



## INTERNATIONAL BUSINESS

IMS 3310.0U2

Summer 2015

<b>Class Time:</b> Monday & Wednesday 10:00 AM– 12:15 PM	<b>Professor:</b> Jihyun (Eunice) Eun
<b>Class Location:</b> JSOM 2.112	<b>Office:</b> JSOM 14.211
<b>Course Pre-requisites:</b> ECON 2301 and (MATH 1326 or MATH 2414 or MATH 2419)	<b>Email:</b> <a href="mailto:jxe140230@utdallas.edu">jxe140230@utdallas.edu</a> <b>Office Hours:</b> By appointment (Please email to schedule an appointment)

### 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.*

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. Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice. It covers the forces and factors that shape and define today's international business environment and highlights the business challenges faced by Multinational Corporations (MNCs). Topics such as international trade and investment theories, country environments (e.g., political, legal, financial, and economic environments), culture, foreign direct investment, international strategy, and corporate ethics will be discussed.

### Course Objective

The emphasis of this course is on developing a general understanding of international business environment and issues.

By the end of the course, students will be able to:

- 1) explain the global strategic issues facing multinational corporations (MNCs)
- 2) understand how institutions and resources affect MNCs
- 3) understand cross-cultural differences in an international business context



4) understand the multicultural aspects and international dimensions of the world in which we live and be familiar with knowledge and methods necessary to deal with related problems

5) develop a regard for human values and the ability to make judgments based on ethical and environmental considerations

### **Class Format**

This class is structured in a lecture-discussion format. There is an emphasis on using case analysis as a way of practicing your business thinking skills as well as your writing skills.

### **Required Textbooks**

Mike Peng (2013). *Global Business* (3rd Edition), South-Western Cengage Learning.

*ISBN-10: 113-3-48593-6 or ISBN-13: 978-1-133-48593-3*

You can use e-book, e-chapters, or print version. Text book rentals are also available.

### **Suggested Course Materials**

Following resources are helpful for your projects: Newspaper/magazines such as The Wall Street Journal, Bloomberg Business Week, The Economist, as well as business journals such as Harvard Business Review and California Management Review. All these resources are freely available to you using the UTD library electronic databases, where additional materials for your projects are also available. Hardcopies of most of these resources are also available in the library. Please refer to <http://www.utdallas.edu/library/>.

### **Assignments & Academic Calendar**

The following course schedule provides a detailed checklist of topics and assignments by week. This course outline provides a general plan for the course. The Instructor reserves the right to make periodic changes to content, requirements, and schedule. All changes will be announced in class. You are responsible for all information given in class. This includes any changes to the syllabus, content and format of quizzes, and details given regarding assignments. Readings and assignments are to be completed before class. All assignments are due at the beginning of the assigned class period, unless otherwise noted below.



Please note that the descriptions and timelines contained in this syllabus are subject to change at the discretion of the instructor.

	Dates	Lectures	Assignment Due & Important Event
1	5/27	Introduction to the course: Overview & Objectives	
2	6/1	Ch1. Globalizing Business	
	6/3	Ch2. Understanding Politics, Laws, & Economics	Group Formation
3	6/8	Ch3. Emphasizing Cultures, Ethics, & Norms	
	6/10	Ch4. Leveraging Resources & Capabilities	
4	6/15	Ch5. Trading Internationally	<b>Individual Case Analysis Report 1 Due</b>
	6/17	Ch6. Investing Abroad Directly	
5	6/22	Ch7. Dealing with Foreign Exchange	
	6/24	Midterm Exam Review	
6	6/29	<b>Midterm Exam</b>	Exam: Please bring <u>scantron</u>
	7/1	Ch8. Capitalizing on Global & Regional Integration	
7	7/6	Ch9. Growing & Internationalizing the Entrepreneurial Firm	<b>Individual Case Analysis Report 2 Due</b>
	7/8	Ch10. Entering Foreign Markets	
8	7/13	Ch11. Managing Global Competitive Dynamics	
	7/15	Ch12. Making Alliances & Acquisitions Work	
9	7/20	Ch13. Strategizing, Structuring, & Learning Around the World	
	7/22	Ch17. Managing Corporate Social Responsibility Globally	<b>Individual Case Analysis Report 3 Due</b>
10	7/27	<b>Group Project Presentations</b>	<b>Group Project Report Due</b>
	7/29	<b>Group Project Presentations (Cont)</b> Final Exam Review	
11	8/3	<b>Final Exam</b>	Exam: Please bring <u>scantron</u>



To get the most out of the class, you need to read the chapters and be well prepared before coming to class. If you have to miss a class, it is your responsibility to acquire missed lecture notes, assignments, handouts, and announcements from classmates. Important announcements will also be posted on eLearning.

