



Course **IMS 3310.006 Course Number: 24007**
Course Name: International Business
Professor Professor Thomas Henderson
Term Spring 2015
Meetings 1:00-2:15 p.m. Tuesday and Thursday JSOM 2.107

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
Suggested Texts, Readings, & Materials	Required Businessweek subscription (online preferred, paper acceptable), The 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 13	Introduction to the course. Overview of the course strategy and the roadmap we will follow.
January 15	Chapter 1, <u>The Challenging World of International Business</u>
January 20-22	Chapter 2, <u>International Trade and Foreign Direct Investment</u>
January 27-27	Chapter 3, <u>International Institutions</u>
February 3-12	Chapter 4, <u>Socio-cultural Forces</u> PAPER 1 Due
February 17-26	Chapter 5: <u>Natural Resources and Environmental Sustainability</u>
March 3-5	Chapter 6: <u>Political and Trade Forces</u> EXAM I
March 24-26	Chapter 9: <u>International Competitive Strategy</u>
March 31 April 2	Chapter 10: <u>Organizational Design and Control</u> PAPER II Due
April 7-9	Chapter 11: <u>Global Leadership Issues and Practices</u>
April 14-16	Chapter 12: <u>Assessing International Markets</u>
April 21-23	Chapter 13: <u>Entry Modes</u>
April 28-30	Chapter 15: <u>Marketing Internationally</u>
May 5-7	Chapter 17: <u>Managing Human Resources in an International Context</u>
May 7	PROJECTS DUE & FINAL EXAM II
PAPERS & EXAMS	There will be a few unannounced quizzes, two (2) Exams and Two (2) Papers. The Exam will be a combination of essay and multiple choice questions. The Final Exam will be on May 7th
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	Papers will be uploaded to e-learning. Each paper will be three (3) pages, double spaced, and are designed to make students think critically and analytically about an issue, and present thoughts in a clear and concise manner.

GROUP PRESENTATIONS

Students deliver a short, group presentation on a specific topic throughout the course (no more than 10 minutes in length). The purpose of a short presentation is to become more comfortable with 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.

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	Assignments Group Project 20% Exams/Quizzes 45% Short Papers 20% Group Presentations 5% Class Participation 10%
	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	March 3rd Questions will be based on the lectures and class discussions
EXAM II	May 5th Questions will be based on the lectures and class discussions
Group Project	Due May 7th
Papers	Short, individual writing assignments –two (2) in total
Make-up Exams	No
Extra Credit	Yes – to be discussed
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 Syllabus Policies and Procedures	<i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i> Please go to http://go.utdallas.edu/syllabus-policies for these policies. <i>The minimum sanction for cheating or plagiarism is a zero on the assignment or</i>

	<i>exam</i>
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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 understanding 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 cross-cultural differences in the context of international business, demonstrating understanding of organizational & interpersonal implications using relevant cultural frameworks.

Assignment II (Paper) – Students are asked to compare and contrast two firms, businesses or industries in the context of a specific facet of international business. For example, students are asked to examine Apple Computer and Walmart, and their respective international marketing practices in a specific market. Based on research the student conducts, he/she is asked to form an opinion as to which company is more successful, and to make specific recommendations for moving forward. The assignment forces students to think critically and analytically, and to make certain business decisions to the best of their ability.

Exams – Exams are given in short question and essay format, forcing students to analyze, compare, evaluate, assess and assimilate knowledge and information. My goal is to stretch thinking and force students to consider alternative solutions, and to make sound business decisions.

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, an issue, or a company, and “zoom out” by presenting and reporting out on the most salient aspects of an issue, challenge or problem. This emulates the business world where leaders are required to make presentations that are succinct, concise and accurate.

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.

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