
IMS 3310.005 Course Syllabus

School of Management
The University of Texas at Dallas

Course Information

Course Number/Section IMS 3310.008
Course Title International Business
Term Spring 2025
Days & Times Tuesdays and Thursdays 11:30am-12:45pm (JSOM 1.117)

Professor Contact Information

Professor: Agnieszka Skuza (Olsztyńska), PhD
Office Phone: 972-883-5099
Other Phone: please use eLearning messages
E-mail: agnieszka.skuza@utdallas.edu
Office Location: SOMII 13.403
Online Office Hours: by appointment (please e-mail me through the course site or use my e-mail address)

Teaching Assistant Contact Information

Teaching Assistant Rachana Srikruthi Venkumahanti
Email Address: rachana.venkumahanti@utdallas.edu

Course Description

In the new millennium, the drive of most businesses is to "go global." As ideologies, no more draw boundaries between countries, and the cold war between East and West is diminishing and trade and investment barriers are easing, we are witnessing the emerging of more countries into international markets. However, with such expansion, there are opportunities as well as challenges that students of international studies need to understand. In this course, students will familiarize themselves with various controllable and uncontrollable business environments and will develop skill of managing international businesses in such environments. Furthermore, students through various cultural dimensions will be able to understand the multicultural aspects of international businesses as well as the ethical responsibilities of international firms. The students' management of the course will be evaluated through the assessment of demonstrated oral and written skills that are reflected in class, case presentation and project reports as well written exams.

Student Learning Objectives/Outcomes

Upon finishing this course, students are expected to recognize and understand the following course objectives:

1. Determine the dynamics and direction of international trade and foreign direct investment.
 2. Manage the knowledge of trade theories that explain the benefit and challenges of international trade and foreign direct investment.
 3. Recognize the International organizations and institutions that affect international business operations.
 4. Assess the multicultural aspects of international business and the cultural dimensions that indicate the cultural behavior of international business organizations.
 5. Recognize the uncontrollable business environments that impact the international business operations.
 6. Argue about the importance ethics and responsibilities of multinational firms in foreign business operations.
 7. Develop the knowledge of selecting, hiring, and controlling of international human resource for international business assignments.
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Required Textbook

J. Michael Geringer, Jeanne M. McNett, International Business, 3rd Edition, McGraw Hill Irwin, Inc., 2023.
McGraw-Hill Connect subscription is not required for this course.
ISBN10: 1264067526 | ISBN13: 9781264067527

Recommended Readings:

- Beugelsdijk, S., & Welzel, C. (2018). Dimensions and Dynamics of National Culture: Synthesizing Hofstede with Inglehart. *Journal of Cross-Cultural Psychology*, 49(10), 1469–1505.
- Dutta, S., Lanvin, B., Wunsch-Vincent, S. (2016). *The Global Innovation Index 2016: Winning with Global Innovation*, Cornell University, INSEAD, and WIPO, Ithaca, Fontainebleau, and Geneva.
- Ernst&Young (2008). *An open world: Ernst & Young's 2008 European attractiveness survey*.
- Martin Prosperity Institute. (2015). *The Global Creativity Index 2015*.
- PricewaterhouseCoopers (2015). *The World in 2050. Will the shift in global economic power continue?* PricewaterhouseCoopers LLP, London.
- Sala-I-Martin, X., Crotti, R., Battista, A.D., Hanouz, M.D., Galvan, C., Geiger, T. & Marti, G. (2015). Drivers of Long-Run Prosperity: Laying the Foundations for an Updated Global Competitiveness Index (pp. 43-74). In K. Schwab (Ed.), *The global competitiveness report 2015-2016*. Geneva: World Economic Forum.
- Welzel, C., Inglehart, R., & Klingemann, H. (2003). The theory of human development: A cross-cultural analysis. *European Journal of Political Research*, 42, 341–379.
- Schwab K. (2016). *The Global Competitiveness Report 2016/2017*. World Economic Forum, Geneva.
- The Economist Intelligence Unit. (2014). *Business Environment Rankings Which country is best to do business in?*
- World Bank (2017). *Doing Business 2017: Equal Opportunity for All*. Washington, DC:World Bank Group.
- World Economic Forum. (2018). *The Human Capital Report 2018*.

