Course: IMS-GLOBAL BUSINESS 6204

Professor: Tevfik Dalgic

Term: Spring-2012

Meetings: PLEASE CHECK UTD CLASSROOM ALLOCATIONS
AT THE UTD WEB SITE-COURSE LOOK

Professor’s Contact Information
Office Phone: 972-883 2770
Other Phone: 
Office Location: SOM 4.416
Email Address: tdalgic@utdallas.edu
Office Hours: Please send me an e-mail to set up an appointment
Other Information: Please check your e-mail regularly for updates and other info

General Course Information
Pre-requisites, Co-requisites, & other restrictions: -

Course Description: This is a graduate course explaining the external environmental factors, their roles and impacts on the management of international companies from a global perspective.

This course aims at preparing students to appreciate the dynamics of global economy in general and the global business environmental factors in particular. Ever changing environmental factors shape the very existence of business organizations; in terms of, strategic management, decision-making, strategic management, marketing, human resource management and operational management issues. This course will cover the main macro-environmental forces, namely; Political, Economic, Social-cultural-ethical and Technological within the context of the global business.

Learning Outcomes: Students will be exposed to the opportunities and challenges of globalization with a business objective in mind. This course also serves as a base for understanding of other related international management courses; namely, international marketing management, international human resource management, multinational firm, management of international organization behavior and multinational strategic management.


“Ethics and International Business” Chapter will be sent to students as a PDF file from the 2nd. Edition of the Textbook.
Assignments & Academic Calendar
[Topics, Reading Assignments, Due Dates, Exam Dates]

PLEASE NOTE THAT THIS PROGRAM IS A GENERIC ONE
AND WILL BE ADAPTED ACCORDING TO THE UTD
CALENDAR DURING THE FIRST CLASS.

The subjects will be covered in the following order:

Chapter - What is International Business?

Chapter - Globalization of Markets and the Internationalization of the Firm.

Chapter - Organizational Participants that Make International Business Happen.

Chapter - The Cultural Environment of International Business.

Chapter - Ethics and International Business

Chapter - Theories of International Trade and Investment

Chapter - Political and Legal Systems in National Environments.

Chapter - Government Intervention in International Business.

Grading

30 Percent - Midterm examination
20 Group Projects
30 Percent - Final Examination
10 Percent - Attendance,
10 Percent - Class participation.

PROF. T. DALGIC
CASE ANALYSIS RULES (*) AND MARKING SCHEME

Step 1:

Gaining Familiarity

a. In general--determine who, what, how, where and when (the critical facts in a case).

b. In detail--identify the places, persons, activities, and contexts of the situation.

c. Recognize the degree of certainty/uncertainty of acquired information.
Step 2: Recognizing Symptoms

a. List all indicators (including stated "problems") that something is not as expected or as desired
b. Ensure that symptoms are not assumed to be the problem (symptoms should lead to identification of the problem).

Step 3 Identifying goals

a. Identify critical statements by major parties (e.g., people, groups, the work unit, etc.).
b. List all goals of the major parties that exist or can be reasonably inferred. (10 Percent)

Step 4 Conducting the Analysis

a. Decide which ideas, models, and theories seem useful.
b. Apply these conceptual tools to the situation.
c. As new information is revealed, cycle back to sub-steps a and b. (20 Percent)

Step 5 Making the Diagnosis

a. Identify predicaments (goal inconsistencies).
b. Identify problems (discrepancies between goals and performance).
c. Prioritize predicaments/problems regarding timing, importance, etc. (20 Percent)

Step 6 Doing the Action Planning

a. Specify and prioritize the criteria used to choose action alternatives.
b. Discover or invent feasible action alternatives
c. Examine the probable consequences of action alternatives.
d. Select a course of action.
e. Design an implementation plan/schedule.
f. Create a plan for assessing the action to be implemented. (25 Percent)

DETAILS:

1-Using a business/management research method: SWOT, Porter's 5-Forces, Return on Investment, Break-Even Analysis, Trend Analysis etc.

2-Structure of the presentation-groupings of ideas under categories and sub-categories depending upon the problems/issues for investigating.

3-In-text "quoting" and in-text referencing (Year, Author's last name, Page Number etc.) and a full List of References at the end of the report-Grouped as: Web-based references- URL's, books, reports, interviews etc. With the full names of authors, years of publications, dates, places etc. (15 PERCENT).

4-Going beyond the information given in the case:-Collecting additional data from Primary and Secondary Sources to see what happened since then and updating the reader whether the company has been successful after the policies applied-. (10 PERCENT).
PROJECT REQUIREMENTS AND REFERENCING GUIDE

PROJECT SIZE-Project is expected to be minimum 15 single pages with double-space and template Times New Roman 12 size excluding charts, appendices etc. by using the following referencing guide.

PARTICIATION-Everybody in each team is expected to participate properly in group projects. Peer-Reviews are expected from Project Groups who have members with no proper participation. Their marks will be re-evaluated according to these reviews.

PLAGIARISM-Please note that plagiarism is illegal and UTD Rules will be applied in addition to a zero from the Group Project.

This guide is based on Turabian's *A Manual for Writers of Term Papers, Theses, and Dissertations* 6th ed. 1996.

Examples are shown for books, articles, and online resources. Bibliography items are listed alphabetically at the end of the research paper. Items are referred to in the body of the paper using the Footnote or In-Text style.

Guide for Citing Resources—Turabian Style

1-Electronic Information sources:

A-Full-Text Article

[from online database]


**In-Text:** (Nussbaum, 2002)

B-Web Site

Please see:

*net.TUTOR Quick Guide: Citing Net Sources*

<gateway.lib.ohio-state.edu/tutor/les7/guide.html>
2-Hard Copy Publications

C-Book
(One author)


**Footnote:** Richard Saul Wurman, *Information Anxiety 2* (Indianapolis, IN: QUE, 2001), 71.

**In-Text:** (Wurman 2001, 71)

(Two to three authors)


**In-Text:** (Strunk and White 1972, 27)

(More than 3 authors)


**In-Text:** (Russon and others, 1996, 134)

D-Published Proceedings

(Author and editor named)


**In-Text:** (Summey, 2002, 136)

E-Journal Article


**In-Text:** (Davis 2002, 57)
F - Magazine Article


**In-Text**: (Chelminski 2002, 122)

G - Newspaper Article

**Bibliography**: [rarely listed separately in a bibliography if cited only once or twice.]


**In-Text**: (*New York Times* 19 July 2002)

H - Thesis or Dissertation


**Footnote**: Naresh Sundaram Iyer, "A Family of Dominance Filters for Multiple Criteria Decision Making: Choosing the Right Filter for a Decision Situation" (Ph.D. diss., Ohio State University, 2001), 52.

**In-Text**: (Iyer 2001, 52)