### **Grading Policy**

<b>Activity</b>	<b>Score</b>
Midterm Exam	25%
Final Exam	25%
Individual Case Analysis Reports	15%
Group Project Report	20%
Group Project Presentation	5%
Attendance & Participation	10%
<b>Total</b>	<b>100%</b>

You are expected to read each assigned chapter and case study. Exams will assume you have read the chapters, and quality of your class participation will depend on it. The instructor will not cover all elements of a chapter during lectures. Grades will be assigned according to the following scale:

### **Points Grade**

97.00 – 100.00	A+
93.00 – 96.99	A
90.00 – 92.99	A-
87.00 – 89.99	B+
84.00 – 86.99	B
80.00 – 83.99	B-
77.00 – 79.99	C+
74.00 – 76.99	C
70.00 – 73.99	C-
67.00 – 69.99	D+
64.00 – 66.99	D
60.00 – 63.99	D
Less than 60.00	F



## **Assignment Details**

### **Midterm & Final Exams (25% each, 50% total):**

There will be two noncumulative exams, each worth 25% of the final grade. There will be no make-up or replacement exams. Exams may be a combination of true/false, multiple choice, and short answer questions. 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.

### **Individual Case Analysis Reports (5% each, 15% total):**

You are assigned to the below 3 cases from the textbook, one for each part covered throughout the semester. Each case analysis report must be a minimum of 2 pages of text, double spaced. Please use the format of [Times New Roman, font 12, 1 inch margins all around]. No cover page/graphs/appendix required.

**Case 1: [Integrative Case 1.1] Coca-Cola in Africa**

**Case 2: [Integrative Case 2.4] Jobek do Brasil's Foreign Exchange Challenges**

**Case 3: [Integrative Case 3.3] Amazon, Bookoff, and the Japanese Bookselling Industry**

Please note that you should answer to all the discussion questions for each case.

### **Group Project**

The class will be divided into groups of equal size. You will be either assigned to your group or choose your group members on the next class day. Your group will be responsible for two group works, one written report and one oral presentation. The group formation will take place on the third day of the class and each group will have around 5 members (this may change depending on class size).

#### **1) Group Project Report (20%):**

Groups are asked to pick a multinational corporation (MNC), identify challenges or issues facing it (analysis), and develop solutions to the challenges or issues (recommendations). Your group may address the issues regarding following topics: Political & legal, Cultural & ethics, Firm resources & capabilities, Mergers & acquisitions, Market selection & entry mode choice, and International human resource management. Please note that your group should



provide solutions/recommendations for the identified issues using the theories and concepts learned in class.

Your group project report should include the following sections:

- *Executive summary* (1/2 page, as a title page): Brief summary of your analysis & recommendations
- *Introduction* (1 page): Brief company overview and context of analysis.
- *Analysis* (at least 3-4 pages): Identify and thoroughly analyze the critical challenges or issues using the concepts and theories learned in class. Also state why resolving such issues are critical to the company.
- *Recommendations* (at least 2-3 pages): Provide specific and feasible strategic solutions/recommendations (What should the company have done? Why? What would be the challenges in applying those recommendations?). Please note that you should also consider the costs and benefits of your recommendations, as well as limitations.
- *Conclusion & Learning outcomes* (1-2 pages): What have you learned from the cases?

Your group project report should be at least 8 double-spaced pages, excluding executive summary, figures, tables, appendix, and references. Also, it should follow the format of [Times New Roman, 12 point font, with 1" margins all around]. Please properly document your sources either in (author name, year) format with a reference list attached at the end of your work. If you plagiarize others' work in any way, your group will get an automatic zero for the report. Any material quoted directly or paraphrased should be referenced in your group's written and oral work.

Please submit a hardcopy of your group project report and upload it to the turn-it-in link in eLearning. Note that late submissions will not be accepted.