Important online resources:

<https://www.globalresearch.ca>

<https://www.economist.com/topics/blogging>

www.businessinsider.com

Bloomberg Innovation Index 2016, <https://www.bloomberg.com/graphics/2015-innovative-countries/>

Tholons 2016 Outsourcing Destinations List,

http://www.tholons.com/TholonsTop100/pdf/Tholons_Top_100_2016_Executive_Summary_and_Rankings.pdf

Academic Calendar - Course Schedule

WEEK/ DATES	TOPIC/LECTURE	READING	ASSESSMENT / ACTIVITY	DUE DATE
Week 1 1/20 - 1/26	Module 0: Course Access and Self- Orientation		Syllabus Review	1/26
			Group project self-enrollment	1/23
Week 2 1/27 - 2/02	Module 1: The Challenging Context of International Business	pp. 2-25		
Week 3 2/03 - 2/09	Module 2: International Trade and Investment	pp. 32-59 Comparative advantage: Should the US be Sending Service Jobs to India? (pp. 43) USMCA (former NAFTA) – the initial assumptions and reality; Influence of the agreement on partners' economies.	Project Presentation - Team 1	2/09
			Project Presentation – Team 2	2/09
Week 4 2/10 - 2/16	Module 3: Sociocultural Forces	pp. 64-91 How to address cultural differences when selecting international managers? (pp. 68)	Complete Online Assignment 1	2/16
			Project Presentation - Team 3	2/13
Week 5 2/17 - 2/23	Module 4: Sustainability and Natural Resources	pp. 96-127 Europe leads the way: Why the EU Gets It on Environmental Issues (pp. 105) Is the U.S. exit from the Paris Climate Accord a smart move? (pp. 123)	Complete Online Assignment 2	2/23
			Project Presentation - Team 4	2/20
			Project Presentation - Team 5	2/20
Week 6 2/24 - 3/02	Exam 1 (Modules 1, 2, 3, 4)		Please register for the following days: February 24th – February 28th	
Week 7 3/03 - 3/09	Module 5: Political Forces that Affect Global Trade	pp. 132-157 Raising barriers to foreign firms: The United States threatens a ban on China's TikTok (pp. 145) Sugar Subsidies: Sweet for Whom? (pp. 151)	Complete Online Assignment 3	3/09
			Project Presentation - Team 6	3/06
			Project Presentation - Team 7	3/06
Week 8 3/10 - 3/16	Module 7: Economic and Socioeconomic Forces	pp. 192-220 What is the best way to measure a nation's development: income or quality of life? (pp. 212)	Complete Online Assignment 4	3/16
			Project Presentation - Team 8	3/13

		Impact of Brexit on British economy (and potential political instability – look at Northern Ireland and Scotland)	Project Presentation - Team 9	3/13
Week 9 3/17 – 3/23	SPRING BREAK			
Week 10 3/24 - 3/30	Module 9: International Competitive Strategy	pp. 250-273 Google Values and Strategy versus Opportunity in China (pp. 258) Africa – present and future – economic and political challenges	Complete Online Assignment 5 Project Presentation - Team 10 Project Presentation – Team 11	3/24 3/27 3/27
Week 11 3/31 - 4/06	Exam 2 (Modules 5, 7, 9)		Please register for the following days: March 31st to April 4th	
Week 12 4/7- 4/13	Module 11: Global Leadership Issues and Practices	pp. 302-323 Are global leadership positions what corporations and women have been waiting for? (pp. 311) War at Ukraine – economic and political consequences	Complete Online Assignment 6 Project presentation - Team 12 Project presentation – Team 13	4/07 4/02 4/02
Week 13 4/14 - 4/20	Module 12: International Markets: Assessment and Entry Modes	pp. 328-348 Africa: The next priority market for international companies? (pp. 334, 335) Why aren't more women selected for international assignments? (pp. 401)	Complete Online Assignment 7 Project presentation - Team 14 Project presentation – Team 15 Written assignment due	4/20 4/17 4/17 4/20
Week 14 4/21 - 4/27	Module 14: Managing Human Resources in International Context	pp. 382-420 Working in global virtual organization (pp. 286)	Complete Online Assignment 8 Project Presentation - Team 16	4/27 4/24
Week 15 4/28 - 5/04	Exam 3 (Chapter 11, 12, 14)		Please register for the following days: April 28th – May 2nd	
Week 16 5/05 - 5/09	Guest lecture – Leading Global Teams			

NOTE: all of the above times/dates are as per US Central Time Zone. It is YOUR responsibility to ensure that your assignment submissions/exams are done within this time zone.

