



Course **IMS 3310.502 Course Number: 24009**
Course Name: International Business
Professor Professor Thomas Henderson
Term Spring 2015
Meetings 7:00-9:45 p.m. Friday JSOM 2.902

Professor's Contact Information

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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 factors involved in international business including the role of human values and ethical considerations that affect business practices
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 global and competitive. International business is becoming more transparent, and more interconnected and interdependent for a variety of reasons. In this course, we will understand the many factors that shape and define international business. Students will develop a more global business mindset and will view the world of international business through a new and exciting lens. Students will appreciate the broad nature of international business and will learn how to assess, analyze and evaluate the forces and factors that link people, resources, countries and organizations. Students will strengthen their business decision making capabilities by evaluating, assimilating and applying knowledge using new frameworks, skills and thought processes gained throughout the course.

This course also focuses on effective communications skills. Student assignments, in the form of group presentations, individual presentations

(both written and oral), exams and writing assignments are intended to strengthen communications skills while students deepen their understanding of key material covered in the course. 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, and Required <u>Businessweek</u> subscription (online preferred, paper acceptable)
Suggested Texts, Readings, & Materials	Wall Street Journal, The Financial Times

Assignments & Academic Calendar

Course Dates	Spring 2015 - January 12, 2015 through May 11, 2015: A breakdown of dates and assignments are provided below.
Jan 16	Introduction to the course. Overview of the course strategy and the roadmap we will follow. Professor Henderson will discuss <u>Strategies</u> to learn more effectively
January 23	Chapter 1, <u>The Challenging World of International Business</u>
January 30	Chapter 2, <u>International Trade and Foreign Direct Investment</u>
February 6	Chapter 3, <u>International Institutions</u> (In class Quiz)
February 13	Chapter 4, <u>Socio-cultural Forces</u> PAPER I Due
February 20	Chapter 5: <u>Natural Resources and Environmental Sustainability</u> EXAM I
February 27	Chapter 6: <u>Political and Trade Forces</u>
March 6	Chapter 9: <u>International Competitive Strategy</u>
March 13	Chapter 10: <u>Organizational Design and Control</u>
March 27	Chapter 11: <u>Global Leadership Issues and Practices</u> PAPER II Due
April 3	Chapter 12: <u>Assessing International Markets</u> (In class Quiz)
April 10	Chapter 13: <u>Entry Modes</u>
April 17	Chapter 15: <u>Marketing Internationally</u>
April 24	Chapter 17: <u>Managing Human Resources in an International Context</u> EXAM II
May 1	FINAL PROJECTS DUE
PAPERS & EXAMS	There will be unannounced quizzes, two (2) exams, two (2) papers and one (1) Final Project. Exams consist of a combination of short questions in essay format and multiple choice questions. The Final Exam will be on April 24th, 2015
GROUP PROJECT	The purpose of the Final Group Project is twofold. By asking students self-select into teams for a project based assignment, this fosters teamwork and collaboration, two skills that are critical to success in the real-world. Groups/teams select a product or service that will be manufactured or commercialized in an international market. Students then consider the many factors that international business people must consider while making decisions on how to choose, launch, or commercialize 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 on the project during the first day on class. The project includes a ten (10) page paper.
PAPERS	All papers will be uploaded to e-learning. Each paper will be three (3) pages,

double spaced, and are designed to make the student think critically and analytically on an issue, and present his/her thoughts in a clear and concise manner.

Students will work in small teams to deliver a short presentation (10 minutes) at the beginning of each class on a specific topic or issue. The purpose of a short presentation is to practice public speaking and presentation skills; two skills that are critical to success in today's business environment. Presentations will be scheduled in advance, providing ample time for preparation.

GROUP PRESENTATIONS

Class Participation is evaluated on the basis of effort. I do not evaluate student participation solely on the basis of "right answers" in class, but on effort, desire and willingness to engage in class discussions. Even though class participation involves 10% of your grade, I typically "round up" if students show regular attendance and consistent class participation.

