

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

**INTERNATIONAL MANAGEMENT, IMS 3310.007 COURSE SYLLABUS--DRAFT**  
**FALL SEMESTER, 2013**

CLASSROOM SESSION: TUE & THU, 13:00 TO 14:15  
CLASSROOM: JSOM 1.117  
INSTRUCTOR: JEFF HICKS [JEFF.HICKS@UTDALLAS.EDU](mailto:JEFF.HICKS@UTDALLAS.EDU)  
OFFICE: JSOM 2.420  
OFFICE HOURS: BY APPOINTMENT  
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**COURSE DESCRIPTION**

THIS COURSE PROVIDES AN OPPORTUNITY FOR PARTICIPANTS TO IDENTIFY AND DEVELOP THE KINDS OF PERFORMANCES THAT ARE RELEVANT TO MANAGING AND LEADING IN THE CONTEXT OF INTERNATIONAL AND GLOBAL BUSINES. WE WILL STUDY WORLDWIDE PATTERNS OF TRADE AND INVESTMENT, AND THE FINANCIAL, MANAGERIAL, MARKETING AND CROSSCULTURAL PROBLEMS AND OPPORTUNITIES CONFRONTED BY MULTINATIONAL FIRMS AND THEIR MANAGERS. PREREQUISITES: [BA 3365](#), [MATH 1326](#) AND [MATH 2333](#) OR [BA 3333](#). PRE-/COREQUISITE: [BA 3341](#)

**COURSE OBJECTIVES**

TO THE EXTENT POSSIBLE, THE PRIMARY FOCUS WILL BE ON WHAT YOU CAN DO, RATHER THAN WHAT YOU KNOW; ON DEMONSTRATING RELEVANT PERFORMANCES, RATHER THAN ON MEMORIZING STATIC INFORMATION; ON KNOWLEDGE CO-CREATION, WITH PEERS AND INSTRUCTORS, RATHER THAN ASYNCHRONOUS KNOWLEDGE TRANSFER. RELEVANT PERFORMINGS INCLUDE:

- DEVELOPING AND DELIVERING COMMUNICATIONS AND PRESENTATIONS THAT ARE COMPELLING AND GENERATIVE
- DEVELOPING AN IN-DEPTH UNDERSTANDING, AND SUCCESSFULLY TEACHING YOUR PEERS, ON DOING BUSINESS IN AT LEAST ONE COUNTRY/REGION THAT IS FOREIGN TO YOU
- APPLYING THEORIES AND FRAMEWORKS FROM PRE-REQUISITE COURSES AND FROM PERSONAL EXPERIENCE, TO CASES AND SITUATIONS ENCOUNTERED WHILE MANAGING AND LEADING IN INTERNATIONAL AND GLOBAL BUSINESS
- IDENTIFYING, DEVELOPING AND DEMONSTRATING TEAM-SPECIFIC STRENGTHS, BY INTEGRATING THE UNIQUE AND DIVERSE TALENTS, EXPERIENCES AND INSIGHTS OF INDIVIDUAL TEAM MEMBERS

IN ADDITION, TWO IMPORTANT LEARNING OBJECTIVES FOR THE COURSE ARE: 1) ETHICAL RESPONSIBILITY AND 2) MULTICULTURAL UNDERSTANDING. FOR ETHICAL RESPONSIBILITY, IT IS A GOAL OF THE COURSE THAT STUDENTS WILL FURTHER DEVELOP THEIR REGARD FOR HUMAN VALUES AND THE ABILITY TO MAKE JUDGMENTS BASED ON ETHICAL CONSIDERATIONS IN AREAS AFFECTING OR AFFECTED BY INTERNATIONAL BUSINESS SUCH AS BRIBERY/CORRUPTION, EMPLOYMENT PRACTICES/LABOR CONDITIONS, CONTRACT DISPUTES, INTELLECTUAL PROPERTY RIGHTS

AND ENVIRONMENTAL DEGRADATION. REGARDING MULTICULTURAL UNDERSTANDING, WE WILL FOCUS ON MULTICULTURAL AND INTERNATIONAL DIMENSIONS OF SOCIETY, AND THE KNOWLEDGE AND METHODS NECESSARY FOR DEALING WITH RELATED PROBLEMS AND OPPORTUNITIES. STUDENTS WILL BE REQUIRED TO DEMONSTRATE THEIR UNDERSTANDING OF ORGANIZATIONAL AND INTERPERSONAL IMPLICATIONS USING RELEVANT CULTURAL FRAMEWORKS.

#### **REQUIRED TEXT**

INTERNATIONAL BUSINESS: OPPORTUNITIES AND CHALLENGES IN A FLATTENING WORLD, BY MASON A. CARPENTER AND SANJYOT P DUNUNG

THIS BOOK IS AVAILABLE FOR PURCHASE AND VIEWING ONLINE AT THE URL BELOW. YOU CAN ALSO ORDER A PRINTED COPY FOR AN ADDITIONAL CHARGE.

[HTTPS://STUDENTS.FLATWORLDKNOWLEDGE.COM/COURSE/1451873](https://students.flatworldknowledge.com/course/1451873)

#### **GRADING**

LETTER GRADES WILL BE ASSIGNED FOR THE COURSE. MAKE-UP ASSIGNMENTS ARE NOT ALLOWED, EXCEPT FOR EXTRAORDINARY AND UNAVOIDABLE CIRCUMSTANCES.

