

# COURSE SYLLABUS

## Course Information

**Course Title:** International Business (IMS 3310.008)

**Class Days & Time:** Tuesday & Thursday, 2:30 pm – 3:45 pm

**Class Location:** JSOM 1.107

## Instructor Contact Information

**Instructor:** Amirsalar Jafari Gorizi

**Email Address:** [axj220128@utdallas.edu](mailto:axj220128@utdallas.edu)

**Office Hours:** Office hours are on Friday 2 to 5 pm. Please use the link or the QR code below. If you need to meet at another time, send me an email with your proposed time.

[Link to schedule a meeting](#)



If students need technical help for eLearning-related issues, please contact the eLearning Support Center which includes a toll-free telephone number for immediate assistance (1-866-588-3192), and also checkout the below link, as they are very knowledgeable and quick in providing technical help:

<https://www.utdallas.edu/oit/helpdesk>

## Course Description

This course introduces students to the key challenges and complexities of managing businesses in a global context. The course prepares students to navigate the multicultural and dynamic nature of global business. As firms increasingly operate across borders, understanding international strategy, institutional differences, trade, and investment flows become an essential skill. Students will develop skills to apply management principles across different countries, evaluate risks and benefits, and make decisions. The students will also learn how to find and interpret data on trade and investment flows, global markets, and multinational companies like an expert.

## Course Pre-requisites, Co-requisites, & Other Restrictions

Prerequisite: BA 1310 or BA 1320 or ECON 2301.

## 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.”

## Student Learning Objectives & Outcomes

By the end of this course, students are expected to:

- Develop a comprehensive understanding of international business, including key concepts and theories relevant to firms before and after entering global markets.
- Understand how firms expand internationally and the strategies they use to compete and collaborate in the global marketplace.
- Acquire the ability to analyze and evaluate data on trade and investment flows, global markets, and multinational companies.
- Acquire basic knowledge of regulations and documentation used in international trade such as contracts, documentary credits, and bills of lading.
- Collaborate effectively on team-based projects, fostering the development of essential managerial and interpersonal skill sets.

## Course Modality

Traditional in-classroom. The classes will **NOT** be recorded unless otherwise announced by the instructor.

## Required Textbook & Materials

Title: Global Business (5th Edition)

Publisher: Cengage Learning, 2023

Author: Mike W. Peng

ISBN-10: 10: 0-357-71640-X

ISBN-13: 978-0-357-71640-3

You can use e-book, e-chapter, printed versions, or digital versions from [www.cengagebrain.com](http://www.cengagebrain.com).

Additional materials are mentioned in the detailed class agenda section of the syllabus.

## Class Agenda

Week	Session Date(s)	Topic of Discussion	In-class Activity (Individual)	Assignment (Group)
1	Tue, Aug 26 & Thu, Aug 28	Course Introduction and Globalization	Activities 1 and 2	Assignment 1: Form a group for the class project. Select one company, format style, and a date for your presentation.
2	Tue, Sep 2 & Thu, Sep 4	Political, Economic, and Legal Systems	Activities 3 and 4	Assignment 2: Conduct country risk analysis for your group project.
3	Tue, Sep 9 & Thu, Sep 11	Cultural Dimensions in International Business	Activities 5 and 6	Assignment 3: Analyze the cultural dimensions of the countries in your project. Measure institutional distances (cultural, etc.), if necessary.
4	Tue, Sep 16 & Thu, Sep 18	International Trade and Theories	Activities 7 and 8	Assignment 4: Analyze the trade relationship between countries in your project from both theoretical and practical standpoint.
5	Tue, Sep 23 & Thu, Sep 25	Foreign Direct Investment (FDI)	Activities 9 and 10	Assignment 5: Use OLI framework in your final project, especially talking about the host country location advantages and firm-specific advantages.
6	Tue, Sep 30 & Thu, Oct 2	Global Strategy	Activities 11 and 12	Assignment 6: Ensure that you are considering the role of external industry-related, internal resources and capabilities, and institutional factors in the analyses of your final projects.
7	Tue, Oct 7 & Thu, Oct 9	Market Entry Strategies	Activities 13 and 14	Assignment 7: Ensure you are considering the best entry method in your project. Try to explain all the risks and benefits to justify your decision.
8	Tue, Oct 14	Review for your midterm exam	No class	NO ASSIGNMENT!
	Thu, Oct 16	Midterm Exam	Exam day!	NO ASSIGNMENT!
9	Tue, Oct 21 & Thu, Oct 23	Decision-Making: Theories, Heuristics, and Intuitions	Activities 15 and 16	Assignment 8: Think about biases and heuristics and whether they can inform your project. Improve the analysis of your project by adding survey information.

