



Course IMS 3310.004 International Business
Professor George Barnes
Term Fall 2012 – August 28-December 15
Meetings Tues/Thurs 10:00-11:15am, SM 2.106

Professor's Contact Information

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Other Information

Retired faculty member, International Management Studies, UT/D Jindal School of Management. Corporate positions in international business with Citibank (in Middle East) and Mobil Oil (international planning). Consulting on market entry and investment-attraction strategies. Cross-cultural trainer to prepare individuals for overseas assignments. Affiliations with international trade groups: North American Small Business International Trade Educators, and North Texas District Export Council (a U.S. Department of Commerce appointment). U.S. Navy supply corps officer during Vietnam era. Masters degree from the Fletcher School of Law & Diplomacy, Tufts University.

General Course Information

Pre-requisites, Co-requisites, & other restrictions

Catalog description: IMS 3310 International Business (3 semester hours) Examination of worldwide patterns of trade and investment. Overview of financial, managerial, and marketing problems confronted by multinational firms. Prerequisites: ECON 2301 and MATH 1326 or MATH 2414 or MATH 2419.

Practical pre-requisites: Marketing Management, and Business Finance or Financial Accounting. Course is best taken as a senior or junior in order to draw on previous cross-functional coursework.

Course Description

This is a survey course in international business. Faced with increasing global competition, firms must expand their market penetration, assess the forces of change affecting their business, and develop strategic and functional responses to manage truly global operations. In this context, the course will examine worldwide patterns of and motivations for trade and investment, identify the institutions and environments affecting international business, reveal framework for strategy and its influence on market entry modes, and investigate how multinational firms adapt functional business areas - - finance, manufacturing, marketing, human resources - - for global competitive advantage.

Learning Outcomes	<p>Consistent with the School of Management's undergraduate degree program objectives, the following learning goals are applicable:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of multicultural aspects of societies and be familiar with knowledge and methods to deal with related business problems. Measurement: exam essay question dealing with cultural frameworks (e.g., Hofstede's dimensions). 2. Develop a regard for human values and the ability to make judgments based on ethical considerations. Measurement: exam questions dealing with business ethics, bribery, employment practices, human rights and environmental degradation.
Required Text & Materials	<p><i>Global Business Today</i>, C. Hill (McGraw-Hill, 2011, 7th edition). Note: same chapter sequence by topic as 6th edition, <u>but all cases are different</u>.</p>
Additional Resources	<p><u>eLearning course website</u>: Organized into 3 Modules, with 15 Units. Course materials include: lectures in downloadable slides; supplemental readings; case study guidelines and cases not in textbook; financial problems; exam review topics, sample essays and self-tests. Note: course makes extensive use of eLearning: if you are not prepared to “make an eLearning habit,” consider enrolling in a different section.</p> <p><u>Internet</u>: Assignments and discussion topics will require students to use resources on the Internet. Students should become familiar with the UTD Library's electronic databases, and other international business resources and publications on the Internet.</p>
	<p>Useful Internet resources include http://globaledge.msu.edu and the National Trade Data Bank (NTDB) Country Commercial Guides for country, industry, trade and regulatory information. Access to NTDB is <u>free</u> only when using UTD library electronic database: http://www.utdallas.edu/library/help/somtutorials/NTDBreplacement.htm</p> <p>For country profile assignment: NTDB and see also CIA World Factbook, World Bank, Export.gov and other relevant global websites.</p>

Assignments & Academic Calendar

[Topics, Reading Assignments, Due Dates, Exam Dates]

Approach to course

Lectures, case study presentation and written report, problem-solving exercises and class discussions. Lectures:

- will deal with selected (but not all) topics from assigned chapters
- will be supplemented by videos, current events and Instructor's international business experience
- are available in downloadable slide sets.

Students are responsible for all information in assigned chapters as well as supplemental information included in lectures.

