

## *COURSE SYLLABUS*

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### *Course Information*

**Course Title:** International Business (IMS 3310.005)

**Class Days & Time:** Tuesday, 4:00 pm – 6:45 pm

**Class Location:** SOM 1.102

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### *Instructor Contact Information*

**Instructor:** You-Xiang (Joe) Song

**Email Address:** yxs190035@utdallas.edu

**Office Hours:** By appointment. Please contact the instructor via email.

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

BA 1310 or BA 1320 or ECON 2301. Repeat Restriction.

Basic knowledge and awareness of international business issues will help.

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### *Course Overview*

This course introduces students to the key challenges and issues in international business. In an era of pervasive globalization, the ability to identify and address international business complexities is an essential managerial skill. By emphasizing the factors that contribute to the success and failure of firms worldwide, the course equips students with a comprehensive understanding of the interplay between firm strategies, environmental contexts, and performance in the global marketplace. Topics covered include culture, foreign direct investment, international trade, country-specific environments, international strategies, and global ethics.

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### *Student Learning Objectives/Outcomes*

1. Develop a comprehensive understanding of international business, including key concepts relevant to firms before and after entering global markets.
2. Understand how firms expand internationally and the strategies they use to compete and collaborate in the global marketplace.
3. Acquire the ability to analyze and evaluate complex global business strategies to gain and sustain competitive advantages.
4. Apply course knowledge to real-world case studies, enhancing problem-solving and analytical skills.
5. Collaborate effectively on team-based projects, fostering the development of essential managerial and interpersonal skill sets.

## Class Schedule

Week	Topics/Activities	Assignments
1 01/21	Overview of the course Chapter 1: Introduction	Group formation
2 01/28	Chapter 2: Formal institutions Chapter 3: Informal institutions	
3 02/04	Chapter 4: Resources and capabilities Chapter 11: Global competitive dynamics	In-class quiz
4 02/11	Chapter 6: Foreign direct investment Chapter 10: Foreign market entry	In-class quiz
5 02/18	Review for Exam 1 Discussion of group project ideas	
6 02/25	<b>Exam 1</b>	
7 03/04	Chapter 12: Alliances and acquisitions <b>Case study presentation I</b>	Presentation slides
8 03/11	Chapter 13: Strategy, structure, and innovation <b>Case study presentation II</b>	Presentation slides
9 03/18	<b>Spring break – No class</b>	
10 03/25	Chapter 14: Marketing and supply chain management Chapter 15: Human Resource Management	In-class quiz
11 04/01	Chapter 16: Corporate finance and governance	In-class quiz
12 04/08	Chapter 17: Corporate social responsibility	In-class quiz
13 04/15	Review for Exam 2 Discussion of group project progress	
14 04/22	<b>Group project presentation I</b>	Presentation slides
15 04/29	<b>Group project presentation II</b>	Presentation slides
16 05/06	<b>Exam 2</b>	Written paper due

## ***Required Textbooks and Materials***

### **Required Texts**

Mike W. Peng (2023): Global Business (5<sup>th</sup> edition). Cengage Learning: Boston. ISBN-13: 978-0357716403. The textbook can be purchased at the [UT Dallas Bookstore](#) or at the off-campus bookstore.

### **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 AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

## ***Course Requirements and Grading Policy***

### **Course Assessment**

<b>Individual points</b>	<b>Percentage</b>
Exam 1	20%
Exam 2	20%
Participation (5 quizzes)	10%
<b>Group points</b>	
Case analysis	15%
Group project presentation	15%
Group project written paper	20%
<b>Total points</b>	<b>100%</b>

### **Grading Policy**

<b>Score</b>	<b>Grade</b>
94.00 – 100.00	A
90.00 – 93.99	A-
87.00 – 89.99	B+
84.00 – 86.99	B
80.00 – 83.99	B-
77.00 – 79.99	C+
74.00 – 76.99	C
70.00 – 73.99	C-
67.00 – 69.99	D+
64.00 – 66.99	D
60.00 – 63.99	D-
Less than 60.00	F

## ***Individual Work***

### **Exams (20%/each)**

There will be **two in-person, closed books/notes** exams consisting of multiple-choice questions. The questions will be based on the textbook, class materials, and in-class discussions. The exams will be non-cumulative, although some general concepts from the first part may appear in the second exam.

