



Course IMS3310.007.14S International Business
Professor Craig Macaulay
Term Spring 2014
Meetings Tuesday & Thursday: 1:00pm-2:15pm SOM 2.714

Professor's Contact Information

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Office Hours By appointment (Please send me an email to schedule a meeting)
Other Information The quickest and easiest way to contact me is through email. If you would like to schedule a phone conversation, we can do so via email. Please check eLearning periodically. Check eLearning for slides.

General Course Information

Pre-requisites, Co-requisites	ECON 2301 and (MATH 1326 or MATH 2414 or MATH 2419). (3-0) S
Course Description	<p>Examination of worldwide patterns of trade and investment. Overview of financial, managerial, and marketing problems confronted by multinational firms.</p> <p>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.</p> <p>This course is structured in a lecture-discussion format.</p>
Learning Outcomes	<ol style="list-style-type: none"> 1. Know how institutions & resources affect MNCs 2. Develop an understanding for ethical behavior in international business 3. Understand cross-cultural differences in an international business context 4. Develop a regard for human values and the ability to make judgments based on ethical and environmental considerations
Required Texts & Materials	<p>The required text for this course is:</p> <ul style="list-style-type: none"> • Mike W. Peng: Global, 2nd Edition. Cengage Learning. ISBN: 978-1111821753

Assignments & Academic Calendar (* changes to the schedule may be made as necessary)

The following course schedule provides a detailed checklist of topics and assignments by week. This course outline provides a general plan. I reserve the right to make periodic changes to content, requirements, and schedule. All changes will be announced in class. You are responsible for all information given in class. This includes any changes to the syllabus, content and format of exams, and details given regarding assignments.

To get the most out of the class, you need to read related chapters and be well prepared before coming to class. If you have to miss a class, it is YOUR RESPONSIBILITY to acquire missed lectures notes, assignments, handouts, and announcements from a classmate.

Week	Date	Readings [Complete before Lecture]	Topic for Lecture and Discussion	Assignments / Important Events
1	1/14	Chapter 1	Syllabus & Course Overview	
	1/16		Globalizing Business	Dilemma 1
2	1/21	Chapter 2	Understanding Politics, Laws, & Economics	Dilemma 2
	1/23			
3	1/28	Chapter 3	Emphasizing Cultures, Ethics, & Norms	Dilemma 3
	1/30			
4	2/4	Chapter 4	Leveraging Resources & Capabilities	Dilemma 4
	2/6			Group 1 Presents
5	2/11	Chapter 5	Trading Internationally	Dilemma 5
	2/13			Group 2 Presents
6	2/18	Chapter 6	Investing Abroad Directly	Dilemma 6
	2/20		Group Milestone 1 Due	Group 3 Presents
7	2/25	Chapter 7	Dealing with Foreign Exchange	Dilemma 7 (1 st due)
	2/27		Exam 1 (Chapter 1-7)	Bring Scantron (882 E)
8	3/4	Chapter 8	Capitalizing on Global & Regional Integration	Dilemma 8
	3/6			Group 4 Presents
9	3/11	Chapter 9	Growing & Internationalizing the Entrepreneurial Firm	Dilemma 9
	3/13			Group 5 Presents
10	3/18	Chapter 10	Entering Foreign Markets	Dilemma 10
	3/20		Group 2 Milestone Due	Group 6 Presents
11	3/25	Chapter 11	Making Alliances & Acquisitions Work	Dilemma 11
	3/27			Group 7 Presents
12	4/1	Chapter 12	Strategizing, Structuring, & Learning Around the World	Dilemma 12
	4/3			Group 8 Presents
13	4/8	Chapter 13	Managing Human Resources Globally	Dilemma 13
	4/10			Group 9 Presents
14	4/15	Chapter 14	Managing Corporate Social Responsibility Globally	Dilemma 14 (2 nd due)

	4/17		Group 3 Milestone Due	Group 10 Presents
15	4/22		Review	
	4/24		Exam 2 (Chapter 8-14)	Bring Scantron (882 E)

