



**Course** IMS 3310.SU1 **Course Number: 50652**  
**Course Name: International Business**  
**Professor** Professor Thomas Henderson  
**Term** Summer 2015  
**Meetings** 6:00-10:00 p.m. Monday JSOM 1.107

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### 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. Develop a regard for human values and develop the ability to make judgements based on ethical and environmental considerations
5. Recognize the multicultural aspects of international dimensions of the societies and the world in which we live, and be familiar with knowledge and methods necessary to deal with related problems

### Learning Outcomes

*Why is a course on International Business important?* Our world is becoming increasingly more global, interconnected and competitive. International business is becoming more competitive. In this course, we will understand the forces and factors that shape and define today's international business environment. In this course, students will develop a global mindset, view the world of international business through a new and exciting lens, and gain knowledge and an appreciation for international business. Students will appreciate the broad nature of international business and learn how to assess, analyze and evaluate the forces that link people, resources, countries and organizations. Students will strengthen their analytical and decision making skills by learning how to evaluate, assimilate and to apply knowledge based on what we gain through 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.

**Assessment** – In this course, and common practices across all UTD courses, instructors develop and assess student learning outcomes. We do this for assurance of learning purposes and to measure, 1) student learning and engagement, 2) instructor teaching effectiveness, and, 3) curricula alignment to learning goals and objectives of the program, and to the mission of the program. For this course, we measure student’s ability to, 1) develop a regard for human values and develop the ability to make judgements based on ethical and environmental considerations, 2) recognize the multicultural aspects and international dimensions of the societies and the world in which we live, and be familiar with knowledge and methods necessary to deal with related problems.

Our current rubric measures whether students “exceed”, “meet”, or “does not meet” the above learning objectives. We construct exam and quiz questions designed to measure whether students achieve these student learning objectives using the below rubric.

<b>Student Learning Objective</b>	<b>Exceed</b>	<b>Meet</b>	<b>Does Not Meet</b>
Students will develop a regard for human values and develop the ability to make judgements based on ethical and environmental considerations	In all cases, student met the objective of developing a regard for human values and the ability to make judgements based on ethical and environmental considerations	In most cases, student met the objective of developing a regard for human values and the ability to make judgements based on ethical and environmental considerations	Student did not meet the objective of developing a regard for human values and the ability to make judgements based on ethical and environmental considerations
Students will recognize the multicultural aspects and international dimensions of the societies and the world in which we live, and be familiar	In all cases, student will recognize the multicultural aspects and international dimensions of the societies and the world in which we live,	In most cases, student will recognize the multicultural aspects and international dimensions of the societies and the world in which we live,	Student did not recognize the multicultural aspects and international dimensions of the societies and the world in which we live, and be familiar

with knowledge and methods necessary to deal with related problems	and be familiar with knowledge and methods necessary to deal with related problems	and be familiar with knowledge and methods necessary to deal with related problems	with knowledge and methods necessary to deal with related problems
Rubric – 75% of students will “exceed” or “meet” learning objectives. In other words, 75% of students will perform at a level that the program considers to be “fully satisfactory” based on performance linked to this rubric			

<b>Required Texts &amp; Materials</b>	<u>International Business: The Challenge of Global Competition</u> Ball, Geringer, McNett, Minor 13 <sup>th</sup> Edition ISBN-13:978-0-07-732460-S MHID: 0-07-732460-9, and Required <u>Businessweek</u> subscription (online preferred, paper acceptable)
<b>Suggested Texts, Readings, &amp; Materials</b>	Wall Street Journal, The Financial Times, Business Week

### Assignments & Academic Calendar

**Course Dates** May 27, 2015 through August 8, 2015: A breakdown of dates and assignments are provided below.

<b>June 1</b>	Introduction to the course. Overview of the course curriculum and semester roadmap and strategies for effective learning
<b>June 8</b>	Chapter 1, <u>The Challenging World of International Business</u>
<b>June 15</b>	Chapter 2, 3 <u>International Trade and FDI, International Institutions</u>
<b>June 22</b>	Chapter 4, <u>Socio-cultural Forces</u> <b>PAPER I</b>
<b>June 29</b>	Chapter 5, <u>Natural Resources and Environmental Sustainability</u>
<b>July 6</b>	Chapter 9: <u>International Competitive Strategy</u> <b>EXAM I</b>
<b>July 13</b>	Chapter 10, 11 <u>Org. Design and Control, Global Leadership</u>
<b>July 20</b>	Chapter 9, 12: <u>Intl. Competitive Strategy &amp; Assessing Intl. Markets</u> <b>PAPER II</b>
<b>July 27</b>	Chapter 15: <u>Marketing Internationally</u>
<b>Aug 3</b>	Chapter 16: <u>Human Resource Management</u>
<b>Aug 10</b>	<b>FINAL EXAM</b>
<b>April 12</b>	<b>FINAL PROJECTS DUE</b>

**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 and multiple choice formats. The Final Exam will be on **August 10<sup>th</sup> 2015**

**GROUP PROJECT** The purpose of the **Final Group Project** is twofold. Students are assigned to teams for a project-based assignment. This fosters teamwork and collaboration, two skills that are critical to success in the business world. Groups/teams identify a challenge or issue facing an international organization, and develop a solution to this issue, supported by analysis, facts and data, using critical and analytical

thinking skills. 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. Paper are 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 should follow the APA formatting and style guide. There are plenty of resources across campus in the event that you aren’t familiar with the rules and conventions for documenting sources and references.