If you have an emergency that will prevent you from taking an exam, you need to notify the instructor **before** the exam day. Supporting documentation will be required, and a make-up date may be scheduled at the instructor's discretion.

### **Participation (10%)**

There will be **five in-class quizzes**, each contributing 2% to your participation grade. The quizzes will be distributed during class, and students are required to complete them promptly and submit their answers within the allocated time. The questions will pertain to the topics covered that week and are designed to reinforce key concepts and ensure engagement with the material.

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## ***Group Work***

### **Group Case Analysis (15%)**

Each group will be assigned one of the cases listed below and will conduct a professional analysis. Detailed information on the cases and accompanying discussion questions can be found in the textbook. Students are encouraged to supplement the case material with updated information from various sources, such as libraries, online resources, and journal articles.

Each group will present their case analysis to the class, with a presentation lasting approximately **15 minutes**. All team members should contribute equally, with speaking time divided fairly among members. Grades will be based on the quality of the analysis, the clarity and professionalism of the presentation, and the active participation of all group members. For a detailed breakdown of the grading criteria, please refer to [Appendix A](#).

Presentation slides must be uploaded to eLearning **before class on the presentation day**. As the presentations are scheduled and involve group coordination, late submissions are not accepted.

### **Cases for study and presentation**

Integrative Case 1.5: Kirin Beer in Myanmar

Integrative Case 1.8: Occidental Petroleum: From Also-Ran to Segment Leader

Integrative Case 2.3: The Machine Tool Industry: International Trade and US Competitiveness

Integrative Case 2.5: Automobile FDI in Brazil and Mexico

Integrative Case 3.2: Private Military Companies

Integrative Case 3.6: Jio and Facebook International Strategic Alliance

Integrative Case 3.7: Is There An Antitrust Case Against Big Tech?

Integrative Case 4.1: Marketing Natura to Brazil and Beyond

Integrative Case 4.3: Zara Excels in Marketing and Supply Chain Management

Integrative Case 4.5: Samsung's Global Strategy Group

### **Group Project (35%)**

Each group is required to conduct a comprehensive analysis of a multinational corporation (MNC). The project requires each group to choose a publicly traded company so that information about the firm is easily accessible. When analyzing the MNC, each group member should adopt the role of an outside analyst from a consulting firm who is evaluating the current and future potential of the international strategies being pursued by the MNC.

The project has two primary deliverables:

1. **Written Report (20%):** This report will analyze the key issue(s) faced by the MNC and its overall strategic position. For a detailed breakdown of the grading criteria, see [Appendix B](#).
2. **Presentation (15%):** The presentation will summarize the principal findings of your analysis and provide actionable recommendations. For a detailed breakdown of the grading criteria, please refer to [Appendix A](#).

**Written Paper:** All written reports must adhere to the following formatting guidelines:

- Include a cover page, a table of contents, page numbers, a list of references, and an appendix for key figures and charts (if applicable).
- Use 12-point Times New Roman font, double-spacing, and one-inch margins on all sides.
- The report should be **12-15 pages** in length, excluding the cover page, table of contents, references, and appendices.
- There should be at least **five references** in MLA or APA format.

Please ensure the report is professional, well-organized, and properly formatted. The paper should be uploaded to eLearning via *Turnitin* by **May 6<sup>th</sup>**.

Please include the following components in the analysis:

1. **Description of the MNC**
  - a. History, vision, mission, culture, etc.
  - b. Size and scope
  - c. Financial analysis
2. **Strategic analysis**
  - a. External analysis: the institution-based view
  - b. Internal analysis: the resource-based view
3. **Current international strategy**
  - a. Describe the MNC's strategies and structures
  - b. Discuss each in detail, provide support, and evaluate the soundness of each
4. **Focal problem/issue(s) facing the MNC** (two issues)
  - a. Describe the issue in depth
  - b. Discuss why this is a strategic issue for the MNC
5. **Recommended strategic actions**
  - a. What should the MNC change about its strategies to overcome the issues?
  - b. Provide solid and action-oriented recommendations

For the comprehensive analysis, you are encouraged to utilize publicly available data extensively. This may include, but is not limited to: company websites, annual reports, proxy statements, newspaper and magazine articles, press releases, and analysts' reports.