Grading Policy

Final Grade Calculation will be as follows (percent of total points):

97 and above	A+		
94 – 96.99	A		
90 – 93.99	A-	<i>Grade evaluation mix</i>	
87 – 89.99	B+		
84 – 86.99	B	Exam 1	20%
80 – 83.99	B-	Exam 2	20%
77 – 79.99	C+	Exam 3	20%
74 – 76.99	C	Participation in discussions	18%
70 – 73.99	C-	Online assignments	8%
67 – 69.99	D+	Written assignment	6%
64 – 66.99	D	Group project	8%
60 – 63.99	D-		
anything below 60%, is a grade of F			

Assignments

Exam 1, 2, and 3 (each worth 20%, total of 60%)

You will have 60 minutes to take each Exam. Each exam will consist of 40 questions. All exams will include both true or false and multiple-choice questions. The questions for the exam will be drawn from the textbook and my lectures.

Participation in discussions (18%)

Participation in all class-related activities is expected. Students who fail to participate in their assigned discussion or group project activities will lose a portion or all the grade points assigned for such activities. Successful participation is defined as consistently adhering to university requirements, as presented in the Syllabus.

Online assignments (8%)

Online assignments have a form of a short quiz that relate to an important theme of the Chapter. Each assignment/quiz consists of 6-8 questions and is preceded by a short text. Read it carefully before answering the questions. Overall, your scores will make up this part of your grade (each online assignment is worth 1 point). You have 20 minutes for each assignment. Online assignments are open book/notes assignments. Online assignments will be posted on Monday and close on Sunday 11:59 pm of each week (see due dates in Course Schedule). **Late assignments are not accepted.**

Written assignment (6%)

Read the article and answer the below questions (**1-page answer per question**; Times New Romans, 12, 1.5 space):

Sala-I-Martin, X., Crotti, R., Baller S., Battista A., Drzeniek-Hanouz M., Geiger T., Gaviria D.G., Marti G. (2017), Modernizing the Measurement of Drivers of Prosperity in Light of the Fourth Industrial Revolution, (pp. 51-62). In K. Schwab (Ed.), The global competitiveness report 2016-2017. Geneva: World Economic Forum. (article is posted in eLearning – Learning Modules)

Questions to be answered:

1. Explain the competitiveness factors supporting the Fourth Industrial Revolution.

2. Article claims that “Increased measurement challenges in calculating GDP have lessened its value as an indicator of economic progress and also calls into question the accuracy of productivity estimates, which require precise evaluation of output, capital, and labor.” (pp.52). Explain this claim.
3. Explain the five directions for measuring competitiveness during the rise of the Fourth Industrial Revolution.

Group project - presentation (8%)

Each group of students will be expected to prepare one research report (minimum 10 pages; 1.5 space, font 12 Times New Roman). **Data tables must be included in the report**, but tables must not exceed a total of 2 pages. **Data** is very important in explaining historical and future trends and present important facts. Please keep the tables the reasonable size. The report will be graded on the basis of methods of analysis, depth of research study, and references (**at least 5 references are expected from refereed journals** - prime business and economic journals, as well as industry reports; please use APA formatting standard). The due date varies. Please look at course schedule table. Each group will submit one report through the **submission link on e-learning**. Submission link locks down at midnight of the day of presentation and no later submission through e-mail will be accepted. Once teams are assigned by the professor during the first week of classes, each team will be given a project.

Presentation

All groups **need to present their projects**. The exact date is indicated in the course schedule table. All group members are required to present, and each team member should be allotted equal presentation time. Presentation should last about **20 minutes** and will be followed by 10-15 min discussion. Each presenting group should create **2-3 questions** for the class and lead the discussion about the topic. Keep in mind that all presentations will be recorded and shared with the entire class as they will be delivered during class time. Make sure that you follow professional presentation standards when delivering the presentation in class or virtually. Please consult with the instructor if you have any questions regarding the delivery of your presentation.

Course & Instructor Policies

No late assignments are accepted, and no late tests and examinations are offered!!! The above restrictions may be waived under special situations; nevertheless, if you do not contact me before the exam, the maximum grade for a make-up exam will be only 80% of the respective possible grades.

Extra credit

Extra credit of 3% is offered. Contact me personally **no later than March 2nd** for extra credit assignment. **No extra credit after this date will be offered.**

Special Assignments

None

Class Attendance

You need to attend this course in the regular class hours. Recorded lectures will be posted to eLearning. Students are encouraged to participate in class discussions during our regular class hours.

Classroom Citizenship

We encourage students to support each other during the entire semester. If your team members are unable to participate in traditional classroom setting or virtually consult with them frequently to ensure they are up to date with the course materials and deliverables.

Instructor Support

Students in this course are encouraged to contact the instructor or the TA with any questions related to assignments, due dates, progress, etc. If student is unable to attend the class, he/she should schedule a virtual meeting with the instructor.

Scholastic Honesty and Policy on Cheating

Students who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage.

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the UTD Judicial Affairs web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

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 see <http://go.utdallas.edu/academic-support-resources>.

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 review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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