BA 3310-002 COURSE SYLLABUS
School of Management
The University of Texas at Dallas

Contact Information

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Course Information

Course Number/Section	IMS3310.002
Class Timings	Mon and Wed 11:30 – 12:45
Class Room	JSOM 2.801
Course Title	International Business
Term and Dates	Fall 2013, Aug 26, 2013 to Dec 18, 2013

Course Pre-requisites

The course, International Business is designed for senior undergraduate students and prior to taking the course students need to take ECON 2301 and (MATH 1326 or MATH 2414 or MATH 2419).

Learning Objectives

Upon finishing this course, students are expected to recognize and understand the following course objectives:

1. The dynamics and direction of international trade and foreign direct investment
2. The various trade theories that explain the benefit and challenges of international trade and foreign direct investment
3. The role of International organizations and institutions that affect international business operations
4. Multicultural aspects of international business and the cultural dimensions that indicate the cultural behavior of international business organizations.
5. The uncontrollable business environments that impact the international business operations
6. The ethics and responsibilities of multinational firms in foreign business operations
7. The process of selecting, hiring and controlling of international human resource for international business assignments.

Course Description:

In the new millennium, the drive of most businesses is to "go global." As ideologies no more draw boundaries between countries, and the cold war between East and West is diminishing and trade and investment barriers are easing, we are witnessing the emerging of more countries into international markets. However, with such expansion, there are opportunities as well as challenges that students of international studies need to understand. In this course, students

will familiarize themselves with various controllable and uncontrollable business environments and will develop skill of managing international businesses in such environments. Furthermore, students through various cultural dimensions will be able to understand the multicultural aspects of international businesses as well as the ethical responsibilities of international firms. The students' management of the course will be evaluated through the assessment of demonstrated oral and written skills that are reflected in class, case presentation and project reports as well written exams.

Assignments:
Team case assignments will be distributed among groups. The team case will be presented in class and a 5-6 pages research paper with its full reference (use refereed journal papers) will be submitted to the instructor immediately following the presentation. Case presenters need to supply a one-page outline by highlighting, the objectives, problems, and solutions of the case study to all students. Additional tasks such as summary of films or articles may be assigned. Preparation for class is essential.

Required Textbooks and Materials

Required Text Book:

Donald A. Ball, Jeanne M. McNett, Michael Geringer J. and Michael Minor, *International Business: The Challenge of Global Competition*, 13th Edition, McGraw Hill Irwin, Inc., 2013
The textbook is available in stock at the UTD Bookstore and Off-Campus Books.

Recommended Books and Articles:

Peng, M., Global Business, Cengage Learning, Custom Edition for UTD, 2008

International Business, ed. Maidment, Fred, *Annual Editions*, McGrew Hill, 2007-8
http://www.mhcls.com

Nancy, Adler, International Dimensions of Organizational Behavior, 5th Edition, South-Western Thomson Learning, 2008

Ferraro, Gary, The Cultural Dimensions of International Business, 4th Edition, Prentice-Hall, Inc., Upper Saddle River, New Jersey, 2004

Shenkar, Oded, Global Perspectives of Human Resource Management, Prentice-Hall, Inc. Englewood Cliffs, New Jersey, 1995

Hofstede, Geert, The Cultural Relativity of Organizational Practices and Theories, *Journal of International Business Studies*, Fall, 1983, pp.75-89

Recommended readings (available online on e-learning):

1. Marber, Peter (2004) "Globalization and its contents", *World Policy Journal*, Winter 2004/2005

2 Samuelson, Robbert (2005) "Bottom Dollar", *Newsweek*, March 21, 2005

3 Chandler, Clay, (2005) "The Great –Wal-Mart of China", *Fortune*, July, 2005

4 The Economist, Trade: And now, protectionism, Oct 15, 2011.

5 Baily, Martin and Farrell, Diana (2005) "Outsourcing Jobs: The Myths and Realities" , Current, February, 2005

6. Zachary, Pascal (2006) "Making it in China", Business 2.0, August 2005

7. Engardio, P (2005) "A New World Economy: The Balance of Power Will Shift to the East as China and India Evolve", Businessweek, August 22, 2005

8. Bolton, Imitation Vs Innovation

9. Chironga Mutsa, Leke Acha, Wamelen Arend (2011) "Cracking the Next Growth Market : Africa" , HBR, May 2011

10. Case Study : Procter and Gamble In Japan : From Marketing failure to Success

11. The Guardian, The Brics are Building a challenge to western economic supremacy.

12. The Economist, The Rising Dollar : Green and Back – The Dollar is enjoying a rare period of strength : How far can the rally go?, July 2013

13. Nancy Adler: Managing Cross-Cultural Transitions: Moving abroad and coming back home. Pp. 273-291

Important recent articles on economic crises-available on Internet

1 The Asian 1997 Financial Crises: The Asian Contagion
http://www.pbs.org/wgbh/commandingheights/shared/pdf/ufd_contagion_full.pdf

2 Financial Crises: Lessons from History
http://news.bbc.co.uk/2/hi/business/6958091.stm

3 Global crises: Economic shifts and fault lines
http://www.globalresearch.ca/index.php?context=va&aid=12283

Course Policies

Make-up exams
Make-ups for midterm and final exams are possible only under extraordinary situation and the instructor may not give full credit to late exams depending on the condition why the examinee didn't take the exam.

