



Course IMS3310.003.12F International Business
Professor Dane Blevins
Term Fall 2012
Meetings Monday & Wednesday: 2:30pm-3:45pm SOM 2.902

Professor's Contact Information

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Office Hours By appointment (Please send me an email to schedule a meeting)
Other Information The quickest and easiest way to contact me is through email (via utdallas or eLearning email). If you would like to schedule a phone conversation, we can do so via email. Please check eLearning periodically; Check eLearning for slides.

General Course Information

Pre-requisites, Co-requisites, & other restrictions	BA 3365, MATH 1326 and MATH 2333 or BA 3333. Pre-/Corequisite: BA 3341. (3-0) S
Course Description	<p>This course highlights the business challenges faced by internationally operating firms. To compete in today's global economy managers need to be able to apply management principles across countries and cultures with suitable adaptation in the process. Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice. It introduces students to the environments of International Business and Multinational Corporations (MNC). It will cover topics such as international trade and investment theories, country environments (e.g., political, legal, financial, and economic environments), culture, foreign direct investment, international strategy, and corporate ethics.</p> <p>This course is structured in a lecture-discussion format. We will use case analysis as a way of practicing your business thinking skills as well as your writing skills.</p>
Learning Outcomes	<p>Among others, the course has two main objectives:</p> <p>(1) Developing a regard for human values and the ability to make judgments based on ethical and environmental considerations.</p> <p>(2) Understanding the multicultural aspects and international dimensions of the world in which we live, and to be familiar with knowledge and methods necessary to deal with such related problems.</p>
Required Texts & Materials	<p>TEXTBOOK: M. W. Peng (2011). <i>Global Business (2nd ed.)</i>. South-Western Cengage Learning. (Both ISBNs refer to the same book: ISBN-13: 978-1-4390-4224-3 and ISBN-10: 1-4390-4224-1)</p> <p>Current news in international business: Newspaper/Magazines such as "The Economist" or "BusinessWeek" can be helpful (especially to get your group project started). UTD library electronic database is another useful source for additional materials for group projects.</p>

Assignments & Academic Calendar (* changes to the schedule may be made as necessary)

Week	Date	Topic	Assignments / Events
1	27-Aug	Introduction to course	
	29-Aug	Chapter 1: (Why IB matters)/ Globalizing Business	
2	3-Sep	No Class (Labor Day)	
	5-Sep	Chapter 2: Formal Institutions	Group Formation
3	10-Sep	Chapter 2 (Continued)	Pick your MNC for individual report
	12-Sep	Chapter 3: Informal Institutions	
4	17-Sep	Chapter 3 (continued)	
	19-Sep	Chapter 4: Leveraging Resources and Capabilities	
5	24-Sep	Guest Speaker	Meet Professor Mike Peng, the author of the textbook
	26-Sep	Catch up / Review for Quiz 1	
6	1-Oct	Quiz 1	QUIZ: Bring Scantron (882 E)
	3-Oct	Chapter 5: Trading Internationally	
7	8-Oct	Chapter 6: Investing Abroad Directly	
	10-Oct	Chapter 7: Dealing with Foreign Exchange	
8	15-Oct	Chapter 9: Growing and Internationalizing the Entrepreneurial Firm	
	17-Oct	Catch up/Discuss group presentation project	Discuss Group Presentations
9	22-Oct	Chapter 15: Managing Human Resources Globally	
	24-Oct	Chapter 17: Managing Corporate Social Responsibility Globally	
10	29-Oct	Catch up/ Review for Quiz 2	

	31-Oct	Quiz 2	QUIZ: Bring Scantron (882 E)
11	5-Nov	Chapter 10: Entering Foreign Markets	
	7-Nov	Chapter 11: Managing Global Competitive Dynamics	
12	12-Nov	Group Presentations	You must attend other groups' presentations to get the maximum participation score!
	14-Nov	Group Presentations	You must attend other groups' presentations to get the maximum participation score!
13	19-Nov	No Class (Fall Break)	
	21-Nov	No Class (Fall Break)	
14	26-Nov	Group Presentations	You must attend other groups' presentations to get the maximum participation score!
	28-Nov	Group Presentations/ Discuss any issue with MNC paper Chapter 12: Making Alliances and Acquisitions Work	Discuss any issues with MNC report
15	3-Dec	Chapter 12: continued	
	5-Dec	Chapter 13: Strategizing, Structuring, and Learning around the World	Individual MNC Report Due
16	10-Dec	Catch up/Review for Quiz 3	
	12-Dec	Quiz 3 (End of course and last day of class)	QUIZ: Bring Scantron (882 E)

Course Policies

Grading Criteria	The following aspects of the course determine your grade:		
	Component		Weighting
	Group Project (presentation): 15%		15%
	3 Quizzes (15% each)		45%
	1 Individual MNC Paper (25%)		25%
	Participation		15%
	Total		100%
The following <u>grading criteria</u> apply:			
A+ >=97			
A 94 – < 97			
A- 90 – < 94			
B+ 87 – < 90			
B 84 – < 87			
B- 80 – < 84			
C+ 77 – < 80			
C 74 – < 77			
C- 70 – < 74			
D+ 67 – < 70			
D 64 – < 67			
D- 60 – < 64			
F 0 – < 60			
Group Presentation:			
1. You will form groups of 5-6 people (this may change depending on class size) and work over the course of the semester on this group project.			
2. Group country profile presentation each group of students assume themselves to be in the top management team of a U.S. MNC exploring the opportunity of investing in a foreign country. The group has to identify a country that they plan to invest in and make a presentation on the investment environment of the country to the board of directors. Specifically, the group <u>must</u> focus on the cross-cultural and ethical challenges when entering the country. More details will be given later in the course.			
3. This assignment requires the use of library/outside research, using sources such as business newspapers, business magazines, library databases (see appendix), and books. Analysis (not just facts) and recommendations are required. Just searching company website and/or citing free web information is not enough			
4. Please properly document your sources either in footnotes/endnotes or in (author name, year) format with a reference list attached at the end of your presentation and give them to me before class.			
5. There is no group paper requirement for this presentation.			
Quizzes:			
6. There will be three quizzes. While all of the quizzes are non-comprehensive, the course material builds and integrates on previous topics. Therefore, certain questions may be answered from many angles, and the ability to draw on many areas from the course will demonstrate the student’s knowledge. Quizzes will be based on assigned readings (textbook and other articles) as well as all other materials covered in class (videos, cases, guest lectures). The exam format will consist of multiple choice, short answer, and/or short essay questions. All exams are <u>closed-book</u> .			

	<p>Individual MNC profile report:</p> <p>7. Students will choose an MNC of any nationality and analyze how it adapts its operations overseas based on the concepts and theories learned in this course. The length of the report should be about 2,500 words. More details will be given later in the course.</p> <p>8. Your paper will be graded based on:</p> <ol style="list-style-type: none"> Use of concepts learned in class Reasonableness of analysis Appropriateness of recommendations/conclusions Storyline and professionalism of manuscript <p>9. Format guidelines:</p> <ol style="list-style-type: none"> Sub-titles are required. <u>Exhibits</u> should be labeled sequentially and in the order they are discussed in the text. If you do NOT talk about an exhibit in the text, it is probably best to leave it out. Include a <u>title page</u> . <u>We will discuss the report (content, format, etc.) in more detail.</u> <p>10. Turnit.com will be used, and ANY evidence of plagiarism will result in my recommendation for a failing grade to Judicial Affairs for the entire course. Please ask questions in advance if you are unsure on any ethical dilemma, otherwise once the assignment is submitted it is TOO late.</p> <p>Participation:</p> <p>11. There will be a sign-in sheet for each class period. Please let me know if you have to miss a certain class in advance (per email). Otherwise, your participation grade will be adversely affected.</p> <p>The instructor has the sole authority in assigning participation grades. Use of cell phones, texting, emailing, and surfing the internet are forbidden during class hours. If I notice you doing any of the above activities it will be directly addressed.</p> <p><u>Attendance is expected for every class session, you have to be at class in order to participate.</u> There are no excused absences from the exams without a written excuse from a doctor or the academic dean. If there is a serious scheduling conflict or religious needs, <u>it is your responsibility to let the instructor know well in advance in writing.</u> Please arrive on time to avoid disrupting the class. Arriving late is disrupting the class, rather than participating—late arrivals mean that you will miss the sign in sheet and get a 0 for that day's participation. No exceptions!</p> <p>* To help the instructor learn each student's name and grade participation/contribution as fairly as possible, please prepare and bring a nameplate to each class.</p>
Extra Credit	No!
Late Work	Late assignments are not accepted.
Class Attendance	<u>Attendance is expected for every class session.</u> There are no excused absences from

	the exams without a written excuse from a doctor or the academic dean. If there is a serious scheduling conflict or religious needs, <u>it is your responsibility to let the instructor know well in advance in writing</u> . Please arrive on time to avoid disrupting the class.
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APPENDIX

Library Resources

The following library site provides data search engines that are very helpful in assisting you to write your papers: <http://www.utdallas.edu/library/reference/business.html>

Just searching company website and/or citing free web information is not enough. Take advantage of the paid search engines provided by the library. Should you have further questions, contact the SOM liaison librarians in the library (Loreen Phillips, Loreen.Phillips@utdallas.edu).

Policies and Procedures for Students (Please refer to the below websites)

The University of Texas at Dallas provides a number of policies and procedures designed to provide students with a safe and supportive learning environment. Brief summaries of the policies and procedures are provided for you at <http://provost.utdallas.edu/home/index.php/syllabus-policies-and-procedures-text> and include information about technical support, field trip policies, off-campus activities, student conduct and discipline, academic integrity, copyright infringement, email use, withdrawal from class, student grievance procedures, incomplete grades, access to Disability Services, and religious holy days. You may also seek further information at these websites:

- http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm
- <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>
- <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>
- <http://www.utdallas.edu/disability/documentation/index.html>

NOTE: *These descriptions and timelines are subject to change at the discretion of the Professor.*