

## *Course Syllabus*

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### **Course Information**

<i>Course Number/Section</i>	IMS 3310
<i>Course Title</i>	International Business
<i>Term</i>	Summer 2013
<i>Days &amp; Times</i>	Tuesday & Thursday: 3:30pm-5:45pm, JSOM 2.717

### **Professor Contact Information**

<i>Professor</i>	Sergey Lebedev
<i>Email Address</i>	eLearning (use <a href="mailto:sl123130@utdallas.edu">sl123130@utdallas.edu</a> <i>only</i> when eLearning is not available)
<i>Office Location</i>	MC 1.406
<i>Office Hours</i>	By appointment (please send me an eLearning e-mail to schedule a meeting)
<i>Other Information</i>	The quickest and easiest way to contact me is through eLearning email. Please check eLearning periodically for announcements and course content.

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

Prerequisites: ECON 2301 and (MATH 1326 or MATH 2414 or MATH 2419). (3-0) S

### **Course Description**

Today's economic trend is business beyond borders. We are witnessing an era of internationalization as a result of advanced communication and transportation technologies, and ease of trade barriers. By introducing the concept and dynamics of international business, this course specifically examines the main players of this phenomenon: multinational corporations (MNCs). Managers require complex tools and unique capabilities to be more competitive in international business. They need to effectively respond to international market opportunities while mitigating the risks of failure. Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice. Topics covered include international trade and investment theories, country environments (e.g., political, legal, financial, and economic), culture, foreign direct investment, international strategy, and corporate ethics.

### **Student Learning Objectives/Outcomes**

- 1 Know how *institutions & resources* affect *MNCs*
- 2 Develop an understanding for *ethical behavior* in international business
- 3 Understand *cross-cultural differences* in an international business context

- 4 Develop a regard for *human values* and the ability to make judgments based on ethical and *environmental considerations*

### Required Textbooks and Materials

#### *Required Texts*

GLOBAL, 2nd Edition by Mike Peng, Paperback ©2013 Published

ISBN-10: 1111821755 ISBN-13: 9781111821753

### Assignments & Academic Calendar

*It is expected that students read through each week's chapters before the class. Changes to the class/exams schedule may be made if necessary.*

DATE	TOPIC	ASSIGNMENT
05/30	Introduction, course overview Chapter 1: Globalizing Business	
06/04	Chapter 2: Understanding Politics, Laws, & Economics	Group selection
06/06	Chapter 3: Emphasizing Cultures, Ethics, & Norms	
06/11	Chapter 4: Leveraging Resources & Capabilities	
06/13	Chapter 4: Leveraging Resources & Capabilities (cont'd) News report analysis: Group 1	
06/18	Chapter 5: Trading Internationally News report analysis: Group 2	
06/20	Chapter 6: Investing Abroad Directly News report analysis: Group 3	
06/25	Chapter 7: Dealing with Foreign Exchange News report analysis: Group 4	
06/27	Chapter 7: Dealing with Foreign Exchange (cont'd) <i>Review for Quiz 1</i>	
07/02	QUIZ 1	<i>Bring Scantron (882 E)</i>
07/04	Independence Day (no class)	
07/09	Chapter 8: Capitalizing on Global & Regional Integration News report analysis: Group 5	
07/11	Chapter 9: Growing & Internationalizing the Entrepreneurial Firm News report analysis: Group 6	

07/16	Chapter 10: Entering Foreign Markets News report analysis: Group 7	
07/18	Chapter 11: Making Alliances & Acquisitions Work News report analysis: Group 8	
07/23	Chapter 12: Strategizing, Structuring, & Learning Around the World News report analysis: Group 9	
07/25	Chapter 13: Managing Human Resources Globally News report analysis: Group 10	
07/30	Chapter 14: Managing Corporate Social Responsibility Globally	
08/01	Group presentations	Group project due
08/06	Group presentations (cont'd) <i>Review for Quiz 1</i>	
08/08	QUIZ 2	<i>Bring Scantron (882 E)</i>