Assignments

1. Case Study

Students will work in groups of 4, and each group will be responsible for preparing a case study analysis. Cases are located either:

-at the end of textbook chapters as the “Closing Case,”

or

-in applicable Unit at the eLearning course site.

Presentation

Each case study group will select a spokesperson to make a brief (5-6 minute) presentation using the following format:

1- brief recap of case (do not assume anyone else has read it)

2-devote most of time to case questions: analysis, answers, and/or recommendations as appropriate.

Spokesperson should plan and rehearse a presentation and may use powerpoint slides (probably not more than 4-5 slides given time constraint). Following the brief presentation, instructor will offer comments. Following the presentation and comments, class members will be invited to ask questions.

Alternate approach to presentation – if 2 groups are assigned the same case, Group A spokesperson will present brief case background and answers to the questions; Group B spokesperson will follow **presenting only answers to questions that differ** from Group A.

Preliminary answers to questions – submit to instructor by email, *at least one week before case is due*, a **one-page preview of the answers to case questions**. This submission will not be graded but instructor’s feedback may be helpful. *Failure to submit the preview on time will result in up to a 5 point grade deduction from report.*

Written report

Prepare written report (typed, double-spaced, 12 point font, 1” margins) organized into clearly identifiable sections with suitable headings as follows:

-page 1: summary of your understanding of key case information including applicable company background at time of the case

-pages 2-5: answers to questions organized into separate sections, question by question, demonstrating research and analysis, and tie-in to applicable chapter topic(s), or, sometimes, previous topics

-page 6: update on company (is it still doing what is represented in case, has it changed, what is different?)

-page 7: group’s principal international business learning experience(s) or “take-away value” from analyzing this case

-page 8: resources used for research, a minimum of 4 (not including textbook). No footnotes required in the report.

Correct format for research obtained from the Internet: cite name of author/institution, title of article/study/survey, and date (as well as URL).

Peer evaluation

Each group member should submit a confidential peer evaluation (template is at eLearning course site) ***no later than the day after the case is due***. Submit as hard copy or via email attachment.

Case approach

Case information may be open-ended and incomplete. In order to derive benefit, it is essential that you mentally “get inside” the case.

When developing your analysis:

- outside **research is required**
- repeating facts of the case does not qualify as research or analysis
- recognize that case **draws on specific chapter topic(s)**
- be guided by **questions** provided in case
- see **Guidelines** in applicable eLearning Unit for the following cases: Siemens, Panasonic, Spain Telefonica, GE JV, Boeing, and Microsoft India.

Case grading perspective – **Content** is the most important part of the report as it shows group’s ability to find, sift through and compile information pertinent to the case. It also shows analytical ability, understanding of relevant issues, and the use of alternatives to reach sound recommendations. The second aspect of the case is the **Process**: readability, flow, logic, organization, internal consistency and quality.

Private discussion area at eLearning course site may be set up (upon request) for each group to use for communicating and file sharing.

2. Research task or current events article (Individual assignment: choose either A or B below)

A. Research Task - Submit a 1-2 page answer to one of the following globalEDGE research tasks (at end of applicable chapters):

Chapter	Research Task #		Chapter	Research Task #
2	1 or 2		11	2
3	1		12	1
6	1		14	1 or 2
7	1 or 2		15	1
8	1			

B. Business article (current event last 12 months) on a **topic related to Globalization of business operations**. Good sources, both print and online, are: Wall Street Journal, Economist, Financial Times, Bloomberg-Business Week, business section of the Dallas Morning News.

Submission:

Attach to article one page (2 short paragraphs) responding to the following questions:

1-why the article qualifies as one dealing with the

“globalization” of business operation(s)
2-what is/are the business impact(s).

Due: any time but no later than submission date in Academic Calendar.

