

**UNIVERSITY OF TEXAS AT DALLAS
SCHOOL OF MANAGEMENT**

COURSE DESCRIPTION AND SYLLABUS

Course Information

INTERNATIONAL BUSINESS

IMS3310 (5U1.13U) **SUMMER 2013**

Class: Monday 6:00 – 10:00 PM, SOM 2.902

Instructor Contact Information

HoWook Shin

Main Library 1.406

Office Phone: N/A

e-mail: hxs123530@utdallas.edu

Office hours: By appointment (Please send me an email to schedule a meeting)

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

This course requires basic knowledge in many functional areas in business. Knowledge in management and related areas can be helpful.

Pre-requisites : ECON 2301 and MATH 1326 (or MATH 2414 or MATH 2419)

Please check eLearning periodically for announcements and course content.

Course Description

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.

Class Format: This class is structured in a lecture-discussion format. There is an emphasis on using case analysis as a way of practicing your business thinking skills as well as your writing skills.

Most international management issues are non-routine and unstructured. This is your opportunity to use what you have learned in lecture and other classes to solve problems presented in the case. The quality of the case analysis usually determines the quality of the solutions. The primary responsibility for the quality of the case analysis comes from the student participants.

Student Learning Objectives/Outcomes

The emphasis of this course is on developing a general understanding of international management. The course emphasizes application of academic knowledge to real world situations through the use of lecture and case studies.

By the end of the course, you should have an understanding of complex international business environment and how it affects firm strategies and structures including issues of ethics.

Required Textbooks and Materials

Global Business. 3rd Edition. Mike Peng, South-Western College Pub, 2013
(ISBN-10: 1133485936 or ISBN-13: 978-1133485933)

To save cost, the best deals can be found at www.cengagebrain.com. Purchase ebook, e-chapters, or print version, savings up to 50%. Text book rentals are available.

Suggested Course Materials

Current news in international business: Periodicals such as the Economist or BusinessWeek can be helpful. UTD library electronic database is also useful source for additional materials for group projects

Assignments & Academic Calendar

<u>DATE</u>	<u>CLASS</u>	<u>TOPIC</u>	<u>REMARKS</u>
June 3	1	Chapter 1 (Why IB matters)/ Globalizing	Syllabus and Course overview
	2	Chapter 2 & 3 Formal and Informal Institutions	Finalize team Formation
June 10	1	Chapter 4 Resources and Capabilities in International Business	
	2		
June 17	1	Chapter 5 Trading Internationally	
	2	Chapter 6 Foreign Direct Investments	
June 24	1	Chapter 7 Foreign Exchange	Pick up the company
	2	Chapter 8 Global and Regional Integration	
July 1	1	Case Competition Group A	-Individual paper due -Group paper due -Short review for midterm
	2	Case Competition Group B	
July 8	1	Chapter 9 Entrepreneurship	
	2	Mid-Term Exam	
July 15	1	Chapter 10 Entering Foreign Markets	
	2	Chapter 12 Merger and Alliances	
July 22	1	First Company Analysis presentation	
	2		
July 29	1	Chapter 13 Strategizing & Learning around the World	
	2	Chapter 15 & 17 HR & CSR Issues	
August 5	1	Final Company Analysis presentation	
	2		
August 12	1	Final Exam	
	2		

IMPORTANT: The descriptions and timelines contained in this syllabus are subject to change at the discretion of the instructor.

Grading Policy

Grades: Your grade in the course will be based on objective and subjective criteria. Grades will be based on the following:

Mid-term Exam (in class):	<u>20</u>
Final Exam (in class):	<u>30</u>
Case Competition	<u>25</u>
1 written group report (5-10 pages)	10
1 group oral presentation (25m)	10
Individual report (3-5 pages)	5
Company Analysis	<u>25</u>
1 st oral presentation (25m)	5
2 nd oral presentation (25m)	20
Peer Evaluation: multiplied with 2 group projects evaluations	
Participation and Contribution	<u>10</u> (extra points)
Total	<u>110</u>

Grading Criteria

Scaled Score Letter Equivalent

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 – below F	

Course & Instructor Policies

Team Projects: The class will be divided into teams of equal size. You will be either assigned to your team or choose your team members on the first class day. Your team will be responsible for two team projects, one written and three oral presentations. The team selection will take place on the second class of the first day and each team will have around 3 members (this may change depending on class size). **Late submissions are not accepted.**

1. **Case Competition:** The teams will be divided into two groups (group A and group B). Each group will be given one of two cases. Each team should submit the team case analysis report including a comprehensive analysis of the facts of the case and application of concepts learned in the lecture and textbook using the questions in the cases. Your team case analysis grade will be based on the quality of the **team's** work. Part of your learning experience is managing the coordination of tasks required to create a good product. Part of your grade will be based on each individual's assessment of the relative contribution of each group member (**peer evaluation**). In addition, students **as an individual** will be responsible for submitting the report analyzing the case other than the one assigned to their own teams.