### Grading Policy

Quiz 1 – 25%

Quiz 2 – 25%

Group project – 15%

Group project presentation – 10%

News report analysis – 15%

Class Participation – 10%

**Total – 100%**

### Grading criteria

97 – 100	A +
93 – 96	A
90 – 92	A –
87 – 89	B +
83 – 86	B
80 – 82	B –
77 – 79	C +
73 – 76	C
70 – 72	C –
69 and below	F

### Quizzes

- There will be two noncumulative quizzes (exams).

- Exams' format is multiple choice questions
- Quizzes will be based on assigned readings (textbook and other articles) as well as all other materials covered in class (videos, cases, guest lectures). Some quiz questions can come from information in the textbook that we did not explicitly cover in class. If you do not understand something in your textbook, please ask questions about it so I can clarify for you.

## Group project

1. You will form groups of 3-4 (may change depending on class size). Consider you are hired as consultants for a multinational company. Your task is to analyze the chosen company, and determine at least two critical issues it faces in its international operations. Provide solutions/recommendations for the identified issues using the theories and concepts learned in class (for example – but not limited to – resource-based view, institution-based view, etc.). The final outcome is a case report that addresses at least 2 (maximum 4) of the following topics:

- Political and legal issues
- Cultural and ethical issues
- Firm resources and capabilities
- Mergers and acquisitions
- Market selection & entry mode choice
- International human resource management
- Firm strategy
- Corporate social responsibility

2. A typical project should include the following sections:

- *Executive Summary / Abstract* (no more than 1/2 page). Submitting projects without this section will lower your grade!
- *Introduction*. Brief company overview and context of analysis.
- *Key issues*. Identify and thoroughly analyze the critical issues (2-4 topics, see Section 1 above) using the concepts and theories learned in class.
- *Conclusions / Recommendations*

3. You will need to present at least 5 sources of information in your citations. 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 work. Some of the following sources will help you gather information about your assigned company as you conduct your analysis:

- Chosen company website
- <http://www.economist.com/> (you can set up a free account to search articles)
- <http://online.wsj.com>
- <http://www.businessweek.com>

- <http://www.utdallas.edu/library/resources/databases/database.php?sub=Business+%26+Management>

*Do not* include websites such as:

- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com) (while you may use them in your initial information gathering, you must go further and dig deeper into other sources)

**If you plagiarize others' work in any way, you will get an automatic zero for your paper!** (See <http://www.umuc.edu/ewc/tutorial/start.shtml> for guidelines on how to avoid plagiarism).

#### 4. Format guidelines:

- Sub-titles are required.
- Exhibits (tables, figures, etc.) 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 probably isn't doing anything except taking up space.
- Include a title page with names
- The final group report is expected to be 5-7 double-spaced pages in length, *excluding* the title page and any attachments, such as figures, tables, appendix, and references (tables and references can be single-spaced). Please use Times New Roman 12 point font, 1-inch margins all around.

#### 5. Your final grade for the project will depend on:

- Problem statement and introduction to the case
- The use of concepts learned in class to address your questions
- The quality and depth of your analysis
- Your future recommendations based on your findings
- The flow of your arguments, the use of language, and the overall quality of your manuscript

6. Group project is due on **08/01/13, by 3.30 pm**. You must submit a hardcopy of your group project PLUS upload it to the **turn-it-in** link in eLearning. I will not grade your paper if it's not uploaded to turn-it-in.

#### **Group project presentation**

- Each group will present their case reports in a 15 minute presentation followed by a 5 minute Q&A session.
- You can use visual aids or videos during your presentation.
- Each team member should have an active role in the presentation.