Late Work
Only accepted under exceptional situation

Class Participation
Students are also required to participate in all class activities such as group projects and special assignments such as reading on current affairs.

Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. Please see more details about communication tool information.

Grading Information

Grading Weight

Class Activities (peer evaluation, attendance etc.)	15 %
Home Work assignment	10%
Group Project	15 %
Exam 1	30%
Exam 2	30%

Grading Criteria

Scaled Score	Letter Equivalent
More than 97	A+
92-96	A
88-91	A-
85-87	B+
82-84	B
78-81	B-
75-77	C+
72-74	C
68-71	C-
62-67	D
58-61	D-
Less than 58	F

Course Schedule

DATES	**TOPIC/LECTURE**	**Reading Materials (Summary Report, Discussion)**	**DUE DATE / Activities**
08/26	**Overview of the coursework** Distribution of syllabus, assignments and group projects	Diagnostic test on global business environments Self introduction and Group project distribution	Bring Scantron "882e"and a pencil to class
08/28	Ch. 1 The Challenging World Of International	Reading: Marber, "Globalization and its contents"	Lecture

	Business		
09/04	Ch. 2 International trade and foreign direct investment		Lecture
09/09		Case 1: Comparative advantage and off shoring of service jobs: The off shoring case of India Pg 41 Reading: Baily, Martin and Farrell, Diana "Outsourcing Jobs: The Myths and Realities", Current, February, 2005	Case 1 project presentation and paper submission by group 1
09/11	Ch. 3 International Institutions from an International Business Perspective	Class work on "cost comparative advantage: Ricardo's cost comparative advantage Samuelson, Robbert (2005) "Bottom Dollar", *Newsweek*, March 21, 2005	Lecture
09/16		Case -2: Can Brazil Become a Global competitor in Information technology Outsourcing Business? Pg 59 Readings : The Guardian: The BRICs are Building a challenge to western economic supremacy.	Case 2 project presentation and paper submission by group 2 Turn in assignment on cost comparative advantage
09/18	Ch. 4 Socio-cultural Forces	Identify Hofstede's five cultural dimensions and discuss the challenges of international business operations. Exercise on how put the following nations on Hofstede culture map. (Use Hofstede's Cultural Dimensions Web Site). U.S., Japan, Korea, Norway, Egypt, Nigeria, Saudi Arabia, Iran, India ,China, Argentina, Mexico, Brazil	Lecture
09/23		Case 3: Who gets the Assignment ? Pg : 116	Case 3: project presentation and paper submission by group 3
09/25	Ch. 5 Natural Resources and Environmental Sustainability		Lecture

09/30	Ch. 6 Political and Trade Forces	The Economist, Trade: And now, protectionism, Oct 15, 2011.	Lecture
10/02	**Exam 1**	**Chapter 1 – 6**	**Bring with you, Scantron 886E, calculator and pencil**
10/07	Ch 7 Intellectual Property and Other Legal forces	Reading : Bolton	Lecture
10/09	Ch. 8 The International Monetary System and Financial Forces		Lecture
10/14		Case 4: The Blue Green Alliance : A New Way of thinking for Sustainability . Pg: 155 Reading: The Economist, The rising dollar: Green and Back-The Dollar is enjoying rare period of strength: How far can the rally go?	Case4: project presentation and paper submission by group 4
10/16	Ch. 12 Assessing international Markets		
10/23		Case 5: Is your Chocolate the Result of Unfair Exploitation of Child Labor? Pg: 177 Chironga Mutsa, Leke Acha, Wamelen Arend (2011) "Cracking the Next Growth Market : Africa" , HBR, May 2011	
10/28	Ch. 13 Entry Modes		Lecture
10/30		Chandler, Clay, (2005) "The Great –Wal-Mart of China", *Fortune*, July, 2005 Zachary, Pascal (2006) "Making it in China", Business 2.0, August 2005	
11/04		**Case 6**: Method Of Entry- The Foley Company. Pg : 339	Case 6: Project presentation and paper submission by group 6

		Reading: Proctor and Gamble in Japan: from marketing failure to success	
11/06	Ch. 15 Marketing Internationally		Lecture
11/11		**Case 7**: When in Rome, Should You " Do as the Romans Do" Refer to the case Profiles included in the syllabus and also on page 112 of the textbook. Engardio, P (2005) "A New World Economy: The Balance of Power Will Shift to the East as China and India Evolve", Business Week, August 22, 2005	Case 7: Project presentation and paper submission by group 7
11/13		Video Clips on Managing Businesses Overseas	
11/18	Ch. 17 Managing Human Resources in an International Context	Research on the economic performance of the old 15 and the newly accessed 14 emerging European countries in the years 2004-20013 (IMF Yearbook, Europe, World Bank could be sources)	Lecture
11/20		Case 8: Environmental Disasters and Ethics of International Companies: The case of Bhopal . (Refer to the case Profiles in The syllabus) Nancy Adler: Managing Cross-Cultural Transitions: Moving abroad and coming back home.	Case 8: Project presentation and paper submission by group 8
Fall Break			
12/02		Case 9: Brittany Miller: Should She Accept an International Assignment. Pg:452 Speaker	Case 9: project presentation and paper submission by group 9
12/04		Movie: World Is Flat, Thomas Freedman	
12/09	Revision		