## **2) *Group Project Presentation (5%):***

Each group will present their case reports at the end of the semester in a 15 minute presentation followed by a 5 minute discussion session. You can use visual aids or videos during your presentation. Each group member should have an active role in the presentation. Please bring a printout of your slides to be given to your instructor on the day of your presentation.

The title page of your presentation should list the case name, the date, the names of each group member, and the segment each member will cover. After you have presented, be prepared to receive questions regarding your assumptions, your use of data, your conclusions, your logic and your recommendations.



### 3) *Peer Evaluation:*

Each group member will evaluate the rest of the group members for their contribution to group work. Details on how to calculate peer evaluation and how to incorporate into the group projects are shown in the peer evaluation sheet.

### *Attendance & Participation (10%)*

Here are some guidelines in participation grades. The instructor has the sole authority in assigning participation grades.

- 1) 10/10 (excellent participation): attend most of the classes, participate regularly in every class attended, and at least make one significant contribution in each class attended
- 2) 9/10 (very good participation): attend most of the classes, participate regularly in every class attended, and at least make significant contributions in most classes attended
- 3) 8/10 (good participation): attend most of the classes, participate regularly in most classes attended, and make significant contributions in many classes attended
- 4) 6/10 (fair participation): attend most of the classes, participate regularly in most classes attended, and make significant contribution in several classes attended
- 5) 4/10 (poor participation): participates in some of the classes attended, and make significant contribution in a couple classes
- 6) 2/10 (very poor participation): participates in some of the classes attended
- 7) 0/10 (extremely poor participation)

### Course Policies

#### *Missed classes*

It is the individual student's responsibility to acquire missed lecture notes, assignments, handouts and announcements from a class member and/or eLearning – not the Instructor. Each student is responsible for ALL information given in class. This includes any changes to the syllabus, content and format of exams, in-class exercises, and details given regarding assignments.

#### *Make-up exams*

There will be no makeup quizzes or exams.



### ***Extra credit***

There will be no extra credit.

### ***Late work***

All assignments are due on or before the due date and time. Late assignments will not be accepted. Due dates and times are specifically posted in this syllabus under the course schedule.

### ***Classroom citizenship***

Students are expected to behave professionally as college learners, and not distract others or interfere with their learning. Remember:

- Silence all cell phones and pagers
- No talking amongst yourselves
- Avoid text messaging or laptop email in class; none will be allowed during exams
- Take good notes
- Arrive on time, and don't leave early
- Respect all opinions and cultures in class. You are expected to be open minded and willing to learn and experience. The class will not be a forum for any student to personally advance any cultural, religious, or political viewpoint beyond the scope of the material considered pertinent to the course.

### ***eLearning & Communication***

You will need to sign up for an eLearning account for use during this class. This will be the method of communication that I will use to post class related announcements, class support information including syllabus, and class session related study items and assignments. This will be your destination for syllabus, most up-to-date announcements, lecture notes, power point slides, and grades. Direct any email communication to me through eLearning or ZMail. A University policy to protect student privacy directs that faculty are not required to answer student emails unless they are from a UTD account. This means that I will not respond to emails unless they come through eLearning or ZMail. You should be able to access eLearning and/or ZMail with your UTD ID and password. Call computer services at (972)-883-2911 if you need assistance, and view UTD website resources to become familiar with the eLearning system.

### ***Technical Support***

If you experience any problems with your UT Dallas account you may email [assist@utdallas.edu](mailto:assist@utdallas.edu) or call the UT Dallas Computer Help Desk at 972-883-2911.





### ***Student Conduct and Discipline***

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UT Dallas printed publication, A to Z Guide, which is available to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Rules and Regulations, Series 50000, Board of Regents, The University of Texas System, and in Title V, Rules on Student Services and Activities of the university's Handbook of Operating Procedures. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>. A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Students are expected to be attentive during class and to participate actively in group activities. Students are expected to listen respectfully to faculty and to other students who are speaking. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in class. Classes may discuss issues that require sensitivity and maturity. Disruptive students will be asked to leave and may be subject to disciplinary action.

### ***Academic Integrity***

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work. Scholastic Dishonesty: Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting for credit any work or materials that are attributable in whole or in part to another person, taking an examination for another person, or any act designed to give unfair advantage to a student or the attempt to commit such acts. 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.

### ***Copyright Notice***

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe upon the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes fair uses under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (UTDPP1043). For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>.