The team case analysis report will have a length of 5 to 10 double-spaced pages while the individual report will have a length of 3 to 5 pages, excluding any attachments, such as figures, tables, appendix, and references. The Cover page is unnecessary. Please use Times New Roman 12 point font; 1" margins all around.

It is responsibility of each team to aptly present the contents of its case analysis results and suggestion through the oral presentation. On the basis of the quality of the oral presentation, one team from each group will be selected as the winner of the competition and be compensated with full point of this assignment (i.e. 20 points).

You are encouraged to benefit from other business journals and news outlets to support your arguments in the case study. Please document your sources in a proper format.

2. **Company Analysis:** This assignment is intended to give students better understanding of the international business strategy of MNCs. Part of learning objective is to collect and analyze information about a MNC from the scratch by yourself. Each team will be responsible for picking up one company having international operation, and for analyzing the company's international business strategy. The report of each team should include the team's question/problem, analysis and findings, and its recommendations.

Each team will have two chances to present its company analysis results and the significant improvement in quality is strongly expected in the second presentation.

Class Participation: Class participation is highly encouraged in both the lecture portion as well as the case discussion portion of the class. Quality of class contributions will be weighted more heavily than quantity. Frequent and valuable participants are who attend most of the classes, participate regularly in every class attended, and at least make one significant contribution in each class attended. "Participation and contribution" is a meaningful portion of the total course grade – 10. To help the instructor learn each student's name and grade "participation and contribution" as fairly as possible, you will prepare and bring a "nameplate" to each class.

Here are some guidelines in participation grades. The instructor has the sole authority in assigning participation grades.

10/10 (excellent participation): attend most of the classes, participate regularly in every class attended, and at least make one significant contribution in each class attended

9/10 (very good participation): attend most of the classes, participate regularly in every class attended, and at least make significant contributions in most classes attended

8/10 (good participation): attend most of the classes, participate regularly in most classes attended, and make significant contributions in many classes attended

6/10 (fair participation): attend most of the classes, participate regularly in most classes attended, and make significant contribution in several classes attended

4/10 (poor participation): participates in some of the classes attended, and make significant contribution in a couple classes

2/10 (very poor participation): participates in some of the classes attended

0/10 (extremely poor participation): I hope nobody falls in this category

Peer Evaluation: Each team member will evaluate the rest of the team members for their contribution to group work. Details on how to calculate peer evaluation and how to incorporate into the group projects are shown in the **peer evaluation sheet**.

Exam: One mid-term and one final exam will be given at designated points in the semester. The exams will be based on assigned readings (textbook and other articles). The exam format will consist of multiple choice questions and both of exams are a closed-book test.

Class Policies:

Absences/Make-ups: 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, it is your responsibility to let the instructor know well **in advance in writing**. **No work will be accepted after the date that it is due**. Exams and case analyses can be turned in earlier than the designated dates with written excuses, but not later.

Honor Code Information: No case write-ups, exams, or student's notes from current or previous business school students should be consulted in doing your case analysis. You can, however, consult your notes and reading materials as well as information in the library. Any material quoted directly or paraphrased should be referenced in your written and oral cases. **Plagiarism** is a serious infraction and will be dealt with accordingly.

* Different sections of the classes will be graded separately.

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 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. 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. 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.

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]

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/>.