10	Tue, Oct 28 & Thu, Oct 30	Managing Global Operations	Activities 17 and 18	Assignment 9: Improve the analysis of the company in your project by giving adequate attention to the complexity of managing global operations, and whether new technologies are useful in resolving some of the bottlenecks.
11	Tue, Nov 4 & Thu, Nov 6	Corporate Governance and Finance	Activities 19 and 20	Assignment 10: Improve the analysis of your project by incorporating what you learned about corporate governance, financing, and marketing.
12	Tue, Nov 11 & Thu, Nov 13	Ethics, CSR, and Sustainability	Activities 21 and 22	Assignment 11: Analyze the role of CSR in your project, considering how the company addresses (or should address) social, environmental, and ethical concerns in that specific context. Improve the CSR analysis of your project with the types of data you learned how to find this week.
13	Tue, Nov 18 & Thu, Nov 20	Project Presentation	Project presentations	The presenting teams will submit and present their slides.
14	Tue, Nov 25 & Thu, Nov 27	Fall Break / Thanksgiving	No class!	NO ASSIGNMENT!
15	Tue, Dec 2 & Thu, Dec 4	Project Presentation	Project presentations	Final reports are due. The presenting teams will submit and present their slides.
16	Tue, Dec 9	Review for your final exam	No class!	NO ASSIGNMENT!
	Thu, Dec 11	Final Exam	Exam day!	Class finishes.

## Guest Lectures

- Often, perspectives from individuals that have led teams in Multinational organizations can complement in-class learning. Subject to the availability of such industry professionals, we may be privileged to hear their experiences.

## Grading Policy

### Grade Components

Component	Weight
In-class activities	% 22
Group project (presentation)	% 25
Group project (report)	% 25
Midterm exam	% 14
Final exam	% 14

### In-class activities

- Lectures are interspersed with in-class activities. These are designed as engaging activities that help you better understand the concepts.
- Students will receive a sheet including several short questions that are often preceded by a scenario. Students may use **ONLY** their textbook in answering in-class activities.
- Students can work individually or as a group. However, each student should submit individual answers.
- Each in-class activity contributes **ONE** percentage point to your final grade. Not participating in any of the in-class activities (i.e. not submitting your answers while being present in the classroom) will decrease your final grade by **ONE** percentage point.
- If any student missed an activity due to absence, a copy of the activity can be emailed to the student upon request. The answers must be submitted via email to compensate for the missing one percent point.

### Group Project: Multinational Corporation (MNC) Strategy Analysis Project

- Each group will select one real-world Multinational Corporation (MNC) and conduct a comprehensive analysis of the company's background and international strategy. The objective is to understand how the company operates globally, what strategies it uses to compete in international markets, how successful those strategies have been (or not been), and propose recommendations and suggestion for improvement.
- The project has three main parts: (1) background research (company profile), (2) international strategy analysis, and (3) evaluation and recommendations.
- The project audience is the team's choice: you could tailor your project for either a professional or an academic audience.
- **Report Length:** 4000-8000 words (excluding references and appendices).
- **Report Format:** Professional or Academic (tailored for your audience)

- **Report Citations:** APA style; include a bibliography of sources used.
- **Slides:** A maximum of 20 slides.
- **Group size:** 6-7 students
- Each team will present a comprehensive summary of their project in the class in the designated dates. Team presentations should be 20 minutes in length and cover key points. It is not necessary to present everything in your papers: you should focus on a sub-sample of the most interesting points and include recommendations for successful business ventures.
- Each presentation will be followed by 5 minutes for questions and comments from the class.
- Groups of students submit their project reports, PPT slides, and a one-sheet summary no later than 24 hours before the class begins.
- All students are required to read all one-sheet summaries of the day's presentations—active participation in Q&A will be rewarded.
- There are no individual class assignments. Your weekly assignments all relate to your final project. Every week you are expected to incorporate what you have learned in the class into your project.

#### AI use guideline

- Using the internet and AI tools of any kind, shape, and format—even for checking spelling and grammar issues during the in-class activities—is prohibited.
- Using Generative AI tools of any kind, shape, and format—including deep research tools—for the final project is only permitted for idea initiation via finding and summarizing recent studies and reports on the topic of interest. However, students may take responsibility for the accuracy of the outputs. Students may not use any materials in their reports or presentations without proper citations (i.e. APA 7).
- Using AI tools of any kind, shape, and format in writing reports is prohibited. Students may only use such tools for checking spelling and grammar issues.
- Using direct quotes from AI generated text of any kind, shape, and format in the final report and presentation may not exceed more than 100 words. Using such quotes may be properly cited (i.e. APA 7).
- Using AI tools to generate codes, graphs, charts, and images are permitted. However, students may take responsibility for the accuracy of the outputs.
- Students may use [Scribbr](#) to generate compatible citations and refer to [American Psychological Association](#) to learn about APA style including in-text citations.
- Using AI tools of any kind, shape, and format during the exams is prohibited.
- Any violations of the above AI use guideline results in losing the respective grade of the in-class activity or the project.
- Students can review [the university policy on Generative AI use in academic work](#).

Rubric for Presentation					
Criteria	Excellent (3)	Good (2)	Satisfactory (1)	Needs Improvement (0)	Weight
Content	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	5%
Organization	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	5%
Delivery	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	5%
Visuals	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	5%
Team Collaboration	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	5%

Rubric for Paper					
Criteria	Excellent (3)	Good (2)	Satisfactory (1)	Needs Improvement (0)	Weight
Content	Thorough and insightful analysis with all required components; strong evidence of research and understanding	Covers most components with clear analysis; some depth or detail may be lacking	Basic coverage of topic; several components are missing or inadequately addressed	Incomplete or inaccurate analysis; minimal effort; major components missing	5%
Structure and Organization	Well-organized with logical flow; clear sections and transitions	Generally well-organized; minor inconsistencies or unclear transitions	Some organization present but lacks clarity; transitions are weak	Disorganized and hard to follow; poor or missing structure	5%
Writing Quality	Clear, concise, and professional writing; free of grammatical and spelling errors	Generally clear writing; minor errors that do not impede understanding	Some awkward or unclear writing; frequent grammatical or spelling errors	Poor writing quality; numerous errors; difficult to understand	5%
Formatting	Proper formatting throughout; follows guidelines precisely; visually professional	Minor formatting issues; generally follows guidelines	Noticeable formatting problems; inconsistent with guidelines	Lacks proper formatting; unprofessional appearance	5%
Team Collaboration	All members contributed equally; well-coordinated effort	Most members contributed; minor collaboration issues	Uneven contributions; some lack of coordination	Minimal collaboration; unclear member roles	5%

## Midterm and Final Examinations

- There will be two in-person, **CLOSE-NOTE** exams consisting of multiple-choice questions and true/false questions. Questions shall be based on the textbook. The exams will be non-cumulative, but some general concepts from the prior part of the classes may be covered in the later exams. Each exam consists of **28** questions that together account for **14%** of the final grade.
- Due to the nature of the exams and the fact that they are scheduled at regular class times, students are expected to make all necessary arrangements to come to the class on the quiz dates. If you have a documented emergency that will prevent you from taking an exam on the scheduled day(s), you need to notify the instructor **BEFORE** the exam day for consideration and assistance.
- Supporting documentation will be required and a make-up date may be scheduled at the instructor's discretion. Any make-up exam may not be the same difficulty level as the original exam. "I have a plane ticket home before the final exam date" is not a valid excuse and will not be accepted.

## Grading Scale

Scaled Score	Letter Equivalent
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

## Class Participation

- Regular class participation is a fundamental expectation, regardless of the course modality. Students who do not participate consistently risk encountering scholastic difficulties.
- 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.

- There will be no additional points for class attendance, but **absence without a legitimate and documented reason** will decrease your final grade by **THREE** percentage point in addition to the missing point of the in-class activity.
- If you missed a class for a legitimate and obligated reasons (e.g., medical illness, UTD recognized religious holidays, and other extreme unforeseen circumstances), you shall email me for approval with appropriate documentation supporting the claim at most 48 hours after the missed class.

## Classroom Citizenship

- This class employs an interactive approach to foster active student participation. A mutually respectful environment and an appreciation for each other's perspectives 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.
- Professionalism and Learning Environment: it is expected of all participants to foster learning and professionalism in class. Therefore, the following behaviors are discouraged as they have the potential to disrupt the class learning environment:
  - Being late or leaving early.
  - Interrupting peers or the instructor.
  - Talking while the instructor is speaking.
  - Answering cell phones or engaging in text messaging.
  - Using laptops for unrelated class activities or any other behavior that disrupts the class environment.

## Accommodations for Students with Disabilities

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

## Academic Support Resources

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

## UT Dallas Syllabus Policies and Procedures

- Please visit the Syllabus Policies page to view 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.
- The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

## Detailed Class Agenda

### Week 1: Course Introduction and Globalization

#### Topics:

- Definition and drivers of globalization.
- Globalization of markets and production.
- Technological advancements in globalization.

#### Readings:

- Chapter 1: *Global Business and Globalization at a Crossroads*.
- Integrative cases 1.1 & 1.3.

#### Assignment 1:

Form a group for the class project. Select one company, format style, and a date for your presentation.

### Week 2: Political, Economic, and Legal Systems

#### Topics:

- Political systems.
- Economic systems.
- Legal systems.
- Property rights.
- How to find and interpret data about the political, economic, and legal systems.

#### Readings:

- Chapter 2: *Formal Institutions*.
- Integrative cases 1.9 & 3.3 & 3.4.

#### Assignment 2:

Conduct country risk analysis for your group project.

### Week 3: Cultural Dimensions in International Business

#### Topics:

- Culture & norms
- Defining cultural dimensions and measuring distances.
- Cross-cultural communication and business practices.
- How to find and interpret data about the institutional and cultural distances between different nations.

#### Readings:

- Chapter 3: *Informal Institutions*.
- Integrative cases 2.1.

**Assignment 3:**

Analyze the cultural dimensions of the country in your project. Measure institutional distances (cultural, etc.) for your project, if necessary.

**Week 4: International Trade and Theories****Topics:**

- Classical and modern trade theories.
- Realities of trade.
- Economic integration and trade agreements.
- How to find and interpret data on international trade and trade agreements.

**Readings:**

- Chapter 5: *International Trade*.
- Chapter 8: *Global and Regional Integration*.
- Integrative cases 2.7 & 2.8.

**Assignment 4:**

Analyze the trade relationship between countries in your project from both theoretical and practical standpoint.

**Week 5: Foreign Investment & Exchange****Topics:**

- Ownership, location, and internalization advantages.
- Benefits and costs of FDI for home and host countries.
- Foreign exchange.
- Role of International organizations.
- How to find and interpret country, industry, and firm level data and reports on FDI.

**Readings:**

- Chapter 6: *FDI and Multinational Enterprises*.
- Chapter 7: *Foreign Exchange*.
- Integrative cases 2.3 & 2.5.

**Assignment 5:**

Use OLI framework in your final project, especially talking about the host country location advantages and firm-specific advantages.

**Week 6: Global Strategy****Topics:**

- External vs internal factors in strategy.
- Global competitiveness.
- Born global firms.
- Entrepreneurship across the borders.

**Readings:**

- Chapter 4: *Resources and Capabilities*.
- Chapter 9: *The Entrepreneurial Firm*.

- Chapter 11: *Global Competitive Dynamics*.
- Integrative cases 1.8 & 3.8 & 3.9.

**Assignment 6:**

Ensure that you are considering the role of external industry-related, internal resources and capabilities, and institutional factors in the analyses of your final projects.

**Week 7: Market Entry Strategies**

**Topics:**

- Entry modes: Exporting, franchising, joint ventures, and wholly owned subsidiaries.
- Assessing timing and market choice.
- Alliances and acquisitions.

**Readings:**

- Chapter 10: *Foreign Market Entry*.
- Chapter 12: *Alliances and Acquisitions*.
- Integrative cases 3.5 & 3.6.