### ***Email Use***

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UT Dallas student account. This allows the university to maintain a high degree of confidence in the identity of all individuals corresponding and the security of the transmitted information. UT Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

### ***Class Attendance***

Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

### ***Withdrawal from Class***

The administration of this institution has set deadlines for withdrawal from any college-level courses. These dates and times are published in that semester's course inventory and in the academic calendar. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will



not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

### ***Student Grievance Procedures***

Procedures for student grievances are found in university policy UTDSP5005 (<http://policy.utdallas.edu/utdsp5005>). In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originated.

### ***Incomplete Grade Policy***

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

### ***Disability Services***

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student Access Ability (OSA) is required. If you are eligible to receive an accommodation and would like to request it for a course, please discuss it with an

OSA staff member and allow at least one week's advanced notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student Access Ability for a confidential discussion.

The primary functions of the Office of Student Access Ability are to provide:

1. academic accommodations for students with a documented permanent physical, mental or sensory disability
2. non-academic accommodations
3. resource and referral information and advocacy support as necessary and appropriate.

OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at (972) 883-2098, or by email at [disabilityservice@utdallas.edu](mailto:disabilityservice@utdallas.edu).



### ***Religious Holy Days***

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated. The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

### ***Avoiding Plagiarism***

[Adapted from Duke University's guidelines for writers; added July 2010]

*Take time to make careful choices among--and learn to use--the research tools available to you. You will probably find that your favorite web search engine is not adequate by itself for college level research. Consult with your professor or a librarian. You may need to use specialized research tools, some of which may require learning new searching techniques.*

*Expect to make trips to the library. While you can access many of the library's resources from your home computer, you may find that you need to make several trips to use materials or research tools that are not accessible remotely. Of course, you will be seeking the best information, not settling for sources simply because they happen to be available online.*

*Allow time for gathering materials that are not available at UT Dallas. The InterLibrary Loan Office can borrow articles and books from other libraries, but this process takes additional time.*

*Allow time for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.*



*Sloppy note-taking increases the risk that you will unintentionally plagiarize.* Unless you have taken note carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.

*Identify words that you copy directly* from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.

*jot down the page number and author or title* of the source each time you make a note, even if you are not quoting directly but are only paraphrasing.

*Keep a working bibliography* of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

*Keep a research log.* As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.

*You must cite direct quotes.*

*You must cite paraphrases.* Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.

*You must cite ideas* given to you in a conversation, in correspondence, or over email.

*You must cite sayings or quotations that are not familiar, or facts that are not "common knowledge."* However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.

*These types of sources should be cited as well.* **Printed sources:** Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; **Electronic sources:** Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; **Images:** Works of art, illustrations, cartoons, tables, charts, graphs; **Recorded or spoken material:** Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.



*Resources to Help You Succeed*

The GEMS Center (located within the Conference Center) provides a wide array of free academic support and enhancement for UT Dallas undergraduate students. Offerings include, but are not limited to, a Math Lab and Writing Center, Peer Tutoring (with a focus on science, technology, engineering and math courses), test review sessions, and academic success coaching. The current menu of services, schedules, and contact information is posted on the GEMS website: <http://www.utdallas.edu/ossa/gems/>.



## Peer Evaluation Sheet

Team # \_\_\_\_\_

Name \_\_\_\_\_

Name	Self					
Score (1-5)*						
Reasons						

- 1 (extremely unsatisfactory) – 2 (very unsatisfactory) – 3 (unsatisfactory) – 3.5 (neither satisfactory nor unsatisfactory) - 4 (satisfactory) – 4.5 (very satisfactory) – 5 (extremely satisfactory)
- if 1, then the person gets 0.2
- if 2, then the person gets 0.4
- if 3, then the person gets 0.6
- if 3.5, then the person gets 0.7
- if 4, then the person gets 0.8
- if 4.5, then the person gets 0.9
- if 5, then the person gets 1
- Then the participation score will be multiplied with the score one gets from 2 group works. For example, if a student gets 18/20 and 4/5 for the written report and presentation and 3 from the peer evaluation, then the actual grade is  $(22*0.6)/25 = 13.2/25$ , not  $22/25$ .
- Be objective in evaluating other members in your group and specify reasons.
- The evaluation should be turned in on the final exam. Peer evaluation sheet will be provided along with the exam booklet.
- If one turns in a blank peer evaluation sheet with only the name on, then everybody in the team gets 5 (1.0).