Students will work in small teams to deliver a short presentation (10 minutes) at the beginning of each class. The purpose of a short presentation is to practice public speaking and presentation skills, skills that are critical to success in today’s business environment. Presentations will be scheduled in advance, providing ample time for preparation. The instructor will also create teams on day one; each team will work on a variety of class assignments throughout the semester.

**Class Participation** is evaluated on the basis of quality and quantity of contribution to class discussions. Instructor does not evaluate student participation solely on the basis of “showing up” to class, but on commitment to success, effort, and a willingness to engage in class discussions.

## Course Policies

Grading (credit) Criteria	<b><u>Assignments</u></b> <b>Group Project</b> <b>15%</b> <b>Pop Quizzes</b> <b>20%</b> <b>Papers</b> <b>20%</b> <b>10-min presentation</b> <b>5%</b> <b>Exams</b> <b>25%</b> <b>Class Participation</b> <b>15%</b>
	<b>A+: 100</b> <b>A: 95-99</b> <b>A-: 90-94</b> <b>B+: 87-89</b> <b>B: 84-86</b> <b>B-: 80-83</b> <b>C+: 77-79</b> <b>C: 74-76</b> <b>C-: 70-73</b> <b>D+: 67-69</b> <b>D: 64-66</b> <b>D-: 60-63</b> <b>F: 60 or below</b>
<b>EXAM I</b>	<b>Date To be Confirmed – July 6, 2015</b>
<b>EXAM II</b>	<b>Date To be Confirmed – August 10, 2015</b>
<b>Group Project</b>	<b>Due August 12, 2015</b>
<b>Papers</b>	Two (2) Paper I due June 22 <sup>nd</sup> Paper II due July 20 <sup>th</sup> 2015
<b>Make-up Exams</b>	No
<b>Extra Credit</b>	No
<b>Late Work</b>	No

<b>Special Assignments</b>	No
<b>Class Attendance</b>	100% required. This is your course. Your input will determine your outcomes. Exclusive of the participation grade, you are allowed 2 absences. After that, each absence results in a reduction of 5 points from your total grade. Student MUST notify instructor of absences in advance of class.
<b>Classroom Citizenship</b>	100% participation required. Scholastic dishonesty penalties will result in a minimum of zero on the assignment or exam
<b>Citation and Research</b>	Proper citation of sources is expected in all papers and projects for this class. In this course, we will follow the APA style. The Business Communication Center is an excellent resource. They can answer any questions you have with respect to proper citation and styles.
<b>UT Dallas Syllabus Policies and Procedures</b>	<i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i>  <i>Please go to <a href="http://go.utdallas.edu/syllabus-policies">http://go.utdallas.edu/syllabus-policies</a> for these policies.</i> <i>The minimum sanction for cheating or plagiarism is a zero on the assignment or exam</i>

**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 (subject to change):**

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 on a specific firm. Has the impact had a positive or a negative impact on the firm? Build a case for your answer by supporting your argument with fact, research and data. No conjecture!

**Assignment II (Paper)** – Students are asked to analyze and evaluate a firm's commitment to ethics and sustainability. Is the firm using sustainability as a PR platform or area they genuinely committed to it? Build your case; support your answer with fact, data and research, not conjecture.

**Exams** – Exams are given in short question and essay format, forcing students to analyze, compare and contrast, and evaluate knowledge and information. The course stretches thinking and forces students to make solid business decisions by considering multiple perspectives and alternative solutions.

**Group 10 minute Presentations** – Students are asked to team up to deliver a 10 minute group presentation to the class at the beginning of each class. This forces students to “zoom in”, analyze a topic or an issue, and “zoom out” by presenting the most salient aspects of the issue or topic in a concise, well organized presentation. This emulates the business world where leaders are required to make presentations that are succinct, to the point and accurate. This gives students an opportunity to practice public speaking and presentation skills in a safe, classroom setting.

**Class Participation** – Students are expected to contribute to classroom discussions each week. Classroom participation doesn't just mean “showing up”. To earn a good grade in the participation category, students are expected to engage in discussions. Classroom participation is evaluated on willingness and effort, not on the basis of necessarily having the right answers.

## **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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