Course Policies

Grading (credit) Criteria	<u>Assignments</u> Group Project 15% Exams/Quizzes 45% Short Papers 25% Group Presentations 10% Class Participation 5%
	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	February 20 Questions will be based on the lectures and class discussions
EXAM II	April 24 Questions will be based on the lectures and class discussions
Group Project	Due May 1st 2015
Papers	Short, individual writing assignments –two (2) in total due February 13th and March 27th
Make-up Exams	No
Extra Credit	Yes
Late Work	No
Special Assignments	No
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	<i>The information contained in the following link constitutes the University's policies</i>

Syllabus Policies and Procedures	<p><i>and procedures segment of the course syllabus.</i></p> <p><i>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</i></p> <p><i>The minimum sanction for cheating or plagiarism is a zero on the assignment or exam</i></p>
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The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

General description of subject matter of each lecture/class date:

The Challenging World of International Business – Students gain an appreciation for the complexity of International Business by understand the recent pace of globalization and the impact this has had on firms, organizations and people worldwide. By understanding how globalization permeates all aspects of society, students quickly begin to understand, appreciate and evaluate the complexity of leading an international business firm.

International Trade and Foreign Direct Investment – Students understand how countries and firms trade, the advantages of trade on the basis of absolute, competitive and comparative advantage, and the different vehicles and mechanisms in which trade can occur. We look at the different alternatives available to firms and students begin to evaluate, compare and analyze trade and investment options in a more meaningful manner.

International Institutions- In this section, students understand the plethora of institutions that shape the international business environment. Students begin to appreciate the role that institutions play and develop skills to analyze, assimilate, and evaluate the impact institutions have on the international business firm.

Socio-cultural Forces – This section focuses on cultural differences across countries and regions and how important culture is in the context of international business. Students begin to understand how powerful socio-culture is in shaping so many aspects of international business, including consumer preferences, market entry strategies, leadership, politics, trade and legal factors, human resources and operations.

Natural Resources and Environmental Sustainability – Students understand the environmental constraints placed on international businesses today and the choices a business must make in the absence of having unlimited resources at their disposal. Students also understand the concept of “sustainable business practices” as part of business strategy today, and how firms must make tradeoffs and decisions based on the scarcity of resources. Students assimilate information and make business decisions based on tradeoffs firms must make.

Political and Trade Forces – Students are exposed to the notion of regionalization and the power and influence different trading blocs have in our global business environment. Students evaluate options for assessing country risk factors and barriers to entry.

International Competitive Strategy – This section examines the international competitive strategy of nations and firms, and the strategic choices firms make while operating in a global business environment. Students understand how strategic planning is used as a basis for driving business activities. Students assimilate and analyze options for engaging in strategy formulation and execution and make business decisions on the basis of the evolving nature of business strategy.

Organizational Design and Control – Regardless of whether a firm is national or international in scope, students appreciate the need for organizational design, structure and control. Realizing a firm’s business strategy is largely dependent on how well a firm is designed and structured from a personal and resource alignment perspective.

Global Leadership Issues and Practices – This section explores the exciting world of business leadership. Students gain an appreciation for how difficult it is to lead and manage in a global business environment. Students evaluate best leadership practices and analyze different models, frameworks and insights that drive these best business practices.

Assessing International Markets – Students learn how to assess international markets based a screening and scanning techniques to maximize the probability of success whether intended on a short or longer term basis. In this section, students evaluate a number of different methods and techniques used by global firms. Students appreciate the value of taking a broad-based approach to market assessment and entry as part business strategy decisions that are made.

Entry Modes – In this section of the course, students understand, evaluate and assess all major market entry modes used by firms today including, joint ventures, strategic alliances, licensing, direct and indirect exporting, franchising, contract manufacturing and forming wholly owned subsidiaries, to name a few. Students assess and evaluate the benefits and drawbacks of each in this important decision making process to select markets that match their strategies.