#### **News report analysis**

Each group will conduct a written analysis (about 2-4 double-spaced pages, please use Times New Roman 12 point font, 1-inch margins all around) for a business news report relating to the chapter discussed that week, or previous weeks. The reports' titles and sources will be provided in eLearning. These news reports may be considered as starting points as students are encouraged to go beyond the posted materials and find additional updates surrounding the report or event.

There is no fixed format for the written news report analysis but it generally should have a logical flow (instead of bullet points) and address the following issues:

- Why is this such an interesting report or phenomenon?
- What are the key points made in the article?
- How can they relate to or extend our understanding of the international business concepts and theories discussed in the class?
- How can the business entity involved in the news report move forward with the help of concepts and theories addressed in class?

In addition, the group will also present the analysis in class (in about 15 minutes), using PowerPoint slides and other appropriate media. Prior to the presentation all students will discuss and analyze the article within their groups for approximately 10 minutes, and generate 2-3 discussion questions (to be collected at the end of class – part of the participation grade). Following the presentation the questions will be used for class discussion.

### **Class Participation**

Your participation grade will reflect the degree to which you contribute to the class, rather than simply whether you are physically present. Quality of class contributions will be weighted more heavily than quantity. The instructor has the sole authority in assigning participation grade.

### **Course Policies**

#### *Make-up exams*

Students not present for an exam will be assigned a grade of “0” unless PRIOR arrangements have been made and an acceptable excuse is provided (from a doctor or the academic dean). It is your responsibility to let the instructor know well in advance in writing. Excused exam makeup is at the instructor's discretion and in accordance with departmental policy.

#### *Extra Credit*

No extra credit

### *Late Work*

Late submissions of any work assigned in class are not accepted

### *Class Attendance*

Regular and punctual class attendance is expected and encouraged. You are responsible for the assigned readings and what is covered in class. Students who fail to attend class regularly are inviting scholastic difficulty.

### *Classroom Citizenship*

**Common Courtesy:** You are expected to be courteous during class time. Please respect your fellow students by turning off cell phones before class, refraining from talking to others when someone is speaking, and arriving punctually to class.

### **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 go to <http://go.utdallas.edu/syllabus-policies> for these policies.

### **Technical Support**

If you experience any problems with your UT Dallas account you may email [assist@utdallas.edu](mailto:assist@utdallas.edu) or call the UT Dallas Computer Help Desk at 972-883-2911.

### **Field Trip Policies, Off-Campus Instruction and Course Activities**

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities.

Information regarding these rules and regulations may be found at <http://www.utdallas.edu/administration/risk/travel.php5>. Additional information is available from the office of the school dean.

### **Student Conduct and Discipline**

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UT Dallas printed publication, *A to Z Guide*, which is available to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Series 50000*, Board of Regents, The University of Texas System, and in *Title V, Rules on Student Services and Activities* of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in

interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>.

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

[Added July 2010] Students are expected to be attentive during class and to participate actively in group activities. Students are expected to listen respectfully to faculty and to other students who are speaking. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in class. Classes may discuss issues that require sensitivity and maturity. Disruptive students will be asked to leave and may be subject to disciplinary action.

### **Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

*Scholastic Dishonesty:* Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting for credit any work or materials that are attributable in whole or in part to another person, taking an examination for another person, or any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source, is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of *turnitin.com*, which searches the web for possible plagiarism and is over 90% effective.

### **Copyright Notice**

The copyright law of the United States (*Title 17, United States Code*) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe upon the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes fair use under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy ([UTDPP1043](#)). For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>.

### **Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UT Dallas student account. This allows the university to maintain a high degree of confidence in the identity of all individuals corresponding and the security of the transmitted information. UT Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

## **Class Attendance**

Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

## **Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal from any college-level courses. These dates and times are published in that semester's course inventory and in the academic calendar. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

## **Student Grievance Procedures**

Procedures for student grievances are found in university policy [UTDSP5005 \(http://policy.utdallas.edu/utdsp5005\)](http://policy.utdallas.edu/utdsp5005). In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originated.