**Presentation:** Each group will create a PowerPoint that demonstrates their analysis of the MNC, the evaluation of the strategic issues, and their recommendations. To deliver an effective presentation, consider the following guidelines:

- Introduce the motivation: Briefly explain why you chose this company.
- Use figures and tables: These are powerful tools to communicate insights effectively.
- Prepare appendices: Include additional materials to address potential questions.
- Ensure equal participation: All team members should speak for an equal amount of time.
- Dress in business casual attire: Appropriate for a professional presentation.

The PowerPoint slides must be uploaded to eLearning **before the presentation begins**. Each group will have **25-30 minutes** to present, including the Q&A session. The order of the presentation will be determined by a random drawing during class.

Suggested time allocation for presentation:

- Motivation and introduction (~3 minutes)
- External and internal analyses (~7 minutes)
- Identification of specific problem(s) (~3 minutes)
- Recommendations to resolve those problems (~6 minutes)
- Conclusion (~2 minutes)
- Q&A session (~5 minutes)

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## ***Course Policies***

### **Makeup Exams**

No make-up exams or lectures will be given except under extreme unforeseen circumstances, with adequate evidence provided for the reason the test was missed. Since group presentations are a joint effort, rescheduling or make-up for the presentation would not be possible.

### **Late Work**

Due dates for all assignments are outlined in the course syllabus. Unless otherwise specified, assignments must be submitted by the designated deadlines. Late submissions will incur a penalty of **10% per day** and will not be accepted beyond **five days** after the due date, except in cases of documented extreme extenuating circumstances that prevent timely submission.

### **Extra Credit**

Certain in-class activities may be associated with extra credit. If the student is not present for those in-class activities, the student will not receive extra credit. Students are again reminded that attendance and participation in class activities are essential to this class.

### **Class Attendance**

Regular and punctual attendance is expected, as students who fail to attend consistently may encounter academic difficulties. Any special attendance requirements will be communicated during the first week of classes. Faculty retain the discretion to enforce attendance policies for in-person meetings. It is essential for students to prioritize attendance to fully benefit from the course and minimize potential challenges.

### **Class Participation**

Regular class participation is a fundamental expectation, regardless of the course modality. Students who do not participate consistently risk encountering scholastic difficulties. A portion of the course grade is directly tied to participation, which includes active engagement in group activities and discussions and providing feedback on assignments, readings, and lecture materials. Faculty will document class participation throughout the semester. Successful participation entails adhering to the University requirements outlined in this syllabus. Failure to comply with these requirements constitutes a violation of the [Student Code of Conduct](#).

### **Classroom Citizenship**

This class employs an interactive approach to foster active student participation. A mutually respectful environment and an appreciation for diverse ideas are essential for creating a positive learning atmosphere. Students are expected to adhere to the University's guidelines on student conduct, particularly regarding academic integrity and respectful behavior. Violations, such as cheating or engaging in dishonorable actions, may result in severe consequences. The instructor reserves the right to deduct participation credit for non-constructive behaviors, including habitual tardiness, classroom disruptions, or inappropriate treatment of others, in addition to other disciplinary measures.

### **eLearning**

PowerPoint slides and other class materials can be accessed through eLearning at [elearning.utdallas.edu](http://elearning.utdallas.edu). eLearning will also serve as the primary platform for communication regarding upcoming events, syllabus updates, and grades. When sending direct emails, please use eLearning whenever possible and include [IMS 3310] in the subject line to ensure a prompt response.

### **Laptop & Mobile Device Policy**

A mutually supportive learning environment requires active attention and engagement. To maintain this focus, the use of laptops or Internet-connected devices (e.g., iPads or smartphones) is discouraged during classroom sessions. Distractions caused by such devices can diminish both your participation and the overall learning experience of your classmates. Repeated or persistent disruptions may negatively impact your participation grade.

### **Other Important Notes**

If a student is absent or late to a class meeting, it is their responsibility to catch up on all missed materials, including any announcements made during their absence. Additionally, students are expected to read the syllabus thoroughly and regularly, ensuring they stay informed about important dates and requirements throughout the semester.

