

# IMS 3310 COURSE SYLLABUS

Jindal School of Management  
The University of Texas at Dallas

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## Course Information

<i>Course Number/Section</i>	IMS 3310.5U2.14U
<i>Course Title</i>	International Business
<i>Term</i>	Summer 2014
<i>Days &amp; Times</i>	Wednesday: 6.00pm-10.00pm
<i>Class Location</i>	JSOM 1.212

## Instructor Contact Information

<i>Instructor</i>	Pawinee Changphao
<i>Email</i>	eLearning email, pxc093020@utdallas.edu
<i>Office Hours</i>	By appointment (Please send me an email to schedule a meeting)
<i>Other Information</i>	The quickest and easiest way to contact me is through email. Please check eLearning periodically for announcements and course content.

## 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

- Know how *institutions & resources* affect *MNCs*.

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

## Required Textbook

M. W. Peng (2013). *Global* (2<sup>nd</sup> Ed., Paperback) South-Western Cengage Learning. (Both ISBNs refer to the same book: ISBN-10: 1111821755 and ISBN-13: 9781111821753)

## Suggested Course Materials

Following resources are helpful for group projects: Newspaper/magazines such as The Wall Street Journal, Bloomberg Business Week, The Economist, as well as business journals such as Harvard Business Review and California Management Review. All these resources are freely available to you using the UTD library electronic databases, where additional materials for your projects are also available. (<http://www.utdallas.edu/library/>) Hardcopies of most of these resources are also available in the library.

## eLearning and Communication

You will need to have access to eLearning for use during this class. Class notes, the syllabus, 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 your messages on eLearning regularly. This will be the main way of disseminating any messages or instructions related 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. So, it is advised that you use your UTD email to contact the instructor, especially concerning your grades.

## Course Schedule and Assignments

The following course schedule provides a detailed checklist of topics and assignments for each week. This course outline provides a general plan. The instructor reserves 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 quizzes, and details given regarding assignments.

To get the most out of the class, you need to read the chapters and be well prepared before coming to class. If you have to miss a class, it is your responsibility to acquire missed lecture notes, assignments, handouts, and announcements from classmates. Important announcements will also be posted on eLearning.

## Assignments & Academic Calendar

Weeks	Dates	Topics	Assignments/ Important Events
1	5/28	Introduction/ <b>Ch. 1</b> Globalizing Business	
		<b>Ch. 2</b> Understanding Politics, Laws, & Economics	
2	6/4	<b>Ch. 3</b> Emphasizing Cultures, Ethics, & Norms	Finalize Group Formation
		<b>Ch. 4</b> Leveraging Resources & Capabilities	
3	6/11	<b>Ch. 5</b> Trading Internationally	Group project – pick your company
		<b>Ch. 6</b> Investing Abroad Directly	
4	6/18	<b>Ch. 7</b> Dealing with Foreign Exchange	Individual paper 1 due
		<b>Ch. 7</b> Dealing with Foreign Exchange (cont'd)	
5	6/25	Review for the quiz I	
		<b>Quiz I (Ch.1-7)</b>	Bring Scantron sheet (882E)
6	7/2	<b>Ch. 8</b> Capitalizing on Global & Regional Integration	
		<b>Ch. 9</b> Growing & Internationalizing the Entrepreneurial Firm	
7	7/9	<b>Ch. 10</b> Entering Foreign Markets	
		<b>Ch. 11</b> Making Alliances & Acquisitions Work	
8	7/16	<b>Ch. 12</b> Strategizing, Structuring, & Learning Around the World	
		<b>Ch. 13</b> Managing Human Resources Globally	

9	7/23	Ch. 14 Managing Corporate Social Responsibility Globally	Individual paper 2 due
		Review for the Quiz II	
10	7/30	Group presentations	
		QUIZ II (Ch. 8-14)	Bring Scantron sheet (882E)
11	8/6	Reading day – No class	Group paper due

## Grading Policy

The following aspects of the course determine your grade.

Activity	Score
Quiz 1	25%
Quiz 2	25%
Group Project Written	20%
Group Project Presentation	5%
Individual Assignments (two)	15%
Participation	10%
Total	100%

## Grading Criteria

(Scaled score letter equivalent)

97-100	A+
93-96	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
64-66	D
60-63	D-
59 and below	F

## Individual Quiz (25% + 25%)

There will be two noncumulative quizzes, each worth 25% of the final grade. **There will be no make-up or replacement quizzes.** Quizzes may be a combination of multiple choice and short answers. Quizzes will be based on assigned readings (textbook and other articles) as well as all other materials covered in class (videos, cases, new articles). Some quiz 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.

