

Course Syllabus

Course Information

Course Number / Section *IMS3310.504.25F*
Course Title *International Business*

Term *2025 Fall*
Days & Times *Tuesday & Thursday 5:30 pm ~6:45 pm*

Professor Contact Information

Professor *Suifang Guo*
Email Address *sxg210047@utdallas.edu*
Office Location *ATC 2.901*
Office Hours *Thursday 8:30 am~10:00 am, and by appointment*
Other Information *Please check your UTD email regularly.*

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

BA 1310 or BA 1320 or ECON 2301.

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 having a focus on the determinants of the success and failure of firms around the globe, the course will help students learn and 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

1. Determine the dynamics and direction of international trade and foreign direct investment.
2. Manage the knowledge of trade theories that explain the benefits 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 international business operations.

6. Argue about the importance of ethics and responsibilities of multinational firms in foreign business operations.
7. Develop the knowledge of selecting, hiring, and controlling international human resources for international business assignments.

Required Textbooks and Materials

Global Business (5th edition) by Mike W. Peng, Boston: Cengage Learning. (ISBN-10: 0-357-71640-X, ISBN-13: 978-0-357-71640-3). e-books are fine.

Assignments & Academic Calendar

Date		Lectures	Assignment
W1	08/26	Ch1 Introduction	
	08/28	Ch2 Understanding Formal Institutions	
W2	09/02	Ch3 Emphasizing Informal Institutions	Submit team information in the following link (deadline 09/04 11:59pm): https://docs.google.com/spreadsheets/d/13-SVFwNYFVT-zwSRACJ0pgAOg1MbSqXjO0PSKAZpxSY/edit?usp=sharing
	09/04	In class group case discussion Team discussion on the case	Case 1 Released
W3	09/09	Case 1: Discuss case questions	
	09/11	Exam 1 Review	
W4	09/16	1st Exam	Exam 1 (Covering Ch2, 3)
	09/18	Ch4 Leveraging Resources and Capabilities	
W5	09/23	Ch6 Investing Abroad Directly	
	09/25	Ch8 Capitalizing on Global and Regional Integration	Group Project Released
W6	09/30	Exam 2 Review	
	10/02	2nd Exam	Exam 2 (Covering Ch4, 6, 8)
W7	10/07	Ch10 Entering Foreign Markets	

	10/09	Ch12 Making Alliances and Acquisitions Work	
W8	10/14	Ch17 Managing Corporate Social Responsibility	Case 2 Released
	10/16	In class group case discussion Team discussion on the case	
W9	10/21	Case 2: Discuss case questions	
	10/23	Exam 3 Review	
W10	10/28	3rd Exam	Exam 3 (Covering Ch10, 12,17)
	10/30	In class group project discussion Team members work on company selection and project outline under guidance of instructor	
W11	11/04	In class group project discussion Team members work on the group project topic selection and project outline under guidance of instructor	
	11/06	In class group project discussion Team members work on the group project topic selection and project outline under guidance of instructor	Submit the selected company in the link (deadline 11/06 11:59pm): https://docs.google.com/spreadsheets/d/13-SVFwNYFVT-zwSRACJ0pgAOg1MbSqXjO0PSKAZpxSY/edit?usp=sharing
W12	11/11	In class group project day Team members work on main content of the group project under guidance of instructor	
	11/13	In class group project day Team members work on main content of the group project under guidance of instructor	
W13	11/18	In class group project day Team members work on presentations and finalize reports under guidance of instructor	
	11/20	In class group project day Team members work on presentations and finalize reports under guidance of instructor	
W14	11/25	Thanksgiving/fall break	
	11/27	Thanksgiving/fall break	

W15	12/02	Group Project Presentations	
	12/04	Group Project Presentations	
W16	12/09	Group Project Presentations	Submit group project and peer evaluation to eLearning (deadline 12/09 11:59pm)

Grading Policy

Grades will be based on the following:

Exams	45% (3 exams; 15% each, 45% total)
Group project (presentation + report)	45% (presentation: 15%, report: 30%)
Class attendance and participation	10%
Total	100%

Grading criteria:

A+: 97~100	A: 93~96	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		

Class Attendance and Participation (10%)

Active class participation will be expected from students. While it may be challenging for some students to break one's shell and speak in front of fellow students, participation will greatly benefit the learning experience of the student. Given that business situations in the real-world do not have clear-cut answers, discussing controversial issues will help expand the student's perspective.