### **Academic Integrity**

The faculty and administration of the School of Management hold students to a high standard of responsibility and academic honesty. The integrity of an academic degree depends on the authenticity and ethical nature of the work completed by each student. Maintaining this standard is essential not only for your individual reputation but also for the reputation of the school, which can have a lasting impact on your career success.

Academic dishonesty, which can occur in both individual and group work, includes plagiarism, cheating, fabrication, and unauthorized collaboration or collusion. To avoid academic dishonesty, it is essential to fully understand the expectations for each assignment. If any aspect of an assignment is unclear, students should ask their professors for clarification. Additional resources on academic honesty, including guidance on how to avoid dishonesty, are available at [UT Dallas Academic Dishonesty](#) and [UT Dallas Integrity Policy](#).

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### ***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: <http://go.utdallas.edu/syllabus-policies>.

***The descriptions and timelines outlined in this syllabus are subject to modification at the instructor's discretion.***

### Appendix A: Presentation Rubric

<b>Criteria</b>	<b>Excellent (3)</b>	<b>Good (2)</b>	<b>Satisfactory (1)</b>	<b>Needs Improvement (0)</b>	<b>Weight</b>
<b>Content</b>	Comprehensive and insightful analysis; addresses all required components; evidence of thorough research	Covers most required components; analysis is clear but lacks depth in some areas	Basic understanding; some components are missing or inadequately addressed	Limited analysis with minimal effort; critical components are missing or incorrect	40%
<b>Organization</b>	Logical, clear, and well-structured; smooth transitions between sections	Generally organized with minor inconsistencies; transitions could be smoother	Some organization but lacks clear structure; ideas may feel disjointed	Poorly organized, unclear, or difficult to follow	20%
<b>Delivery</b>	Engaging, confident, and professional; appropriate pacing and tone	Clear and confident delivery but lacks full engagement or consistency	Basic delivery; may include reading from slides or uneven pacing	Monotone, unengaging, or unprofessional; delivery detracts from the presentation	20%
<b>Visuals</b>	High-quality visuals enhance understanding; well-designed and professional	Visuals are clear and relevant but lack impact or polish	Visuals are basic and somewhat helpful but could be improved	Poor-quality or irrelevant visuals; distracting or poorly formatted slides	10%
<b>Team Collaboration</b>	Equal participation; seamless coordination among members	Most members contribute equally; minor inconsistencies in collaboration	Uneven participation; some members dominate while others contribute minimally	Minimal collaboration; poor coordination; obvious lack of teamwork	10%

### Appendix B: Written Report Rubric

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)	Weight
<b>Content &amp; Analysis</b>	Comprehensive and well-researched; addresses all required components with depth and originality	Addresses most components; demonstrates solid research and analysis but lacks depth in some areas	Basic understanding; some components are missing or insufficiently analyzed	Limited or inaccurate analysis; fails to address key components or demonstrate understanding	40%
<b>Organization</b>	Clear structure with logical flow; includes introduction, body, and conclusion; ideas are well-connected	Generally well-organized with minor inconsistencies in flow or structure	Some structure is evident, but ideas are not consistently clear or logically connected	Disorganized or difficult to follow; lacks clear structure or logical progression of ideas	20%
<b>Writing Quality</b>	Clear, concise, and free of grammatical or spelling errors; polished and professional tone	Generally clear with few errors; tone is appropriate but may lack polish	Writing is understandable but includes noticeable errors in grammar, spelling, or tone	Writing is unclear or unprofessional; frequent errors hinder understanding	20%
<b>Formatting</b>	Fully adheres to required format (e.g., font, margins, citations, page limits)	Mostly adheres to the required format with minor errors	Partially follows formatting requirements; noticeable errors in style, length, or citations	Does not follow required format; multiple formatting errors detract from professionalism	10%
<b>References</b>	Uses a variety of credible sources; citations are thorough and correctly formatted (APA/MLA as required)	Adequate use of credible sources; minor errors in citation style or formatting	Limited or uneven use of sources; some errors or inconsistencies in citations	Insufficient or inappropriate sources; citations are incorrect or missing	10%