

Course Syllabus

International Business

The University of Texas at Dallas
Naveen Jindal School of Management

Course Information

<i>Course Number/Section</i>	IMS 3310.0U1
<i>Course Title</i>	International Business
<i>Term</i>	Summer 2015
<i>Days & Times</i>	Tuesday & Thursday: 3:00 PM – 5:15 PM
<i>Class Location</i>	JSOM 2.112

Instructor's Contact Information

<i>Instructor</i>	Kyun Kim
<i>Email Address</i>	kyun.kim@utdallas.edu
<i>Office Hours</i>	By appointment (Please email me to make an appointment)

Course Pre-requisites, Co-requisites, and/or Other Restrictions

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 (MNC). Managers require complex tools and unique capabilities to be more competitive in international business. They need to effectively respond to the opportunities of international markets while mitigating the risks of failure. Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice. It will cover 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.

Student Learning Objectives/Outcomes

1. Know how institutions & resources affect MNCs
2. Understand cross-cultural differences in an international business context; demonstrate understanding of organizational and interpersonal implications using relevant cultural frameworks
3. Develop a regard for 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

Global Business, 3rd Edition by Mike Peng (ISBN-10: 1133485936; ISBN-13: 9781133485933)

Suggested Other Course Materials

Following resources are helpful for your individual and group projects: Newspaper/Magazines such as Business Week, The Economist, Management of International Business Studies, Harvard Business Review, International Management Journal and The Wall Street Journal.

UTD library electronic database is another useful source for additional materials for your projects.

Assignments & Academic Calendar

Lesson	Date	Topic	Assignment Due
1	May 28	Course Introduction	
2	June 2	Chapter 1: Globalizing Business	
3	June 4	Chapter 2: Understanding Formal Institutions	Census Day (June 5)
4	June 9	Chapter 3: Emphasizing Informal Institutions	Forming Groups
5	June 11	Chapter 4: Leveraging Resources & Capabilities	
6	June 16	Chapter 5: Trading Internationally	
7	June 18	Chapter 6: Investing Abroad Directly	
8	June 23	Chapter 7: Dealing with Foreign Exchange	
9	June 25	Simulation Quiz 1 Review	Individual Case Analysis 1
10	June 30	Quiz 1	Scantron Card (882-E)
11	July 2	Chapter 8: Capitalizing on Global and Regional Integration	
12	July 7	Chapter 9: Growing and Internationalizing the Entrepreneur Firm	Group Project Company Selection Due
13	July 9	Chapter 10: Entering Foreign Markets	
14	July 14	Chapter 12: Making Alliances & Acquisitions Work	
15	July 16	Chapter 13: Strategizing, Structuring, & Learning Around the World	
16	July 21	Chapter 15: Managing Human Resources Globally	
17	July 23	Chapter 17: Managing Corporate Social Responsibility Globally	Individual Case Analysis 2
18	July 28	Group Assignment Presentation 1	Group Project Due
19	July 30	Group Assignment Presentation 2 Quiz 2 Review	Peer Evaluation
20	August 4	Quiz 2	Scantron Card (882-E)

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

Grading Policy

Task	Score	Grade/Average		
Quiz 1	20%	A+: 97~100	A : 94~	A- : 90~
Quiz 2	30%	B+: 87~	B : 84~	B- : 80~
Individual Case Analyses	10%	C+: 77~	C : 74~	C- : 70~
Group Project	15%	D+: 67~	D : 64~	D- : 60~
Group Presentation	5%	F : below 60		
Simulation	10%			
Attendance & Participation	10%			
Total	100%			

Quiz

1. The Quiz will be non-comprehensive. However, you need to build your learning on previous chapters to better understand the future chapters that will help increase your score on Quiz 2.
2. Quiz will be based on assigned readings (textbook and other articles) as well as all other materials covered in class (videos, cases, etc.). Some questions can come from information in the textbook that we did not explicitly cover in class (It is expected that you read the chapter before coming to class). If you do not understand something in your textbook, please ask questions about it so I can clarify for you.
3. The quiz format will consist of multiple-choice questions.

Individual Case Analyses (**LATE SUBMISSION WILL NOT BE ACCEPTED**)

1. You have to submit 2 individual case analyses (5% for each).
 - a. Case 1 (Due June 25): Integrative Case 1.4 (Brazil's Embraer: From State-Owned Enterprise to Global Leader)
 - b. Case 2 (Due July 23): Integrative Case 3.4 (Huawei's Intellectual Property War)
2. In the case analyses, you are expected to 1) briefly summarize the case and 2) answer all the case discussion questions at the end of the case.
3. The each individual case analysis has to be at least 2 double-spaced pages, excluding figures, tables, appendix, and references. Please use Times New Roman 12 point font; 1" margins all around. (**Quality before quantity**)
4. Please turn in each case analysis (both hardcopy and softcopy) by the beginning of the class on the due date.

