the [Academic Support Resources](#) page to view the University's academic support resources for all students.