Marketing Internationally – The section on marketing provides students with frameworks, models and insights that enable firms to succeed in international business today. This module exposes students to the nuances and intricacies of cultural differences in the context of marketing, and forces students to evaluate, analyze and select marketing strategies that are right for certain businesses and industries. Students analyze a range of data and options and learn how to make important marketing decisions based on the best alternatives possible.

Managing Human Resources in an International Context – The world of international human resource management takes into consideration global practices that are specific to each major region of the world. Students place themselves in the shoes of Global HR managers tasked with formulating global HR strategies across the firm. Students learn to appreciate the difficulty of the “human side” of business in a world marked by distinct cultural practices, laws and regulations governing human resource management practices.

In addition to the above, the course examines, through a variety of case studies, lectures and discussions, issues firms face with Intellectual Property disputes, Supply Chain Management and Production considerations, along with macro-economic considerations that are important to international business leaders. We want students to develop a holistic approach to understanding the broad, political economy of regions across the globe and to appreciate and understand that while global business practices are certainly in vogue, it is critical to understand international business on a country by country or regional basis.

Assignment I (Paper) – Students are asked to analyze and evaluate globalization and the impact it is having, or has had, on a firm from the perspective of culture and culture change. In other words, in what way is the process of globalization having an impact of the culture of an organization? How is globalization having an impact on creating cross-cultural differences across the organization?

Assignment II (Paper) – This assignment asks students to analyze and evaluate the success of an international business firm. Based on research, students are asked to evaluate the success of a firm and make specific recommendations on how the firm can do better in a specific area such as sustainability, IP practices, strategy, human resource management, leadership practices or new market entry strategies. The assignment forces students to think critically and analytically, and evaluate an organization based on material we are learning from the course.

Exams – Exams are given in short question and essay format, forcing students to analyze, compare and evaluate knowledge and information. My goal is to stretch thinking and force students to make solid business decisions by considering multiple perspectives and alternative solutions.

Group Presentations – Students are asked to team up and deliver a 10 minute group presentation to the class. This forces students to “zoom in” and analyze a topic or an issue, and “zoom out” by presenting and

reporting out on the most salient aspects of the issue or topic. This emulates the business world where leaders are required to make presentations that are succinct, concise and accurate. This gives students an opportunity to practice public speaking and presentation skills in a classroom setting.

Class Participation – Students are expected to contribute to classroom discussions each week. Classroom participation doesn't mean that students are expected to always have the right answers. Classroom participation is evaluated on willingness and effort to share insights and contribute to class discussions.

Prerequisites

ECON 2301 - Principles of Macroeconomics (3 semester credit hours) An introduction to theories of the determination of national production and income, interest rates, inflation, and unemployment. Other topics include the banking system, balance of payments, economic growth and development.

MATH 1326 - Applied Calculus II (3 semester credit hours) Applications of differential equations, functions of several variables, least squares modeling, multiple integrals, and infinite series.

(or) MATH 2114 - Integral Calculus (4 semester credit hours) Continuation of Math 2413. Course covers topics in integral calculus, sequences and series. Topics include techniques of integration, improper integrals, and applications. Polar coordinates, parametric equations, and arc length. Infinite sequences and series, tests for convergence, power series, radius of convergence and Taylor series.

(or) MATH 2419 - Calculus II (4 semester credit hours) Continuation of MATH 2417 Improper integrals, sequences, infinite series, power series, parametric equations and polar coordinates, vectors, vector valued functions, functions of several variables, partial derivatives and applications, multiple integration.

The above courses serve as prerequisites to IMS 3310. Much of what we learn in IMS 3310 related to interest rates and currencies across global markets require a basic understanding of economic theory found in ECON 2301. ECON 2301 sets the foundation for what we learn about interest rate movements, currency appreciation and depreciation, forces that shape the balance of trade between nations, and other concepts related to interest rates and currencies. Furthermore, all math courses indicated above are required. They will enable students to work successfully with the quantitative and financial aspects of international business and conduct analyses linked to market trends, and analytics, evaluation of financial statements, and other more quantitative aspects of international business.

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