Course Policies

Grading Criteria	The following aspects of the course determine your grade:																		
	<table><tr><th>Component</th><th>Weighting</th></tr><tr><td>Exam I</td><td>15%</td></tr><tr><td>Exam II</td><td>15%</td></tr><tr><td>Group Analysis Paper</td><td>25%</td></tr><tr><td>Group Analysis Presentation</td><td>15%</td></tr><tr><td>Individual Papers</td><td>2 × 10%</td></tr><tr><td>Participation</td><td>10%</td></tr><tr><td>Total</td><td>100%</td></tr></table>			Component	Weighting	Exam I	15%	Exam II	15%	Group Analysis Paper	25%	Group Analysis Presentation	15%	Individual Papers	2 × 10%	Participation	10%	Total	100%
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The following <u>grading criteria</u> apply:																			
A+ >=97	A 94 – < 97	A- 90 – < 94																	
B+ 87 – < 90	B 84 – < 87	B- 80 – < 84																	
C+ 77 – < 80	C 74 – < 77	C- 70 – < 74																	
D+ 67 – < 70	D 64 – < 67	D- 60 – < 64																	
F 0 – < 60																			
Two Exams (15% each)	<p>There will be two non-cumulative exams. The course material builds and integrates on previous topics, thus certain questions may be answered from many angles, and drawing on many areas of the course will demonstrate a superior experience. Quizzes will be based on assigned readings (textbook and other articles) as well as all other materials covered in class (videos, guest lectures). The exam format will consist of multiple choice, short answer, and/or short essay questions.</p> <p>Preparing for an exam is an important part of the learning process – it takes weeks of preparations, not days or hours. Keeping up with readings, attending classes and working hard on the assignments are the best preparation for the exams.</p> <p><u>Policy regarding make-up exams:</u> Request for rescheduling an exam will be considered only with timely notification to the instructor and with appropriate documentation such as a written medical excuse or a note from the academic dean. It is your responsibility to inform the instructor in advance of the exam. If you wait to talk to me after the exam has taken place, you will not be able to make up the exam. Make-up exams are allowed for excused absences only. Excused absences include, but are not limited to, sickness, a death in the family, and personal/family injuries. You get only ONE chance to make up the exam. If you do not show up at the scheduled time of your make-up exam, you will receive 0 points. Approval for rescheduling is at the discretion of the instructor.</p> <p><u>PLEASE NOTE:</u> I will be highlighting information from the text as well as explaining some information that may need clarification or elaboration. I will NOT repeat everything in all chapters. HOWEVER, test questions can come from information in the text that we did not cover in class. If you do not understand something in your textbook, please ask questions about it so I can clarify for you.</p>																		
Group Analysis Paper (25%)	<p>Overview</p> <p>You will form groups of 6 people (this may change depending on class size) and work over the course of the semester on this group project.</p>																		

	<p>2. Your group will pick a multinational corporation (MNC) and write your own case study / analysis.</p> <p>3. This assignment requires the use of library/outside research, using sources such as business newspapers, business magazines, library databases (see appendix), and books. Sources such as private blogs / private websites are not allowed. Analysis (not just facts) and recommendations are required. Just searching company website and/or citing free web information is not enough.</p> <p>4. Please properly document your sources either in footnotes/endnotes or in (author name, year) format with a reference list attached at the end of your work.</p> <p>5. The total group report has a length of 5 to 8 double-spaced pages, <i>excluding</i> the title page and any attachments, such as figures, tables, appendix, and references (tables and references can be single-spaced). Please use Times New Roman 12 point font; 1" margins all around. DO NOT let the page requirement discourage you from using figures and tables – these are important, but do not count for length.</p> <p>6. The project will be structured in three milestones</p> <ol style="list-style-type: none"> 1. Company overview, problem statement (1 page). 2. Case description (2 pages). 3. Case analysis (recommendations / conclusion) (2-5 pages). <p>7. Your guiding question should look like this: <i>“How can company A solve international business issue XY?”</i> Examples include: (1) How to enter a new foreign market? (2) How to divorce from our JV partner while minimizing the damage to our interests and reputation? (3) How to govern a newly acquired foreign company? (4) How to deal with ethical dilemmas abroad (e.g. child labor)?</p> <p>8. Your paper will be graded based on</p> <ol style="list-style-type: none"> a. Use of concepts learned in class b. Reasonableness of analysis c. Appropriateness of recommendations/conclusions d. Storyline and professionalism of manuscript <p>In general, the best papers will show evidence of some investigative efforts—digging for more information, interviews/phone calls/emails with managers—and of synthesis and careful editing. They will also be insightful, going beyond the most obvious lessons to draw out the story behind the story.</p> <p>9. Format guidelines:</p> <ol style="list-style-type: none"> a. Sub-titles are required. b. Exhibits (charts, figures, etc.) 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. c. Include a title page including names and an abstract outlining your case study (the abstract should be max 100 words) d. We will discuss the report (content, format, etc.) early on in the course <p>Other requirements are:</p> <ul style="list-style-type: none"> • I take plagiarism very seriously. If you plagiarize others' work in any way, you will be reported to the Office of Judicial Affairs immediately. Use the website http://www.umuc.edu/ewc/tutorial/start.shtml to complete your plagiarism tutorial and quiz. Review the tutorial and retake the quiz as many times as is necessary to earn a grade of 100% correct on the quiz. Understanding this is potentially vital to your success. • You must submit your paper via the upload it to turnitin link in eLearning. I will not grade your paper if it is not uploaded to turnitin. I am not interested in hard copies. • Some library research is required. The internet may be used but only along with other sources. If your paper has only internet sources, such as Wikipedia, but without library sources, you will not receive points for references. • Late submissions will not be accepted. • There will be a chance for peer evaluation at the end of the semester – please carry your own weight in helping with this project for your group, they will be grading you.
<p>Group Presentation (15%)</p>	<ul style="list-style-type: none"> • Each group will be responsible for one oral presentation of their group paper. The presenting group will play a leading role in class discussion by outlining what they think are the central issues confronting the company, analyzing these issues, and presenting the results of their

	<p>analysis to the class.</p> <ul style="list-style-type: none"> • It is the responsibility of the presenting group to lead a further discussion of the case involving the rest of the class. • Instructions: Each team will have 25-30 minutes to for the presentation, therefore use your time wisely. Each group member should participate equally during the case presentation.
1-Page Individual Papers (2 × 10%)	<p>At the end of each chapter, an ethical dilemma is presented. You should write a one page paper, due prior to class the day that dilemma is presented, outlining your thoughts and updated information on the dilemma. Analysis and opinion are appreciated here, but please back your opinions with logic. Discussion of how the dilemma relates to class, or your own experiences is a plus. These are due in hardcopy. One is due before each exam, at the latest, so you will submit one prior to the first exam, and one prior to the second. Again, they are due on the day that chapter is discussed in class.</p>
Participation/ Attendance (10%)	<p>There will be a sign-in sheet for each class period. Please let me know if you have to miss a certain class in advance (per email). Otherwise, your participation grade will be adversely affected.</p> <p>The instructor has the sole authority in assigning participation grades. Use of cell phones, texting, emailing, and surfing the internet are discouraged during class hours. The following criteria are a guideline for your participation grade. These criteria are <u>crucial for your participation in case discussions</u> (cases are discussed throughout the semester to illustrate the use of course concepts).</p> <ul style="list-style-type: none"> • Frequent and valuable participants are those who attend all of the lectures, and participate regularly. • Class Discussion and Exercise: Your participation grade will reflect the degree to which you contribute to the class, rather than simply whether you are physically present. The instructor has the sole authority in assigning participation grade. • Attendance is expected for every class session. 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. Please arrive on time to avoid disrupting the class. • 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.
Extra Credit	TBD
Late Work	Late assignments are accepted on a case-by-case basis for a substantial penalty. This is not an option you should choose.
E-Learning and Communication	<p>You will need to have access to eLearning for use during this class. Class notes, the syllabus, weekly information on upcoming cases, and other relevant course-related materials will be posted on eLearning. You may download this material from the website. In addition, you are advised to check eLearning frequently, and prior to each class session. This will be the main way of disseminating any messages or instructions relating to the course. A university policy to protect student privacy directs that faculty are not required to answer student emails unless they are from a UTD account.</p>

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-policies-and-procedures-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 Professor.

SYLLABUS ADDENDUM

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.

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 of the Board of Regents of the University of Texas System, Part I, Chapter VI, Section 3*, and in Title V, *Rules on Student Services and Activities of the Course Syllabus Page 8, 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 (SSB 4.400, 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 and administration of the School of Management expect from our 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. We want to establish a reputation for the honorable behavior of our graduates, which extends throughout their careers. Both your individual reputation and the school's reputation matter to your success.

The Judicial Affairs website lists examples of academic dishonesty. Dishonesty includes, but is not limited to cheating, plagiarism, collusion, facilitating academic dishonesty, fabrication, failure to contribute to a collaborative project and sabotage. Some of the ways students may engage in academic dishonesty are:

- Coughing and/or using visual or auditory signals in a test;
- Concealing notes on hands, caps, shoes, in pockets or the back of beverage bottle labels;
- Writing in blue books prior to an examination;
- Writing information on blackboards, desks, or keeping notes on the floor;
- Obtaining copies of an exam in advance;
- Passing information from an earlier class to a later class;
- Leaving information in the bathroom;
- Exchanging exams so that neighbors have identical test forms;
- Having a substitute take a test and providing falsified identification for the substitute;
- Fabricating data for lab assignments;
- Changing a graded paper and requesting that it be regraded;
- Failing to turn in a test or assignment and later suggesting the faculty member lost the item;
- Stealing another student's graded test and affixing one's own name on it;
- Recording two answers, one on the test form, one on the answer sheet;
- Marking an answer sheet to enable another to see the answer;
- Encircling two adjacent answers and claiming to have had the correct answer;
- Stealing an exam for someone in another section or for placement in a test file;
- Using an electronic device to store test information, or to send or receive answers for a test;
- Destroying or removing library materials to gain an academic advantage;
- Consulting assignment solutions posted on websites of previous course offerings;
- Transferring a computer file from one person's account to another;
- Transmitting posted answers for an exam to a student in a testing area via electronic device;

- Downloading text from the Internet or other sources without proper attribution;
- Citing to false references or findings in research or other academic exercises;
- Unauthorized collaborating with another person in preparing academic exercises.
- Submitting a substantial portion of the same academic work more than once without written authorization from the instructor.

<http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-Basicexamples.html>

Updated: August, 2011

Plagiarism on written assignments, especially from the web, from portions of papers for other classes, and from any other source is unacceptable. On written assignments, this course will use the resources of turnitin.com, which searches the web for plagiarized content and is over 90% effective.

During tests and quizzes, students in this section are not allowed to have with them any food or drinks, scratch paper, course materials, textbooks, notes, invisible ink pens, or electronic devices, including iPads, iPhones, iPods, MP3 Players, earphones, radios, smart phones, cameras, calculators, multi-function timepieces, or computers. When possible, students should sit in alternating seats, face forward at all times, and remove any clothing which might conceal eye movements, reflect images of another's work, or hide course material for copying. Exam proctors will monitor any communication or signaling between students by talking, whispering, or making sounds, or by using your hands, feet, other body movements, the test paper itself or your writing implement.

Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

- 1. Homework – Zero for the Assignment**
- 2. Case Write-ups – Zero for the Assignment**
- 3. Quizzes – Zero for the Quiz**
- 4. Presentations – Zero for the Assignment**
- 5. Group Work – Zero for the Assignment for all group members**
- 6. Tests – F for the course**

These sanctions will be administered only after a student has been found officially responsible for academic dishonesty, either through waiving their right for a disciplinary hearing, or being declared responsible after a hearing administered by the Office of Judicial Affairs and the Dean of Student's Office .

In the event that the student receives a failing grade for the course for academic dishonesty, the student is not allowed to withdraw as a way of preventing the grade from being entered on their record. Where a student receives an F in a course and chooses to take the course over to improve their grade, the original grade of F remains on their transcript, but does not count towards calculation of their GPA.

The School of Management also reserves the right to review a student's disciplinary record, on file with the Dean of Students, as one of the criteria for determining a student's eligibility for a scholarship.

Judicial Affairs Procedures

Under authority delegated by the Dean of Students, a faculty member who has reason to suspect that a student has engaged in academic dishonesty may conduct a conference with the student in compliance with the following procedures:

- (i) the student will be informed that he/she is believed to have committed an act or acts of academic dishonesty in violation of University rules;
- (ii) the student will be presented with any information in the knowledge or possession of the instructor which tends to support the allegation(s) of academic dishonesty;
- (iii) the student will be given an opportunity to present information on his/her behalf;
- (iv) after meeting with the student, the faculty member may choose not to refer the allegation if he/she determines that the allegations are not supported by the evidence; or

- (v) after meeting with the student, the faculty member may refer the allegations to the dean of students along with a referral form and all supporting documentation of the alleged violation. Under separate cover, the faculty member should forward the appropriate grade to be assessed if a student is found to be responsible for academic dishonesty;
- (vi) the faculty member may consult with the dean of students in determining the recommended grade;
- (vii) the faculty member must not impose any independent sanctions upon the student in lieu of a referral to Judicial Affairs;
- (viii) the faculty member may not impose a sanction of suspension or expulsion, but may make this *recommendation* in the referral documentation

If the faculty member chooses not to meet with the student and instead forwards the appropriate documentation directly to the dean of students, they should attempt to inform the student of the allegation and notify the student that the information has been forwarded to the Office of Dean of Students for investigation.

The student, pending a hearing, remains responsible for all academic exercises and syllabus requirements. The student may remain in class if the student's presence in the class does not interfere with the professor's ability to teach the class or the ability of other class members to learn. (See Section 49.07, page V-49-4 for information regarding the removal of a student from class).

Upon receipt of the referral form, class syllabus, and the supporting material/documentation from the faculty member, the dean shall proceed under the guidelines in the *Handbook of Operating Procedures*, Chapter 49, Subchapter C. If the respondent disputes the facts upon which the allegations are based, a fair and impartial disciplinary committee comprised of UTD faculty and students, shall hold a hearing and determine the responsibility of the student. If they find the student in violation of the code of conduct, the dean will then affirm the minimum sanction as provided in the syllabus, and share this information with the student. The dean will review the student's prior disciplinary record and assess additional sanctions where appropriate to the circumstances. The dean will inform the student and the faculty member of their decision.

APPENDIX

Library Resources

The following library site provides data search engines that are very helpful in assisting you to write your papers:
<http://www.utdallas.edu/library/reference/business.html>

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