**Assignment 7:**

Ensure you are considering the best entry method in your project. Try to explain all the risks and benefits to justify your decision.

**Week 8: Midterm Exam**

- Conduct the midterm exam covering Weeks 1–7.

**Week 9: Decision-Making: Heuristics & Cognitive Interventions**

**Topics:**

- Heuristics decision making tools and frameworks.
- Large-scale public surveys as an expert in international business: Enterprise Surveys data, Global Entrepreneurship Monitor (GEM), World Values Survey (WVS), Eurobarometer Surveys, General Social Survey, and Management Survey.

**Readings:**

- Chapter 13: *Strategy, Structure, and Innovation in Multinationals*.

**Optional readings:**

- Eugene Sadler-Smith and Erella Shefy, 2004: The intuitive executive: Understanding and applying ‘gut feel’ in decision-making. *AMP*, **18**, 76–91.
- Natalia Vuori, Barbara Burkhard, Tomi Laamanen, and Christopher Bingham, 2024: Heuristics in Organizations: Toward an Integrative Process Model. *ANNALS*, **18**, 670–711.
- Wuebker, R., Zenger, T., & Felin, T. (2023). The theory-based view: Entrepreneurial microfoundations, resources, and choices. *Strategic Management Journal*, **44**(12), 2922-2949.

**Assignment 8:**

- It's a good time to review your project. Discuss within your team the importance of cognitive biases and the role of intuitions. Ensure if your experiences have led (or impeded) you to make better judgements as a team about your proposed solutions.
- Improve the analysis of the host market in your project with the types of data you learned how to find today. The goal is to improve your analysis by adding survey information, if needed.

**Week 10: Managing Global Operations****Topics:**

- Supply chain management in international contexts.
- Global branding and segmentation.
- Blockchain, AI, IOT in IB.
- Expatriate management.

**Readings:**

- Chapter 14: Marketing and *Supply Chain Management*.
- Chapter 15: *Human Resource Management*.
- Integrative cases 4.3 & 4.4 & 4.5 & 4.8

**Assignment 9:** Have you thought about the complexity of global operations facing the case in your project? Improve the analysis of the company in your project by giving adequate attention to the complexity of managing global operations, and whether new technologies are useful in resolving some of the bottlenecks.

**Week 11: Corporate Governance and Finance****Topics:**

- Corporate governance.
- Payment methods in international business.
- Financing in international markets

**Readings:**

- Chapter 16: *Corporate Finance and Governance*.
- Integrative cases 4.1 & 4.2

**Assignment 10:** Improve the analysis of your project by incorporating what you learned about corporate governance, financing, and marketing.

**Week 12: Ethics, CSR, and Sustainability****Topics:**

- Ethical dilemmas in global business.
- Corporate social responsibility (CSR) strategies.
- The environment and sustainability practices in international business.
- How to find and interpret data and reports about CSR.

**Readings:**

- Chapter 17: *Corporate Social Responsibility*.
- Integrative cases 1.5 & 4.7

**Assignment 11:**

- Analyze the role of CSR in your project, considering how the company addresses (or should address) social, environmental, and ethical concerns in that specific context.
- Improve the CSR analysis of your project with the types of data you learned how to find this week.

**Week 13: Fall Break****Week 14: Project Presentation****Agenda:**

- Groups of students will deliver their presentations.
- Group presentations should be at most 20 minutes with an additional 5 minutes for Q&A.
- You may need to only cover the key points.
- Upload reports, a one-sheet summary, and PPT slides at least 24 hours before the team presents.
- All students are required to read all one-sheet summaries of the day's presentations—active participation in Q&A will be rewarded.

**Week 15: Project Presentation****Agenda:**

- Groups of students will deliver their presentations.
- Group presentations should be at most 20 minutes with an additional 5 minutes for Q&A.
- You may need to only cover the key points.
- Upload reports, a one-sheet summary, and PPT slides at least 24 hours before the team presents.
- All students are required to read all one-sheet summaries of the day's presentations—active participation in Q&A will be rewarded.

**Week 16: Final Exam**

- Conduct the final exam covering Weeks 8–15.
- Some general concepts from weeks 1-7 may be covered in the later exams.