3. Country Profile (individual assignment) - using template at eLearning website home page, prepare a country profile. Refer to applicable chapters for guidance, e.g., Political Economy, FDI, Regional Economic Integration, etc. Countries eligible for selection are in the following regions: Middle East (starting at eastern end of Mediterranean Sea) to South Asia (as far east as India), Southeast Asia (the ASEAN countries), Sub-Saharan Africa, and South America. Country profile may be submitted anytime but no later than due date in Academic Calendar.

Examinations

There will be 3 exams: two of 75 minutes each covering the first and second Modules of the course, and a longer Final exam covering Module 3. Exams will have both multiple choice questions and short essays. Bring to exams a **Scantron card 882-E** (50 questions on a side).

Key topics for review and sample essay questions are posted in each Module at the course website. Self-tests (accessed either in eLearning Unit or Assessment tool) consist of multiple choice questions chosen by instructor from the publisher’s test bank. Self-tests may be taken twice.

Academic Calendar Fall 2012

No.	Date	Unit	Topic	Chap	Assignment
1	8/28		Introduction/eLearning website		
2	8/30	1	Globalization	1	Select case study groups
3	9/4	1	Globalization-video	1	
4	9/6	2	Political economy	2	
5	9/11	2	Political economy	2	
6	9/13	3	Ethics	4	
7	9/18	3	Ethics	4	Case: Russian Puzzle (Unit 2) Case: Siemens (Ch 4)
8	9/20	4	Trade theory (*)	5	
9	9/25	5	Political economy of trade	6	In-class: Logitech questions (closing case Ch 5)
10	9/27	1-5	Exam #1	1,2,4,5,6	
11	10/2	6	Exam #1 returned Culture	3	
12	10/4	6	Culture	3	
13	10/9	6	Hofstede	3	Case: Panasonic (Ch 3) In-class: Hofstede examples
14	10/11	7 7	BOP (*) Foreign Direct Investment (*)	5 App 7	

15	10/16	7	FDI	7	Cases: Cemex (Unit 7), Spain Telefonica (Ch 7)
16	10/18	8	Regional economic integration	8	
17	10/23	9	International monetary system	10	
18	10/25	6-9	Exam #2	3, 5 App. 7-8, 10	
19	10/30	10	Exam #2 returned Foreign exchange market	9	
20	11/1	10	Foreign exchange market	9/Supp	
21	11/6	11	Strategy (*)	11	
22	11/8	12	Entering foreign markets	12	Case: JCB India (Unit 12)
23	11/13	12	Entering foreign markets	12	Case: GE Joint Ventures (Ch 12) In class: Wal-Mart discussion (Unit 12)
24	11/15	13	Production and outsourcing	14	Case: Boeing (Ch 14) Country Profile due
	11/19-25	15	Winter break & Thanksgiving Human resource management (*)	16	
25	11/27	13	Production and outsourcing	14	Case: Li&Fung (Unit 13)
		14	Global marketing (Segmentation)	15	
26	11/29	14	Global marketing (Product, Promotion & Distribution)	15	Case: Levi (Unit 14)
27	12/4	14	Global marketing (Pricing & Transfer pricing)	15	Case: Microsoft India (Ch 15)
28	12/6	15	Human resource management Labor trends	16	Case: Lenovo (Ch 16) Case: Molex (Unit 15)
29	12/11	10	Financial management Review game	9/Supp	Optional problems due (see Unit 10) Article/GlobalEDGE due
	12/15 8:00am	10-15	Final exam	9/Supp 11-12, 14-16	

