



Course	IMS 3310 International Business Section 004
Professor	Jane Salk
Term	Fall 2013
Time	Monday and Wednesdays 2:30- 3:45
Place	Room: JSOM 2.714

Professor's Contact Information

Office Phone	(972) 883-6265
Office Location	SOM 4.408
Email Address	jane.salk@utdallas.edu *
Office Hours	Monday 3:45 -4:30 and by appointment.

Assistant: TBA
Information

LEARNING GOALS:

By the time you finish this course you should better understand:

- 1)What makes International Business Different ? (Answer): Complexity arising from Sources and types of diversity across countries and markets.
- 2) How to develop your skills to manage in a culturally diverse context.
- 3) Important ethical challenges in the international business context.
- 4) Practice in learning to apply analytic tools and frameworks appropriately.
- 5) Increase specific knowledge about some other countries from your project and those of classmates.

INTRODUCTION:

We live in a time where domestic and international economies are highly interdependent. The optimism of feasting on a fast expanding global economy in the aggregate has given way to far more tempered and uncertain predictions of growth through trade. Wealth inequality within as well as between rich and poor in many nations has never been greater in modern history. In a recent past, one expected to see “radicals” (French farmers and out-of mainstream activist) decry globalization and its effects , while their arguments rarely got more than a passing acknowledgement in most business school classrooms. Today even the mainstream professional association for Business School professor have sanctified ambivalent and even negative reassessment of Capitalism and its effects as “in.”

It the above context you might be surprised to also learn that International Business offers many opportunities for careers rich in challenges and rewards. However, you must have the passion and knowledge to deal with the complexity and diversity that distinguishes this doing business in other countries and across

borders. This is a source to allow you to sample across the situations, settings and experiences comprised by International Business.

Revision lead times for text books can not correct for the volatility and uncertainty all around us. For example, compare the bullish textbook descriptions of the BRIC(S) Countries -- Brazil, Russia, India and China (with South Africa). – with articles from the last 6 months in The Economist, The Wall Street Journal and The New York Times. That said, the basic principles and tools have not changed, so the book (coupled with daily listening to National Public Radio and /or monitoring daily headlines of a major business news outlet) will give you an excellent overview of International Business, its exciting opportunities as well as its pitfalls. Moreover, As a survey course, we are sampling across a very wide array of topics. My hope is that I will uncover in some of you a passion for international business that you can expand and deepen through further study. For all of you I hope this course will make you more savvy in considering both political and business issues related to economic, cultural and institutional diversity throughout the world.

Prerequisites:

See UTD course catalog

REQUIRED:

1) Peng, M. (2013) GLOBAL, Second Edition. ISBN: 13-978-1-111-82175-3 OR 10-1-111-8275-5. (NOTE THAT YOU DO NOT NEED TO BUY THE PASSWORD FOR ONLINE ACCESS) Many faculty used it last Spring so it should be cheap and plentiful. Most additional readings can be found on the e-reserve site for this course and will be updated during the semester.

2) Good reading habits and there is no reason that you should not develop good habits and a taste for news from the best sources. Please subscribe to free headlines for at least 2 of these, check out the top stories via our library , or better yet, get a subscription if you can afford it):

[The Economist](#)

[The Wall Street Journal](#)

[Financial Times](#)

[The New York Times](#)

NPR, at certain times of the day and evening, also covers global business and economic and social issues.

Some readings will be in e-reserve or provided to you via e-learning. Links are on the schedule.

GRADING AND COURSE REQUIREMENTS:

Class Participation: 25%

Hand in assignments and pop quizzes	15%
Professor's Record of Participation in exercises, cases and other	
Classroom activities	10%
(Attendance taken into account but is NOT based solely on attendance)	

Midterm and Final (20% each): 40%

Group Project 35%

Handing in pieces when due	5%
Following instructions	5%
Quality and originality of Presentation	10%
Quality of thought, originality And organization of research in Final paper due on day of our Final	15%

TOTAL: 100%

Late Assignments: Everything is due on or prior to the beginning of class (unless specifically given different WRITTEN instructions). If you are worried about a group assignment not getting copied or handed in on time, your group should email a copy to my TA prior to the beginning of class. I normally give a zero for late work and rarely make exceptions.

Make-up exams: I normally do not allow make up of exams unless University policy concerning accommodation of religious observance or special needs come into play. So please plan accordingly.

Class Participation 25%:

Class participation will be evaluated based on the consistency and quality of the individual student's contribution. Coming to every 4th class well- prepared and actively involved is an example of inconsistent participation. Please note that while attendance might be taken and given some minimal weight, especially if you later have problems on exams or quizzes, you will not get a high participation grade by just showing up.

