IMS 3310 COURSE SYLLABUS

Jindal School of Management - The University of Texas at Dallas

Course Information

Course Number/Section: IMS 3310 .001/.004/.501
Course Title: International Business
Term: ***Spring*** 2015
Professor Contact Information: Shawn M. Carraher…… smc130730@utdallas.edu
MWF : 12:00-12:50pm JSOM 2.107
TTh : 8:30-9:45a JSOM 11.202
MW : 5:30-6:45p JSOM 2.107
Office hours between classes [in JSOM 3.621 at X-5877]

Course prerequisites, 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

1. ***Cross-cultural differences*** in an international business context; demonstrate understanding of organizational & interpersonal implications using relevant cultural frameworks.
2. 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 may use a used version of the text or the earlier version

You shall also need to purchase access to the **Business Strategy Game** from its publisher [this can't be done until I give you access codes].

Assignments & Academic Calendar

Week	Dates	Chapter	Topics / Assignments / Important Events
1	1/12 – 1/16		Introduction; Intro. Cont. & BSG Intro.
2	1/19 – 1/23		MLKJrDay (19th) Goal 1/2; Read BSG Manual again & research; Start C11
3	1/26 – 1/30	**11, 12**	**Ch. 11** Making Alliances & Acquisitions Work; **Ch. 12** Strategizing, Structuring, & Learning Around the World, & research
4	2/2 – 2/6	**13**	**Ch. 13** Managing Human Resources Globally & Research
5	2/9 – 2/13	**14**	**Ch. 14** Managing Corporate Social Responsibility Globally & Research
6	2/16 – 2/20	**1**	**EXAM 1** [2/16 & 2/17]; **Ch.1** Globalizing Business
7	2/23 – 2/27	**2, 3**	**Ch. 2** Understanding Politics, Laws, & Economics; **Ch. 3** Emphasizing Cultures, Ethics, & Norms
8	3/2 – 3/6	**4, 5**	**Ch. 4** Leveraging Resources & Capabilities; **Ch. 5** Trading Internationally
9	3/9 – 3/13		Research Week to work on Participations (P)
10	3/16 – 3/20		Spring Break to work on Research Paper
11	3/23 – 3/27	**6**	**Ch. 6** Investing Abroad Directly EXAM 2 [3/25 & 3/26]
12	3/30 – 4/3	**7**	**Ch. 7** Dealing with Foreign Exchange; Guest Speaker???, P
13	4/6 – 4/10	**8**	**Ch. 8** Capitalizing on Global & Regional Integration; Guest Speaker??
14	4/13 – 4/17	**9**	**Ch. 9** Growing & Internationalizing the Entrepreneurial Firm, P
15	4/20 – 4/24	**10**	**Ch. 10** Entering Foreign Markets Guest Speaker ???, P
16	4/27 – 5/1		**EXAM 3** [Exam 3 is 4/27 & 4/28]
17	5/4 – 5/12		Reading Day and Final Exam Week

MATERIAL COVERED EACH DAY SHALL CHANGE AT THE DISCRETION OF THE PROFESSOR – ESPECIALLY WHEN IT COMES TO THE GUEST SPEAKERS

Individual Exams

There will be three noncumulative exams. **The makeup exams are essay/project based**. Exams consist of multiple choice 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. If you have concerns about a project please let me know & an alternative might be able to be arranged.

Group Projects

1. You will form groups of 2 to 3 people (this may change depending on class size) and work over the course of the semester on the Business Strategy Game. In the business strategy game you and your teammates manage a hypothetical organization for 10 years and complete a 3 year strategic plan for the business. You are competing both with other students in your league as well as individuals from around the world. While there are suggestions for "gaming the system" on-line they don't take in to account that the newest version of the game adjusts itself to how seriously it believes you are playing the game.

2. You shall have a different group of 2 individuals in which you shall complete a group paper on values [either the Rokeach Values Survey, Allport Study of Values, Schwarz's Values model] or ethics [Ethics Position Questionnaire of Forsyth or Inglehart's Values model], and cultural differences [Hofstede model is preferred but other models such as GLOBE or Huntington's Models are ok as well] which shall examine the research on the relationships between these topics. See below for additional information about this.

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** of the group members (including him/herself) for their contribution to group work on a scale from 0 to 5. Then the individual 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)
1 for 60% (extremely unsatisfactory)
2 for 70% (very unsatisfactory)
3 for 80% (unsatisfactory)
3.5 for 85% (neither satisfactory nor unsatisfactory)
4 for 90% (satisfactory)
4.5 for 95% (very satisfactory)
5 for 100% (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 individual's **actual** grade for group project will be 20/25*80% = 16/25, not 20/25.

Literature Review Paper

You will write at least one **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 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 two peer review processes. 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. It is turned in through e-learning for Turnitin.com and through another site for peer review. In terms of grading if it does not have at least 15 peer reviewed journal articles cited in the paper it receives a 0. If it does not have at least 4000 words it shall receive a 0. After that the paper needs to have at least 3 paragraphs of suggestions for future research in order to be able to receive an A.

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 least*** 15 peer-reviewed academic articles from journals]

Grading Policy / Grading Criteria

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

Activity Score
Exam 1: **20%** [Exam 1 is 2/16 & 2/17]
Exam 2: **20%** [Exam 2 is 3/25 & 3/26]
Exam 3: **20%** [Exam 3 is 4/27 & 4/28]
Business Strategy Game: **7%** and +/- (this kicks in at below a 70% for the GradeToDate) [on-going]
Group Values, Ethics, & Cultural differences paper: **13%** and +/- [soft deadline 3/21 [extended abstract must be turned in by now; hard deadline April 11 11:59 PM]
Pop Quizes: **5% [there are 12 of them worth ½% each**]
Participations: +/- and 15% [other option is an individual research paper]
Attendance: +/-
Extra Credit shall be available

+/- = + = 0, - = -20%

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 – 67.99	D+	64 – 66.99	D	60 – 63.99	D-

59.99 and below – F

Attendance & Participation
Attendance and Participation are graded +/-. Attendance is taken nearly 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 8 assessments spaced throughout the semester which are designed to reinforce the learning objectives for the class and provide you with feedback about how you might do as an international business person. To go along with student interest in Big Data the participations are long and over the course of the semester take approximately 8 hours to accurately complete. They are based on assessments used with real expatriates.

General Class Policies

Learning is an active process. I believe that it should be transformational. I am a Professor, not a teacher or a lecturer. Please 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://coursebook.utdallas.edu/syllabus-policies/* 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, and access to Disability Services, and religious holy days.

You may also seek further information at these websites:

Travel and Risk Related Activities:	*http://policy.utdallas.edu/policy/utdbp3023*
Policies - Dean of Students - UT Dallas:	*http://www.utdallas.edu/deanofstudents/policies/*
Fair use of copyrighted materials:	*http://copyright.lib.utexas.edu/copypol2.html*
(For disability services) Student AccessAbility:	*http://www.utdallas.edu/studentaccess/*

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