IMS 3310 COURSE SYLLABUS
Jindal School of Management - The University of Texas at Dallas

Course Information
Course Number/Section **IMS 3310**
Course Title **International Business**
Term Fall 2013
Days & Times Tuesday & Thursday**: 2:30 to 3:45 or 5:30 to 6:45**
Class Location **JSOM 2.803 at 2:30 1.117 at 5:30**

Professor Contact Information

Shawn M. Carraher, no office or telephone yet, best to try e-mail

Course pre-requisites, co-requisites, and/or other restrictions
Prerequisites: ECON 2301 and (MATH 1326 or MATH 2414 or MATH 2419)

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
- Know how ***institutions & resources*** affect ***MNCs.***
- Understand ***cross-cultural differences*** in an international business context; demonstrate understanding of organizational and interpersonal implications using relevant cultural frameworks.
- Develop a regard for ***human values*** and the ability to make judgments based on ***ethical consideratio***ns in areas affecting or affected by international business such as bribery/corruption, employment practices/labor conditions, contract disputes, intellectual property rights, and environmental degradation.

Required Textbook
M. W. Peng (2013). *Global* (2nd Ed., Paperback) South-Western Cengage Learning. (Both ISBNs refer to the same book: ISBN-10: 1111821755 and ISBN-13: 9781111821753)
You shall also need to purchase access to the **Business Strategy Game** from its publisher.

Assignments & Academic Calender
Week Date Topic Assignments/ Important Events

1 8/27 – Introduction 8/29 – Intro. Cont. & BSG Intro.
2. 9/3 – Goal 1 9/5 – Goal 2
3. 9/10 – **Ch. 1** Globalizing Business 9/12 **Ch. 2** Understanding Politics, Laws, & Economics
4. 9/17 **Ch. 3** Emphasizing Cultures, Ethics, & Norms 9/19 **Ch. 4** Leveraging Resources & Capabilities
5. 9/24 - **Ch. 5** Trading Internationally 9/26 - Test 1
6. 10/1 **Ch. 6** Investing Abroad Directly 10/3 Research
7. 10/8 - **Ch. 7** Dealing with Foreign Exchange 10/10 – Assessment
8. – 10/15 - **Ch. 8** Capitalizing on Global & Regional Integration 10/17 – Guest Speaker
9. – 10/22 - **Ch. 9** Growing & Internationalizing the Entrepreneurial Firm 10/24 - **Ch. 10** Entering Foreign Markets
10. 10/29 – Test 2 10/31 – Research
11. 11/5 – Guest Speaker 11/7 – Assessment
12. 11/12 – **Ch. 11** Making Alliances & Acquisitions Work 11/14 **Ch. 12** Strategizing, Structuring, & Learning Around the World
13. 11/19 – Guest 11/21 - Extra
14. 11/26 & 11/28 – Fall Break
15. 12/3 - **Ch. 13** Managing Human Resources Globally 12/5- **Ch. 14** Managing Corporate Social Responsibility Globally
16. 12/10 – Test 3
17. – Final Exam Week Dec. 13 to Dec. 17 [Final Exam & presentation as scheduled]

Grading Policy Grading Criteria
The following aspects of the course determine your grade. (Scaled score letter equivalent)
Individual Exams (15% apiece)
There will be three noncumulative exams. **The makeup exams are essay/project based**. Exams may be a combination of multiple choice and true-false answers. Exams will be based on assigned readings (textbook and other articles) as well as all other materials covered in class (videos, cases, new articles). Some exam 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.
Activity Score
Exam 1 – 15%
Exam 2 – 20%
Exam 3 – 20% [no make-up for this exam]
Business Strategy Game – 10% and +/-
Research/Literature Review Paper 15% [due 11/23 by 6:58 PM]
Experiential Exercises – 10% and +/-
Country Study/Group Project – 10% [due at the final exam time]
Participation +/-
Extra Credit shall be available
+/- = + = 0, - = -15%

Grading Scale
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-
67-69 D+
64-66 D
60-63 D-
59 and below F

Group Project

1. You will form groups of 4 people (this may change depending on class size) and work over the course of the semester on this group project as well as the Business Strategy Game.
2. Your group will pick a multinational corporation (MNC) and a country in which it might expand. You shall write up a two page single spaced overview of the country and make copies of the handout for each class member. No two groups shall be able to present on the same country.

Peer Evaluation

Your group project grade will be based on the quality of the group's work. Part of your learning experience is managing the coordination of tasks required to create a good product. Your grade will also be based on each individual's assessment of the relative contribution of each group member (peer evaluation). Each group member will evaluate all the members (including him/herself) for their contribution to group work on a scale from 1 to 5. Then the participation score will be multiplied to the score the group gets from the group project (both written and oral presentation) :

60% for 1 (extremely unsatisfactory)
70% for 2 (very unsatisfactory)
80% for 3 (unsatisfactory)
85% for 3.5 (neither satisfactory nor unsatisfactory)
90% for 4 (satisfactory)
95% for 4.5 (very satisfactory)
100% for 5 (extremely satisfactory)

For example, if a group gets 16/20 for the written and 4/5 for the presentation and an individual in that group gets an average of 3 from the peer evaluation, then the actual grade for that person in group project will be 20/25*80% = 16/25, not 20/25.

- Be objective in evaluating other members in your group and specify reasons.
- The evaluation should be turned in with the final exam. Peer evaluation sheet will be provided along with the exam booklet.

Individual Research/Literature Review Paper

You will write 1 **individual paper** in this course. It shall be a research/literature review paper. You shall review at least 15 peer-reviewed academic articles in an area of international business in order to examine relationships previously found in empirical research. You shall include use an extended abstract from Emerald Group Publishing. After the abstract you shall include an Introduction, a literature review, and suggestions for future research based upon your examination of the literature. Paper should go through peer review process.

These criteria are **crucial for your participation in case and news article discussions**.

10/10 (excellent participation): participate regularly in every class attended, and at least make one significant contribution in each class attended
9/10 (very good participation): participate regularly in every class attended, and at least make significant contributions in most classes attended
8/10 (good participation): participate regularly in most classes attended, and make significant

contributions in many classes attended
6/10 (fair participation): participate regularly in most classes attended, and make significant contribution in a couple classes
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
*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.

General Class Policies

Learning is an active process. Be at each class on time and prepared. Classes will be a combination of lecture, discussion, and exercises – you should actively participate in each part. You are responsible for the assigned readings and what is covered in class.

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.

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 (group projects, individual assignments) will be accepted after the due date.**

Academic Honesty: 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.

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-policiesandprocedures-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 instructor.***