I expect all students to come to class and to be prepared if cold-called and to actively contribute. I have a tendency if I find many members of a class unprepared to give some pop quizzes. These reward those who did their homework. There are no makeup assignments for these quizzes. I will look at these globally for trend (always prepared, no improvement, not ever there) ; when we have a speaker (one already signed on for October 9th) I expect you to make extra effort to be there and to be caught up on the relevant subject matter.

Midterm and Final Exam 40% (20 points each):

The Midterm and Final Exams will be Multiple Choice, possibly combined Short Essays (at the discretion of the professor). The exams cover not only what is in the book (the published power point will be posted for chapters covered. I consider any material brought in by the professor in lectures, by student group presentations, by speakers and by other assigned media (video/web sites) to be a fair game. I warn you now that I will not spend every session repeating what is already clearly explained in your textbook. If the textbook is not clear you are responsible to ask questions. Hence mastery of just the textbook reading alone and high quality group work might well get you a "B" but you should not expect that alone to result in an "A."

Group Project 35% [I shall prepare a more detailed document to distribute and discuss within the next 2 weeks] What is below should suffice to get you started.

A group is a maximum of 4 students. As a group you will pick a company headquartered in another home country (other than the USA) and will look at its international strategy in a well-defined industry. If you have no company in mind, begin with an interesting country and find your company that way, it does not matter. I have due dates for various aspects of the project in the schedule that you have received.

Since we begin with country contexts, a prospective group or you as an individual might immediately begin by looking at some country reports (The CIA web site and the UN are both excellent sources) and then increasing due diligence and information gathering about your chosen company and industry. By design, before handing in the final paper (as a WORD file, via email to my TA and myself), you will get at a minimum feedback on your initial project outline, feedback from a meeting with me and your group later in the semester, and feedback from class member and from me when you give your presentations.

I am also going to try something new to help make collaboration easier and to better monitor your efforts. We are going to open Wikis for each project group on e-learning and you can use these to post articles, notes, and analyses for other group members. As the teacher, I can see who is posting what, who is on the site regularly, who is participating in iterations of text. This is not for micro-managing you, but this will be a tremendous aid in giving me an early warning that a group is having difficulties and it also leaves a physical trail should relative contributions be called into question. I know you might prefer Google, but if you do go that route, please inform me in advance and at the minimum post your drafts and sources to the Wiki we create for you.

In the section on Grading, I outlined the breakdown of the grade. A little later in the semester I shall provide a separate document on how to use SWOT (Chapter 4) as the major organizing principle.

Individual Contribution to Group: You need to be certain that you meet your group's expectations and carry your weight in the group. Each group will be asked at the end of the semester to turn in an evaluation of member contributions and if you are having issues, I recommend that we administer such a procedure earlier in the semester, while there is still time for individuals to reform and group practices to improve.. Please contact my TA if you want to change groups and it will be up to you to reassign yourselves and keep me informed through my TA. **YOU MUST INFORM YOUR INITIAL GROUP OF YOUR INTENTION TO JOIN ANOTHER GROUP SO THEY CAN REORGANIZE OR RECRUIT AS NEEDED.**

Contacting the Professor:

DO NOT USE BLACKBOARD TO CONTACT ME. USE MY EMAIL AND SEND A COPY TO MY TA JUST TO BE SURE I SEE IT SHOULD IT END UP IN JUNK MAIL OR IF THERE WAS SOME OTHER PROBLEM WITH ITS DELIVERY. Due to new and more stringent

security policies YOU MUST USE YOUR UTD EMAIL ACCOUNT TO CONTACT ME. EVEN IF YOU INFORM ME THAT ANOTHER ACCOUNT OR TELEPHONE NUMBER IS YOURS, I CAN NOT GIVE OUT ANY INFORMATION OF A CONFIDENTIAL NATURE.

COMPUTER AND OTHER INTERNET ENABLED DEVICES: Use of computers has become an invaluable resource for taking and storing notes and other information. However, computers and internet enabled devices can cause distraction and disruptions in the classroom process. If I find students surfing for irrelevant information, texting and routinely tuned out or disruptive, it is my prerogative to ask you to put away all such devices and even ban them from our class altogether. *So please be mindful of the class and the professor if you chose to have internet enabled devices with you.*

Other Important Policies and expectations: I follow all application UT Dallas policies and procedures. Please see the UT Dallas link:
<http://go.utdallas.edu/syllabus-policies>