12/11	**Exam 2**	Ch 7- 17 (excluding chrs : 9, 10, 11, 14,16)	

No late assignments are accepted and no late quizzes, tests, and examinations are offered. The above restrictions may be waived under special situations, such as the; nevertheless, the maximum grade for late assignments, tests and examinations will be only 80% of the respective possible grades.

Case Profiles:

Case : When in Rome, Should You " Do as the Romans Do"

"When you are in Rome, do as the Romans do", applies to business representatives as well as tourists. Being attuned to a country's business etiquette can make or break a sale, particularly in countries where 1000-year-old traditions can dictate the rules for proper behavior. Anyone interested in being a successful marketer should be aware of the following considerations: Local customer, etiquette, and protocol, body language and facial expressions, choices of words. Develop an effective business etiquette that is expected in Central East European, Middle East, and in Northern European countries.

What are the common mistakes committed by Americans/westerners when conducting business with the natives of other cultural background? Use Hofstede's cultural dimensions to explain the reasons for creating such conflicts. Explain how you would find a synergistic solution to the conflicts in Middle East with a focus on Saudi Arabia Refer to the global debate on **page 112**, in order to get the bigger picture of the assignment. When you develop your project paper and presentation relate your discussion and position to the questions addressed under "Global Debate".

Sources: Axtel, Dos and Taboos; Rick's, D., International Business Blunders; CIA sources on Country Risk Assessment; Moody's Investor Service; Adler, N. International Dimensions of Organizational Behavior

Case : Environmental Disasters and Ethics of International Companies: The case of Bhopal

Harry Johnson, CEO of international Chemical, called a meeting of the newly formed crises management committee, which consist of the vice president of manufacturing; the Venice president-legal; the vice president of health, safety, and environment; the chief financial officer; and the public relations officer. Johnson had formed the committee after Union Carbide's Bhopal disaster to examine International Chemical's contingency plans. Because the two companies have similar international organizations and produce similarly toxic products, he asked the members to review the information they had on the Bhopal disaster and make recommendations as to what each person's area would do should their company have a similar accident. Johnson also asked the vice president of health, safety, and environment to begin the meeting by giving the committee a synopsis of the series of events that occurred during the first days after the disaster.
Discuss the possible causes of the accident. What is the steps one should have followed in order to avoid the disaster? Should international corporations be engaged in the production of such toxic materials for profit? Do multinational organizations have the responsibility of bringing awareness to the people who lack adequate knowledge about the negative effect of such business operation?

Sources: Berenbeim, Ronald, "Can Multinational Businesses Agree on How to Act Ethically?" Business and Society Review, Number 9/8, 1997

Case Presentation / Report Format:

In group case presentation, it is important that relevant and key aspects of the issue/problem be highlighted. Students are expected to identify the main theme of the case, apply an appropriate research method and choose the best solution of all possible available alternatives. Each group will follow the following guidelines.

1) Situation/background: briefly state your understanding of the subject/problem; identifying the environmental forces involved.
2) Focusing on the main objective/s of the case by asking oneself which ones are worth attention.
3) Assessing alternatives: comparative approach along with pros and cons of all situations. It is important that your arguments are supported by quantitative approach via data collection, processing and presenting them (data) in tabular form and graphs.
4) Recommendation: defend the best alternative, which provides practical and acceptable options.
5) Drawing a conclusion to your case presentation.

Case written paper should be typed and double space. Attach graphs, tables, and other methods to illustrate the problem. Sources/bibliography should be provided **(at least 4)** in MLA format.. It is preferred that sources of your research are from recent research papers documented in prime business, economic and international journals. Please be advised that your research report should be between **5-6 double spaced pages** and should have enough space on both margins for instructor's remarks and notes. Divide work among members; budget your time between 20-25 minutes. Team performance will be graded on the base of methods of analysis, quality of presentation, and effectiveness as a team. Creative presentation style is encouraged; however contents and messages should reflect the format of real business scenario.

Policies on Make-up Exams and Late Work

Make-up exams
Make-up exams are allowed only if the situation was extraordinary. A student who takes a make-up exam will earn a maximum of 80% of a perfect grade.

Late Work
Not accepted unless there is any special situation preventing a student from completing the work on time.

Policy on cheating:

Students are expected to be above reproach in all scholastic activities. Students who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage

Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the UTD Judicial Affairs web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

Student Conduct & 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 UTD publication, *A to Z Guide*, which is provided 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, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, 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).

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.

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 includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

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.

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 U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD 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 U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I 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 Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

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 originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the deal will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

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.

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

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:
The University of Texas at Dallas, SU 22
PO Box 830688
Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

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.

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