Excellent class participation will be represented by actions such as consistent attendance to class, frequent contribution to class discussions, demonstrating comprehensive understanding of the class materials, and showing relevant insights that expand the scope of the course.

Exams (Three exams, 15% each)

There will be three exams on the noticed dates. Students take the exams on eLearning. The exams are designed to test the student's comprehensive understanding of topics covered in class, as well as the ability to assess and analyze complex international business issues. The exams will be consisted of multiple-choice questions.

Group Project (15% for presentation, 30% for final report)

You will sign up groups in the 2nd week of this semester. Each group will consist of 5-6 students. The group project takes two parts: (a) an oral presentation at the end of the semester, and (b) a final written report. Each group member will be expected to actively participate in the group project. The instructions of group project are as the following:

Content: Each group selects a multinational corporation (MNC) and analyze its international strategy of the firm that may have led to its success or failure in the international market.

- (1) Briefly introduce the company, headquarter location, founder(s), firm history, firm size, and recently firm performance (prior 3-5 years).
- (2) Analyze this MNC's resources, capability, and institutional environments.
- (3) Provide a comprehensive analysis of this MNC's international strategy and explain how its strategy(ies) led to the success or failure of this MNC. In addition, provide your own views, opinions, or suggestions on how the MNC may strengthen or reconfigure its international strategy to succeed in the global market. Make sure to bring in relevant topics discussed in class, as it will enhance the learning experience of the overall class.

Peer Evaluations: All group members are expected to do their fair share of work on the group assignments. As a group member, you have several obligations:

- Be as flexible as you can with your schedule to meet with your group.
- Attend group meetings and participate meaningfully.
- Do your best to contribute to the group's work, using your talent, insights, and experience. Your grade depends on it, but so do the grades of your group members.
- Respect each other. Listen actively to each other and challenge each other. Recognize that everyone has a point of view, and it may not be the same as yours.
- Openly recognize strengths and weaknesses of yourself and each of your group members.

At the end of the semester, you will fill a group assessment form (it will be kept confidential and only the instructor will see it). In that form, you can share your opinions of other group members and evaluate their overall performance and contribution to the group project. I will use those assessments for potential adjustments to the final project grades (80% assessment is the minimum threshold). For example, if a student receives an average assessment from peers between 79.99% and 75%, he or she will be deducted 5% of the final project score. If the average assessment is between 74.99% and 70%, he or she will be deducted 10% of the final project score. If the average assessment is below 70%, he or she will be deducted 20% of the final project score. Everybody pulls their fair share and let's minimize hard feelings and surprises!

Presentation: It may take approximately 20 minutes with an additional 5 minutes for Q&A. Everyone should participate in the presentation. Presentation slides should cite references.

Written final reports: Please submit to the instructor via eLearning at the noticed deadline. The report will take the format of (1) times new roman font, (2) font size 12, (3) 1.5-spaced, and (4) 10-15 pages. Note that quality matters more than quantity. In that long writings without clear logics, objective explanations, analyses, and own recommendations will not receive high scores. Including sub-titles for clarity is recommended. In addition, include exhibits and references for your information sources.

Course Policies

Make-up exams

Makeup exams will be offered only in the case of very good and documented medical reasons (or very exceptional and documented personal reasons). Any student involved in cheating will be reported to the Dean and prosecuted.

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 is essential to this class.

Late Work

Assignments submitted late will be downgraded 15% every business day. Late work will not be accepted more than seven days from the original due date.

Class Attendance

Students are also expected to attend each class. Starting from the second class, we will take attendance and participation records. Absences due to medical illness and other extreme unforeseen circumstances shall be approved with appropriate documentation supporting the claim. The supporting documentation should be emailed to me for approval at least 24 hours before the class. Absences that are not approved so by the instructor shall result in a lower grade for this part of the course grade.

Attendance will not be recorded for students who arrive when the class is close to finishing.

Students who sign the attendance sheet for others will forfeit their own attendance.

Attendance accommodations are permitted only with a valid accommodation letter from the school.

Class Participation

Active class participation will be expected from students.

Excellent class participation will be represented by actions such as consistent attendance to class, frequent contribution to class discussions, demonstrating comprehensive understanding of the class materials, and showing relevant insights that expand the scope of the course. Yet, note that the quality of contribution will be considered more important compared to the quantity of contribution.

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the AccessAbility Resource Center has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

Use of AI and Plagiarism

Use of AI-generated text and plagiarism in the group project are prohibited. Turnitin will be used to detect plagiarism and AI writing. A detection rate over 10% will result in failure.

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.”

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.