(*) online lecture

Course Policies

Grading (credit) Criteria	<p>Most grades will be based on a 100 point scale.</p> <p>30% exam 1 <u>or</u> 2 (best grade)</p> <p>30% final exam (may be augmented by maximum of 6 bonus points)</p> <p>20% group case study (individual grade depends on peer evaluations)</p> <p>20% participation</p> <p>1) attendance* (10 points)</p> <p>2) article <u>or</u> globalEDGE research task (5 points)</p> <p>3) country profile (5 points)</p> <p>* each unexcused absence after the first one will result in a deduction of one point</p>
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	<p>from attendance</p> <p>Cheating or plagiarism will result in no points on applicable assignment or exam.</p> <p>Numerical grade correlation (no rounding up)</p> <p>Grade of A = 91+</p> <p>A- 89.1-90.9</p> <p>B+ 85.1-89</p> <p>B 81-85</p> <p>B- 79.1-80.9</p> <p>C+ 75.1-79</p> <p>C 71-75</p> <p>C- 69.1-70.9</p> <p>D+ 65.1-69</p> <p>D 60-65</p> <p>F below 60</p>
Make-up Exams	<p>A student may request a make-up exam one week <u>prior</u> to the scheduled exam; the instructor will approve or disapprove on the merit of the extenuating circumstances subject to agreement on a mutually convenient make-up time.</p>
Extra Credit	<p>Earn extra credit by submitting the answer to one <u>or more</u> of the following financial management problems (in website Unit 10). Prepare by reading chap 9, and in eLearning Unit 10 see supplemental slide set about hedging, supplemental reading on Financial Management, and excerpt from an international finance text on money market hedges.</p> <p>A maximum of 6 bonus points applied to final exam may be earned - see distribution below:</p> <p>Problem 1 – 1 point (must show calculation)</p> <p>Problem 2 – 2 points (must explain reasoning)</p> <p>Problem 3 – 3 points (must answer B1 <u>and</u> B2 to qualify)</p> <p>Payable hedge – 4 points (must show payable hedge calculations to qualify)</p> <p>Solutions are due at the beginning of class designated in Academic Calendar.</p>
Late Work	<p>No late assignments are accepted. This restriction may be waived under special circumstances, but maximum grade for a late assignment is 80%.</p>
Class Attendance	<p>Attendance will be taken from time to time, usually, but not always, in the form of an ungraded review quiz.</p>
Classroom Citizenship	<p>Please arrive on-time to avoid disrupting class, turn off cell phones, use laptops only to follow lecture slides/take notes or as instructed, and be respectful of others during class discussions. Please do <u>not</u> sit in last row (to improve attention span and facilitate class discussions).</p>
UTD Policies	<p>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</p> <p>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</p>

UTD eLearning online course site

This course is available in UTD eLearning - an online course management system. The online dimension is intended to enhance your learning and participation experience. Go to the following URL: <http://elearning.utdallas.edu> and log on using your UTD-assigned Net-account User ID and password; click on this course. Student who don't currently have a Net ID account, please initiate your account at: <http://netid.utdallas.edu>. For help: call computer help desk 972-883-2911, or email assist@utdallas.edu. For 24/7 UTD eLearning support, please go to: <http://www.utdallas.edu/elearninghelp>.

For eLearning getting started information including technical requirements and browser configuration on using the eLearning course system, please see this page on UTD Distance Learning web site: <http://www.utdallas.edu/elearning/students/cstudents.htm>.

Features of your International Business eLearning online course this semester

- Syllabus
- Announcements (for use by Instructor)
- Calendar (Instructor will post key dates; students may personalize Calendar with "private" entries)
- Homepage
 - 1) Modules 1, 2, and 3, each with applicable Units and exam topics/sample essays
 - 2) Units in each Module with applicable downloadable lecture slides, supplemental readings, case studies not in text, case profiles (if applicable), financial management problems, video clips, and multiple choice self-tests (also accessed via Assessments)
 - 3) Peer evaluation form to be used by case study groups
 - 4) Country Profile template
- Communications
 - 1) in Discussions, use Main for questions and answers about the course that affect all students
 - 2) Private Discussion area (or Chat room) for teams to use for communicating, exchanging files (once groups have been formed, Instructor will set up Private Discussion area if requested).
 - 3) Mail
- Assessments (self-tests also accessed in applicable Units)
- Student tools

The descriptions and timelines above are subject to change at the discretion of the Professor.