



Course IMS 3310.0E1 **Course Number: 85014** **Course Name:**
International Business
Professor Professor Thomas Henderson
Term Fall 2014
Meetings 4:00 p.m. to 6:45 p.m. Tuesdays, Collin Higher Education
Center (CHEC) 220 in McKinney, TX

Professor's Contact Information

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Office Hours 3:00 p.m. to 5:00 p.m. Monday, Wednesday and Friday

General Course Information

Pre-requisites, Co-requisites, & other restrictions ECON 2310 and (MATH 1326 or MATH 2414 or MATH 2419)

Course Description IMS 3310 – (3 semester hours) Examination of worldwide patterns of trade and investment. Overview of financial, managerial, and marketing problems confronted by multinational firms.

1. Explain the global strategic issues facing a multinational corporation (MNC)
2. Explain the role of international organizations and agreements that affect international business organizations
3. Understand the factors that define the success of a multinational corporation (MNC)
4. Understand human and cross-cultural relationships involved in international business
5. Discuss the impact of globalization on countries, organizations and their citizens

Learning Outcomes Why is a course on International Business important? Our world is becoming increasingly more flat. International business is becoming more transparent, more interconnected, and more interdependent for a variety of reasons. In this course, we will explore these reasons and understand the multitude of factors that shape and define international business. Students will develop a more global business mindset and view the world of international business through a new and exciting lens by understanding the forces that link people, resources, countries and organizations in the context of international business.

This course also focuses on effective communications skills. Student assignments, in the form of group presentations, individual presentations and writing assignments are intended to strengthen your writing and speaking skills while you deepen your understanding of key material covered in the course. Professor Henderson is committed to helping students enhance their communications skills. Students are encouraged to

use the Business Communications Center (<http://bcc.utdallas.edu>) as an ongoing resource during the semester.

Required Texts & Materials	<u>International Business: The Challenge of Global Competition</u>
	Ball, Geringer, McNett, Minor 13 th Edition ISBN-13:978-0-07-732460-S MHID: 0-07-732460-9
Suggested Texts, Readings, & Materials	Articles as assigned

Assignments & Academic Calendar

Course Dates	August 26 th , 2014 through December 9 th , 2014: A breakdown of dates and assignments are provided below.
August 26	Introduction to the course. Overview of the course strategy and the roadmap we will follow. Professor Henderson will discuss <i>The Anatomy of Learning</i> and <i>Flipping the Classroom</i> , insights on strategies to learn more effectively
September 2	Chapter 1, <u>The Challenging World of International Business</u>
September 9	Chapter 2, <u>International Trade and Foreign Direct Investment</u>
September 16	Chapter 3, <u>International Institutions</u>
September 23	Chapter 4, <u>Socio-cultural Forces</u> PAPER 1 Due
September 30	Chapter 5: <u>Natural Resources and Environmental Sustainability</u>
October 7	Chapter 6: <u>Political and Trade Forces</u> EXAM I
October 14	Chapter 7: <u>Intellectual Property and Other Legal Forces</u>
October 21	Chapter 8: <u>International Monetary System and Financial Forces</u> PAPER II Due
October 28	Chapter 9: <u>International Competitive Strategy</u>
November 4	Chapter 10: <u>Organizational Design and Control</u>
November 11	Chapter 11: <u>Global Leadership Issues and Practices</u> EXAM II
November 18	Chapter 12: <u>Assessing International Markets</u> PAPER III Due
December 2	Chapter 13: <u>Entry Modes</u>
December 9	Chapter 17: <u>Managing Human Resources in an International Context</u> GROUP PROJECTS DUE

EXAMS There will be two (2) Exams. Both will be essay format. **Exam I will be on October 7th, 2014. Exam II will be on December 9th, 2014.** Both exams will be from 5:00 pm to 6:45 pm.

GROUP PROJECT The purpose of the “**New Market Entry Strategies**” group project is twofold. It will foster teamwork and collaboration by working in groups on a formal assignment to understand, evaluate and analyze the factors required of international businesses to enter a new market successfully. Group teams will select a hypothetical new venture, a product or a service that will be manufactured or commercialized in an international market. The project is intended to foster strategic and critical thinking, forcing students to consider the many factors that come into play when deciding how to choose, and launch, a new product or service in a new business environment. Much of what we learn in the course will culminate in this “capstone” project. Professor Henderson will provide more detail in the beginning weeks of the course. The project includes a fifteen (15) page paper, and a thirty (30) minute presentation to the class.

PAPERS Papers will be uploaded to e-learning. Three (3) papers are due throughout the semester. Each paper will be two to three (2) to (3) pages and are designed to make you think critically and analytically about an issue, and present your

thoughts in a clear and cohesive manner.

GROUP PRESENTATIONS

Students will deliver short, group presentations on specific topics. The purpose of a short presentation is to practice public speaking and presentation skills; two skills that are critical to success in today's professional workplace. Presentations will be scheduled in advance, providing ample time for preparation.

Course Policies

Grading (credit) Criteria	<u>Assignments</u> Group Project 30% Exams 20% Short Papers 20% Group Presentations 15% Class Participation 15%
	A+: 97 and up A: 94-96 A-: 90-93 B+: 87-89 B: 84-86 B-: 80-83 C+: 77-79 C: 74-76 C-: 70-73 D+: 67-69 D: 64-66 D-: 60-63
EXAM I	October 7th -5:00 pm to 6:45 pm Questions will be based on the lectures and class discussions
EXAM II	November 11th – 5:00 pm to 6:45 pm - Questions will be based on the lectures and class discussions
Group Project	Due December 9th
Papers	Short, individual writing assignments – three (3) in total
Make-up Exams	No
Extra Credit	Will be discussed in class
Late Work	No
Special Assignments	Will be discussed in class
Class Attendance	100% required. This is your course. Your input will determine your outcomes. Exclusive of the participation grade, you are allowed 2 excused absences. After that, each absence results in a reduction of 5 points from your total grade
Classroom Citizenship	100% participation required. Scholastic dishonesty penalties will be a minimum of zero on the assignment or exam
UT Dallas Syllabus Policies and Procedures	<p><i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i></p> <p>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</p> <p><i>The minimum sanction for cheating or plagiarism is a zero on the assignment or exam</i></p>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.