#### **GRADE PERCENT REQ'D**

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

#### **PERCENT OF TOTAL**

GROUP PROJECT	30%
EXAMS—MIDTERM & FINAL	20%
CASES	20%
ATTENDANCE & PARTICIPATION	15%
PEER EVALUATION	15%

#### **COURSE SCHEDULE**

1. COURSE OVERVIEW, AND 'LEARNING ABOUT LEARNING'
2. FORMAL INSTITUTIONS OF INTERNATIONAL AND GLOBAL BUSINESS—POLITICS, LAW, ECONOMICS
3. INFORMAL INSTITUTIONS OF INTERNATIONAL AND GLOBAL BUSINESS—CULTURE, ETHICS, NORMS
4. INTERNATIONAL TRADE AND INVESTMENT—HISTORY AND CURRENT CONDITIONS
5. FOREIGN MARKET ENTRY
6. SALES AND MARKETING OF INTERNATIONAL AND GLOBAL BUSINESS
7. MANAGING A GLOBAL WORKFORCE
8. THE FINANCING OF INTERNATIONAL AND GLOBAL BUSINESS
9. OPERATIONS FOR INTERNATIONAL AND GLOBAL BUSINESS

### **GROUP PROJECT**

TEAMS OF 3-5 STUDENTS WILL DEVELOP A COMPREHENSIVE BUSINESS PLAN FOR THE LAUNCH OF AN INTERNATIONAL OR GLOBAL BUSINESS. THIS IS A SEMESTER-LONG PROJECT, AND WILL INCLUDE 1) SELECTION OF PRODUCT/SERVICE AND SUPPORTING RATIONALE, 2) SELECTION AND ENTRY STRATEGY FOR TARGET MARKET(S), INCLUDING A 'DOING BUSINESS IN . . .' REPORT, 3) ORGANIZATIONAL STRUCTURE, 4) SALES AND MARKETING STRATEGY, 5) OPERATIONAL PLANS—IN PARTICULAR SUPPLY CHAIN, IT AND SUPPORTING INFRASTRUCTURE, AND 6) SUPPORTING FINANCIALS. TEAMS WILL PRESENT COMPONENTS OF THEIR PLAN AT VARIOUS TIMES THROUGHOUT THE SEMESTER. TEAMS WILL BE REQUIRED TO INTEGRATE METHODS, TOOLS AND THEORIES FROM THE PRE-REQUISITE COURSES. A DETAILED EVALUATION RUBRIC WILL BE MADE AVAILABLE, AND WILL INCLUDE EVALUATIONS BY BOTH INSTRUCTOR(S) AND PEERS.

### **EXAMS**

EXAMS WILL CONSIST OF SHORT ANSWERS, NOT MULTIPLE CHOICE, COVERING MATERIALS FROM THE READINGS AND CLASS DISCUSSIONS. THE GOOD NEWS IS THAT YOU WILL NOT NEED TO MEMORIZE A LOT OF MATERIAL, AND WILL BE ASKED TO PRESENT YOUR OWN WELL-REASONED AND WELL-STRUCTURED RESPONSES. THE BADS NEWS IS THAT IN ORDER TO DO WELL AND PASS THE EXAM, YOU WILL NEED TO HAVE DEVELOPED YOUR OWN WELL-REASONED AND WELL-STRUCUTRED VIEWS ON OUR READINGS AND DISCUSSIONS. THIS IS NOT THE KIND OF EXAM YOU CAN PREPARE FOR THE NIGHT BEFORE, SO REGULAR ATTENDANCE AND ENGAGEMENT THROUGHTOUT THE SEMESTER ARE ENCOURAGED.

### **CASES**

WE WILL COMPLETE A NUMBER OF SHORT CASE STUDIES DURING THE SEMESTER. THESE WILL TEAM-BASED, AND WILL REQUIRE READING AND PREPARATION OF A SHORT PRESENTATION. FOCUS WILL BE ON THE QUALITY, AND NOT THE QUANTITY OF THE PRESENTATION.

### **ATTENDANCE & PARTICIPATION**

WE WILL BE FOCUSED ON THE CO-CREATION OF KNOWLEDGE, RATHER THAN THE TRANSFER OF KNOWLEDGE FROM INSTRUCTOR TO PARTICIPATION. CO-CREATION OF KNOWLEDGE, IN TURN, REQUIRES ATTENDANCE AND PARTITICIPATION. WE WILL COMPLETE A NUMBER OF SHORT, IN-CLASS EXERCISES, AND I WILL USE THESE TO MEASUER ATTENDANCE AND PARTICIPATION.

### **PEER EVAUATION**

PEER EVALUATION CONSTITUTES 15% OF THE OVERALL COURSE GRADE. FOR EACH TEAM YOU WORK WITH DURING THE SEMESTER (THERE WILL BE MORE THAN ONE), YOU WILL BE ASKED TO PROVIDE A NUMERICAL EVALUATION, FROM "1" TO "10" FOR EACH OF YOUR TEAM MAMBERS. IF, FOR EXAMPLE, YOU RECEIVE "10"'S FROM ALL OF THEM, YOU WILL RECEIVE THE FULL 15% TOWARD YOUR OVERALL COURSE GRADE. ALL "5"'S WILL RESULT IN 7.5% TOWARD YOU OVERALL GRADE.

### **UT DALLAS POLICIES AND PROCEDURES**

INFORMATION ON UT DALLAS POLICIES REGARDING ACADEMIC INTEGRITY, GRADING, TECHNICAL SUPPORT, COPYRIGHTS, EMAIL USAGE, PLAGIARISM, STUDENT GRIEVANCE PROCEDURES AND OTHER TOPICS MAY BE FOUND AT THE FOLLOWING LINK:

<http://go.utdallas.edu/syllabus-policies>

THE DESCRIPTIONS AND TIMELINES CONTAINED IN THIS SYLLABUS ARE SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR.