

## IMS 3310 COURSE SYLLABUS – MWF/TUESDAY

Jindal School of Management - The University of Texas at Dallas

### Course Information

**Course Number/Section** IMS 3310

**Course Title** International Business

**Term** Spring 2014

### Professor Contact Information

**Shawn M. Carraher, AHTC 1.905 X-7513 smc130730@utdallas.edu**

### Office hours between classes

### 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

**cross-cultural differences** in an international business context; demonstrate understanding of organizational and interpersonal implications using relevant cultural frameworks.

**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.

### Required Textbook

M. W. Peng (2013). *Global Business* (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 Calendar

#### Week Date Topic Assignments/ Important

#### Events

**Week 1 beginning** 1/13 – Introduction & BSG Intro.

Week 2. 1/20 – Goal 1

Week 3. 1/27 – Goal 2 & **Ch. 1** Globalizing Business

Week 4. 2/3 - **Ch. 2** Understanding Politics, Laws, & Economics & **Ch. 3** Emphasizing Cultures, Ethics, & Norms

Week 5. 2/10 - **Ch. 4** Leveraging Resources & Capabilities & **Ch. 5** Trading Internationally

Week 6. 2/17 – Test 1 & **Ch. 6** Investing Abroad Directly

Week 7. 2/24 - **Ch. 7** Dealing with Foreign Exchange & Statistics for Research & Decision Making

Week 8. – 3/3 - **Ch. 8** Capitalizing on Global & Regional Integration 3/5 – Guest Speaker

Week 9. – 3/10 & 3/12 – Spring Break

Week 10. 3/17 – Guest Speaker & 3/19 **Ch. 9** Growing & Internationalizing the Entrepreneurial Firm

Week 11. 3/24 - **Ch. 10** Entering Foreign Markets & 3/26 Test 2

Week 12. 3/31 – Research Day 4/2 – Guest Speaker

Week 13. 4/7 – Research 4/9 - **Ch. 11** Making Alliances & Acquisitions Work

Week 14. 4/14 – Guest Speaker 4/16 - **Ch. 12** Strategizing, Structuring, & Learning Around the World

Week 15. 4/21 - **Ch. 13** Managing Human Resources Globally 4/23 - **Ch. 14** Managing Corporate Social Responsibility Globally

Week 16. 4/28 – Test 3 4/30 – Extra

Week 17. – Final Exam Week 5/6 to 5/12 [Final Exam & presentation as scheduled]

### **Grading Policy Grading Criteria**

The following aspects of the course determine your grade. (Scaled score letter equivalent)

#### **Individual Exams**

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 +/- [on-going]

Research/Literature Review Paper 15% and +/- [due April 12 by 6:30 PM]

Group Values, Ethics, & Cultural differences paper [due March 3 by 6:30 PM] 15%, +/-, & 5% [country study due at the final exam time]

Participation +/-

Attendance +/-

Extra Credit shall be available

+/- = + = 0, - = -15%

#### **Grading Scale**

97-100 A+ 93-96.99 A 90-92.99 A-

87-89.99 B+ 83-86.99 B 80-82.99 B-

77-79.99 C+ 73-76.99 C 70-72.99 C-

67-69.99 D+ 64-66.99 D 60-63.99 D-

59.99 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. You shall also complete a group paper on values [either the Rokeach Values Survey or Allport Study of Values], ethics [Ethics Position Questionnaire of Forsyth], and cultural differences [Hofstede model is preferred but other models are ok as well] which shall examine the research on the relationships between these topics. Your group paper has the same requirements and goes through the same processes as your individual research paper.

#### *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 0 to 5. Then the participation score will be multiplied to the score the group gets from the group project (both written and oral presentation) :

0% for 0 (did not contribute)

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.

### **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 and write a paper with a MINIMUM of 16 pages. 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. If the paper has fewer than 16 pages or fewer than 15 peer reviewed references it shall be assigned a grade of 0. Typically it takes around 20 pages with 20 or more peer reviewed papers to earn an A.

Unacceptable papers are invited to be revised and resubmitted. Should you choose to not revise and resubmit it. It is turned in through e-learning for Turnitin.com and through another site for peer review.

#### **Outline example of extended abstract**

**Purpose-** This study examines customer service levels of high tech Chinese entrepreneurs in the health care and hospitality industries utilizing the Big Five Personalities Scale (Korzaan and Boswell, 2008) that includes agreeableness, conscientiousness, emotional stability, extraversion, and openness to experience and compares them to American entrepreneurs in the same fields.

**Design/methodology/approach-** The data was collected both face-to-face and via survey instrument. Their personalities were assessed via survey instrument while their customer service oriented behaviors were measured face-to-face through direct observation with trained raters.

**Findings-** The findings showed Implications of anticipating employees' behavioral response, the need to address cultural and social differences, and possible employee reward systems are addressed.

**Originality/value/contribution-** The current study is original in that it uses multiple methods to collect data allowing for a comparison across industry groups for managers and entrepreneurs within China. Primary data of this type is difficult to obtain in China. We contribute to the literature by showing that different industries may have different requirements in terms of the relationship between personality and customer service levels among managers.

#### **Outline example of paper**

**Introduction** - 2 to 3 paragraphs about why managers would care about the topic.

**Literature Review**

A couple of paragraphs about the Chinese culture  
A couple of paragraphs about the American culture  
A couple of paragraphs about health care  
A couple of paragraphs about the hospitality industry  
A couple of paragraphs about customer service  
A paragraph or two about customer service in the health care industry  
A paragraph or two about customer service in the hospitality industry  
A couple of paragraphs about customer service in China and the USA  
A review of any research you can find about customer service in the health care and hospitality industries in China and/or the USA  
Conclusions and Suggestions for future research  
3 to 5 paragraphs suggesting future research that you think should be performed and any other conclusions that you can draw.  
Works Cited [at MINIMUM 15 peer reviewed academic articles]  
Attendance & Participation  
Attendance and Participation are graded +/- . Attendance is taken every day but points are not taken off of your score until you have missed at least 15% of the classes, participation is assessed with 7 in-class assessments spaced throughout the semester.

### **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, professor, and guest speakers and arriving punctually to class. If you have concerns about a project or some other aspect of the class please approach me so that we can work identify and work out a solution.

**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/syllabuspoliciesandprocedures->

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/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*