## **Incomplete Grade Policy**

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

## **Disability Services**

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for a course, please discuss it with an OSA staff member and allow at least one week's advanced notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student AccessAbility for a confidential discussion.

The primary functions of the Office of Student AccessAbility are to provide:

1. academic accommodations for students with a documented permanent physical, mental or sensory disability
2. non-academic accommodations
3. resource and referral information and advocacy support as necessary and appropriate.

OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at (972) 883-2098, or by email at [disabilityservice@utdallas.edu](mailto:disabilityservice@utdallas.edu).

## **Religious Holy Days**

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, *Texas Code Annotated*.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of *TEC 51.911(b)*, and the student and instructor will abide by the decision of the chief executive officer or designee.

### **Avoiding Plagiarism**

[Adapted from Duke University's guidelines for writers; added July 2010]

*Take time to make careful choices among--and learn to use--the research tools* available to you. You will probably find that your favorite web search engine is not adequate by itself for college-level research. Consult with your professor or a librarian. You may need to use specialized research tools, some of which may require learning new searching techniques.

*Expect to make trips to the library.* While you can access many of the library's resources from your home computer, you may find that you need to make several trips to use materials or research tools that are not accessible remotely. Of course, you will be seeking the best information, not settling for sources simply because they happen to be available online.

*Allow time for gathering materials* that are not available at UT Dallas. The InterLibrary Loan Office can borrow articles and books from other libraries, but this process takes additional time.

*Allow time for reading*, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.

*Sloppy note-taking increases the risk that you will unintentionally plagiarize.* Unless you have taken note carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.

*Identify words that you copy directly* from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.

*Jot down the page number and author or title* of the source each time you make a note, even if you are not quoting directly but are only paraphrasing.

*Keep a working bibliography* of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

*Keep a research log.* As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.

*You must cite direct quotes.*

*You must cite paraphrases.* Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.

*You must cite ideas* given to you in a conversation, in correspondence, or over email.

*You must cite sayings or quotations that are not familiar, or facts that are not "common knowledge."* However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.

*These types of sources should be cited as well. Printed sources:* Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; *Electronic sources:* Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; *Images:* Works of art, illustrations, cartoons, tables, charts, graphs; *Recorded or spoken material:* Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

### **Resources to Help You Succeed**

The GEMS Center (located within the Conference Center) provides a wide array of free academic support and enhancement for UT Dallas undergraduate students. Offerings include, but are not limited to, a Math Lab and Writing Center, Peer Tutoring (with a focus on science, technology, engineering and math courses), test review sessions, and academic success coaching. The current menu of services, schedules, and contact information is posted on the GEMS website: <http://www.utdallas.edu/ossa/gems/>. [Added July 2010]

A PDF copy of this document is available at [dox.utdallas.edu/instruction1044](http://dox.utdallas.edu/instruction1044).

Content of this Document was Last Modified 2012-05-10 by Metcalf

***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.***

**GROUP COMPOSITIONS** (to be finalized after the first class)

	<b>Group#</b>	<b>Students' Names</b>		<b>Group#</b>	<b>Students' Names</b>
<b>Apple</b>	1		<b>Walmart</b>	6	
	1			6	
	1			6	
	1			6	
	1			6	
	1			6	
<b>McDonalds</b>	2		<b>Fiat &amp; Chrysler</b>	7	
	2			7	
	2			7	
	2			7	
	2			7	
	2			7	
<b>Boeing &amp; Airbus</b>	3		<b>Toyota</b>	8	
	3			8	
	3			8	
	3			8	
	3			8	
	3			8	
<b>Gucci</b>	4		<b>British Petroleum</b>	9	
	4			9	
	4			9	
	4			9	
	4			9	
	4			9	
<b>Tata</b>	5		<b>Ikea</b>	10	
	5			10	
	5			10	
	5			10	
	5			10	
	5			10	