## Group Project (Group Project Written 20%, Group Project Presentation 5%)

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.
2. Your group will pick a multinational corporation (MNC) and write your own case study/analysis. Consider yourselves as hired as consultants for a multinational company. Your task is to analyze the chosen company, and determine at least two critical issues it faces in its international operations. The quality of the analysis usually determines the quality of the solutions. Provide solutions/recommendations for the identified issues using the theories and concepts learned in class. The final outcome is a case report that addresses at least 2 (maximum 4) of the following topics:
  - Political and legal
  - Cultural and ethics
  - Firm resources and capabilities
  - Mergers and acquisitions
  - Market selection & entry mode choice
  - International human resource management
3. This assignment requires the use of library/outside research, using sources such as business newspapers, business magazines, library databases and books. Sources such as private blogs/private websites are NOT allowed. **Analysis (not just facts) and recommendations or solutions to the problems are required.** Just searching company website and/or citing free web information is not enough.
4. A typical project should include the following sections:
  - Executive Summary (1/2 page) If you submit projects without this section your grade will be negatively affected
  - Introduction (1 page) Brief company overview and context of analysis
  - Key issues (2-3 pages) Identify and thoroughly analyze the critical issues (2-4 issues, see Section 2 above) using the concepts and theories learned in class
  - Solutions/Recommendations & Conclusion (1-2 pages)
5. The final group report should have the following characteristics:
  - 5 to 8 double-spaced pages, *excluding* 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 with 1" margins all around
  - Subtitles are required
  - Please properly document your sources either in (author name, year) format with a reference list attached at the end of your work. **I take plagiarism very seriously. If you plagiarize others' work in any way, you will get an automatic zero for your paper.** Any material quoted directly or paraphrased should be referenced in your written and oral work.

- **Late submissions will not be accepted.**
6. You must submit a hardcopy of your group project PLUS upload it to the turn-it-in link in eLearning. I will not grade your paper if it is not uploaded to turn-it-in.
  7. Your paper will be graded based on
    - Use of concepts learned in class
    - Problem statement and the quality and depth of your analysis
    - Your solutions and future recommendations based on your findings
    - The flow of your arguments, use of language, and the overall quality of your manuscript

#### *Group Project Presentation (5%)*

- Each group will present their case reports at the end of the semester in a 15 minute presentation followed by a 5 minute discussion session.
- You can use visual aids or videos during your presentation
- Teams that are presenting are required to dress professionally and exhibit the same level of decorum and consideration that you would in a real business setting.
- Each team member should have an active role in the presentation
- Bring a printout of your slides to be given to your instructor on the day of your presentation.
- The title page of your presentation should list the case name, the date, the names of each group member, and the segment each member will cover.
- After you have presented, be prepared to receive questions regarding your assumptions, your use of data, your conclusions, your logic and your recommendations.

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

- 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  $20/25 \times 80\% = 16/25$ , not 20/25.

- Be objective in evaluating other members in your group and specify reasons.
- The evaluation should be turned in with quiz II. Peer evaluation sheet will be provided along with the quiz booklet.
- If one fails to turn in the peer evaluation sheet, then everybody in the team gets 3 (80%).

### **Individual Assignments (15%)**

You will write **2 individual papers** in this course. A few critical discussion questions will be posted for each chapter on eLearning. Pick a debate question from a chapter that we cover in this course and write approximately 2 pages (double spaced, no title page please). This assignment is to be done on an *individual* basis.

Each individual paper is due when we cover the chapter the debate belongs to. You can pick any debate from the chapters we will discuss in class but make sure **to turn in your paper at the beginning of class (hardcopy please)**. You may want to keep an extra hard copy with you so that you can participate more actively in case we come to discuss your debate question during class.

Also, you must turn in your first individual paper in the first half of the semester (meaning **before the quiz I**) and the second individual paper in the second half of the semester (meaning **before the quiz II**). It is encouraged that you turn in your individual papers as early as possible as this will save you much time as the semester progresses. You will need to read the chapter to adequately answer the debate. Please do not cover two debates from the same chapter.

You need to both summarize the debate (less than 2/3 page), and answer the question: **How does the assigned chapter/reading help you understand and participate in the debate?** For example, between two contrasting positions A and B, you had always intuitively supported A (before taking the class). Now you find assigned readings to intellectually support your support for A. Or, despite your initial belief in A, through this course, you now support B. Tell us why.

### **Participation (10%)**

There will be a sign-in sheet for each class period. Your participation grade will be adversely affected from your second absent and on (The first one will not be counted).

The instructor has the sole authority in assigning participation grades. Use of cell phones, texting, emailing, and surfing the internet are forbidden during class hours. The following criteria are a guideline for your participation grade. These criteria are **crucial for your participation in case and news article discussions**.

- 10/10** (excellent participation): participate regularly in every class attended, and at least make one significant contribution in each class attended
- 9/10** (very good participation): participate regularly in every class attended, and at least make significant contributions in most classes attended
- 8/10** (good participation): participate regularly in most classes attended, and make significant contributions in many classes attended
- 6/10** (fair participation): participate regularly in most classes attended, and make significant contribution in a couple classes
- 4/10** (poor participation): participates in some of the classes attended, and make significant contribution in a couple classes
- 2/10** (very poor participation): participates in some of the classes attended
- 0/10** (extremely poor participation): I hope nobody falls in this category

\*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.

## 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 by turning off cell phones before class, refraining from talking to others when someone is speaking, and arriving punctually to class.

**Absences/Make-ups:** There are no excused absences from the quizzes 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. **No work (group projects, individual assignments) will be accepted after the due date.**

**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 procedure are provided for you at <http://provost.utdallas.edu/home/index.php/syllabus-policies-andprocedures-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>

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*NOTE: These descriptions and timelines are subject to change at the discretion of the instructor.*