

IMS 3310.013 Course Syllabus

School of Management
The University of Texas at Dallas

Course Information

Course Number/Section IMS 3310.013
Course Title International Business
Term Fall 2025
Days & Times Tuesdays 4:00pm-6:45pm (AD 3.218)

Professor Contact Information

Professor: Malik Sadiq
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Office Location: N/A
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Teaching Assistant Contact Information

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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.

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 8/24 - 8/30	Module 0: Course Access and lecture on Global Strategy		Syllabus Review Subject Review	9/2 9/2
Week 2 8/31 - 9/06	Module 1: The Challenging Context of International Business	Read Module 1	Reading/ Review	9/9
Week 3 9/07 - 9/13	Module 2: International Trade and Investment	Read Module 2	Reading/ Review	9/16
Week 4 9/14 - 9/20	Module 3: Sociocultural Forces	Read Module 3	Reading/ Review	9/23
Week 5 9/21 - 9/27	Module 4: Sustainability and Natural Resources	Read Module 4	Reading/ Review	9/27
Week 6 9/28 – 10/4	Exam 1 (Modules 1, 2, 3, 4)		Exam will be held in-person in class on 9/30.	
Week 7 10/5 - 10/11	Module 5: Political Forces that Affect Global Trade	Read Module 5	Project Presentation - Team 1 Project Presentation - Team 2 Project Presentation - Team 3	10/7 10/7 10/7
Week 8 10/12 - 10/18	Module 7: Economic and Socioeconomic Forces	Read Module 7	Project Presentation - Team 4 Project Presentation - Team 5 Project Presentation - Team 6	10/14 10/14 10/14
Week 9 10/19 - 10/25	Module 9: International Competitive Strategy	Read Module 9	Project Presentation - Team 7 Project Presentation – Team 8	10/21 10/21
Week 10 10/26 - 11/01	Exam 2 (Modules 5, 7, 9)		Exam will be held in-person in class on 10/28.	
Week 11	Module 10: Organizational	Read Module 10	Project presentation - Team 9	11/4

11/2- 11/8	Design and Control		Project Presentation - Team 10 Project presentation – Team 11	11/4 11/4
Week 12 11/9 - 11/15	Module 11: Global Leadership Issues and Practices	Read Module 11	Project presentation - Team 9 Project Presentation - Team 10 Project presentation – Team 11	11/11 11/11 11/11
Week 12 11/16 - 11/22	Module 12: International Markets: Assessment and Entry Modes	Read Module 12	Project presentation - Team 12 Project presentation – Team 13	11/18 11/18
Week 13 11/23 – 11/29	No Lecture – Thanksgiving Week Break			
Week 14 11/30 - 12/6	Module 14: Managing Human Resources in International Context	Read Module 14	Project Presentation - Team 14 Project Presentation - Team 15	12/2 12/2
Week 16 12/7 - 12/13	Exam 3 (Chapter 10, 11, 12, 14)		Exam will be held in-person in class on 12/9.	

NOTE: All of the above times/dates are as per US Central Time Zone. It is **YOUR responsibility** to ensure that your due activities are done within this time zone.

Grading Policy

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

97 and above	A+	Grade Evaluation Mix		
94 – 96.99	A			
90 – 93.99	A-			
87 – 89.99	B+			
84 – 86.99	B			
80 – 83.99	B-		Exam 1	22%
77 – 79.99	C+		Exam 2	22%
74 – 76.99	C		Exam 3	22%
70 – 73.99	C-		Group Presentation	20%
67 – 69.99	D+		Class Participation/Attendance	14%
64 – 66.99	D			
60 – 63.99	D-			
anything below 60%, is a grade of F				

Assignments

Exam 1, 2, and 3 (each worth 22%, total of 66%)

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.

Group project - presentation (20%)

All groups **need to present their projects**. Each group of students will be expected to prepare one research Slide deck (Maximum 9 slides, including intro slide). Once teams are assigned by the professor during the second week of classes, each team will be given a project topic. The date for group presentation for each group date varies. 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. 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.

Participation in discussions and Attendance (14%)

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. You are allowed to miss one class. If you miss more than one class, 2 percentage points will be deducted from the maximum 14%.

Course & Instructor Policies

No late deliverables 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.

Special Assignments

None

Class Attendance

You need to attend this course in the regular class hours. There are no recorded classes. 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 at any given time.