Case Evaluation Sheet: BA 4371

1. Summary of the critical issues (4pts)	Exceeds Expectations	4 pts
Most of the information in the case is not repeated.	Meets Expectations	3 pts
Identification of internal and external issues.	Marginally Meets Expectations	2 pts
Identification of the most important issues	Does not Meet Expectations	1 pt
2. Strategic Analysis (8 pts)	Exceeds Expectations	7-8 pts
Evidence of deeper analysis beyond what is written or presented.	Meets Expectations	5-6 pts
Suggests realistic options for the company (or industry).	Marginally Meets Expectations	3-4 pts
Identifies pros and cons of options.	Does not Meet Expectations	1-2 pts
Provides realistic, case-based support for the options.		
3. Recommendation (4 pts)	Exceeds Expectations	4 pts
Quality and support of the recommended option.	Meets Expectations	3 pts
Implementation impact of the recommendation.	Marginally Meets Expectations	2 pts
	Does not Meet Expectations	1 pts
4. Other grading criteria (4 pts)		
Clarity and logic of ideas	Exceeds Expectations	4 pts
Use of exhibits	Meets Expectations	3 pts
Clarity of writing	Marginally Meets Expectations	2 pts
Grammar, spelling, structure	Does not Meet Expectations	1 pts
Organization of presentation		
Speaking style, use of visual aids and handouts, balance of speakers		
Dress and overall professionalism		

Peer Evaluation Sheet

Team # _____

Name _____

Name	Self					
Score (1-5)*						
Reasons						

- 1 (extremely unsatisfactory) – 2 (very unsatisfactory) – 3 (unsatisfactory) – 3.5 (neither satisfactory nor unsatisfactory) - 4 (satisfactory) – 4.5 (very satisfactory) – 5 (extremely satisfactory)
- if 1, then the person gets 0.2
- if 2, then the person gets 0.4
- if 3, then the person gets 0.6
- if 3.5, then the person gets 0.7
- if 4, then the person gets 0.8
- if 4.5, then the person gets 0.9
- if 5, then the person gets 1
- Then the participation score will be multiplied with the score one gets from 2 group projects (case competition and company analysis). For example, if a student gets 20/20 and 20/25 for the two group projects and 3 from the peer evaluation, then the actual grade is $40/45 \times 0.6 = \mathbf{24/45}$, **not 40/45**.
- Be objective in evaluating other members in your group and specify reasons.
- The evaluation should be turned in **on the final exam**. Peer evaluation sheet will be provided along with the exam booklet.
- **If one fails to turn in the peer evaluation sheet, then your evaluation of team members will be counted as 5 (1).**

INFORMATION FOR CASE ANALYSIS:

1. Your position is that of a business consultant to the chief executive officer of the company. You have been hired to do a strategic analysis of the company and the industry using case materials, library research, electronic data sources, and tools suggested by the text. The goal is to determine what direction the company should take and make specific recommendations about what the company should do next and why.

INFORMATION FOR THE WRITTEN PRESENTATION

1. The individually (or in a group) written analyses of the assigned cases are due at the start of class. A satisfactory job will take a **maximum of 5 double spaced pages**, plus any number of exhibits and a bibliography of outside references. Exhibits may use charts, tables, and professional strategic planning tools found in the text. DO NOT add charts just to the sake of length. All exhibits should ADD VALUE to the written analysis.
2. Including quantitative analyses (e.g. such as financial ratios, industry sales, and competition figures) is highly recommended. Clever use of exhibits can dramatically enhance the quality of the paper.
3. Hand in one copy of your written report. Keep an additional copy for yourself. **DO NOT USE REPORT BINDERS OR COVER SHEETS.** Library research AND online research (called “due diligence” in the business world) is **REQUIRED**.

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

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

4. Suggested format:
 - A. **Sub-titles** are required. (each question).
 - B. **Analysis (not just facts) and recommendation** required.
 - C. Exhibits and References. (Exhibits 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.)

INFORMATION FOR THE ORAL PRESENTATION

1. Each team is scheduled for three oral presentations: One for case competition and two for the company analysis project. These should be approximately 15 minutes in length. Visual aids must be employed.
2. Oral Presentation Teams are required to dress professionally and exhibit the same level of decorum and consideration that you would in a real business setting.
3. All team members must be involved in the oral presentation with each team member presenting a segment. Segment definition is the responsibility of the team. A printout of your slides as well as a bibliography should be given to your instructor. The title page of your presentation should list the case name, the date, the names of each team member, and the segment each member will cover.

4. When presenting, indicate the outside sources used. If you present industry averages, for example, or demographic data, indicate where you got them.
5. After you have presented; be prepared to receive questions regarding your assumptions, your use of data, your conclusions, your logic, and your recommendations. Other class members may not agree with your analysis. Your instructor may challenge your analysis. **DO NOT BECOME DEFENSIVE.** This is a natural part of the process. You are being asked to think on your feet and demonstrate that you have a deep understanding of the case issues. ALL team members should participate in the question and answer session. Everyone learns from this experience, even class members who are not presenting.