Group Project (**LATE SUBMISSION WILL NOT BE ACCEPTED**)

1. You will form groups of 4 or 5 (may change depending on the class size).
2. Pick a company or an organization that has international operations (no later than July 7). And, inform me the company you chose via email.
3. State a specific question/problem that you will answer throughout your paper (Why did Company X enter Country A? How did Company Y overcome difficulties in Country B? What Z has done to adjust to compete with local competitors in Country C?).
4. Topic selection: 1 paragraph stating the name of your company and the questions/issues you will be addressing in your paper.
5. Consider issues discussed from chapter 1 to chapter 8 as the starting point for your topic.

6. Your report should include the followings:
 - Executive summary: Include background of the cases, brief summary of the company, statement of the problems, and recommendations.
 - Questions/Issues: Clearly identify the questions and/or issues, and why resolving such questions and issues are critical to the company.
 - Analysis/Findings: Provide logical analysis of the questions/issues and findings.
 - Recommendations: Provide specific and feasible strategic recommendations (What should the company have done? Why? What would be the challenges in applying those recommendations?). Do not provide general recommendation that have no real value or cannot be applied. You should also consider the costs and benefits of your recommendations, as well as challenges, and limitations.
 - Learning outcomes: What have you learned from the cases?
7. The final group report has to be at least 10 double-spaced pages, excluding the title page and any attachments, such as figures, tables, appendix, and references. Please use Times New Roman 12 point font; 1" margins all around.
8. You are encouraged to benefit from other business journals and news outlets to support your arguments in the case study. Please document your sources in a proper format.
9. Your paper will be graded based on the following criteria:
 - Whether you are able to clearly identify the questions/issues and why such questions/issues are important for us to consider.
 - Whether you provide a clear analysis of the problems/issues using the theoretical frameworks covered in class (Institution-based view, resource-based view, etc.) other any other appropriate theories in the management and economic literature.
 - Whether you provide specific and feasible recommendations (costs and benefits? Any potential challenges? Limitations?)
 - Whether you clearly discuss your learning outcomes.
 - Quality and depth of your information, analysis, and argument.
 - The flow of your arguments, use of language, and the overall quality of your manuscript.
10. Please turn in the report (both hardcopy and softcopy) by the beginning of the class on the due date.

Group Project Presentation

1. Each group will present their case reports in a 15-minute presentation followed by a 5-minute question session.
2. You can use visual aids or videos during your presentation.
3. Each team member should have an active role in the presentation.
4. Please send me presentation materials (e.g. Power Point Slide) via email by 8 AM on the presentation day.

Simulation

The simulation games and the grading criteria will be introduced in the classroom on the simulation day.

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 the members (including him/herself) for their contribution to group work on a scale from 1 to 5. Each team member's final group project paper and group presentation scores will be weighed by his/her average evaluation score:

- 60% for 1 (extremely unsatisfactory)
- 70% for 2 (very unsatisfactory)
- 80% for 3 (unsatisfactory)
- 85% for 3.5 (neither satisfactory nor unsatisfactory)
- 90% for 4 (satisfactory)
- 95% for 4.5 (very satisfactory)
- 100% for 5 (extremely satisfactory)

For example, if a group gets 11/15 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 actual grade for that person in group project will be $15/20 \times 80\% = 12/20$, not 15/20.

- Be objective in evaluating other members in your group and specify reasons.
- The evaluation should be turned in by July 31 via e-Learning.
- If one fails to turn in the peer evaluation sheet, then everybody in the team gets 3 (80%).

Attendance & Participation

Class participation is highly encouraged in both the lecture portion as well as the discussion portion of the class. Quality of class contributions will be weighted more heavily than quantity. Frequent and valuable participants are who attend most of the classes, participate regularly in every class attended, and at least make one significant contribution in each class attended.

“Attendance & Participation” is a meaningful portion of the total course grade (10%). To help the instructor learn each student's name and grade “participation and contribution” as fairly as possible, you will prepare and bring a “nameplate” to each class.

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

- 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
- 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
- 8/10 (good participation): attend most of the classes, participate regularly in most classes attended, and make significant contributions in many classes attended
- 7/10 (fair participation): attend most of the classes, participate regularly in most classes attended, and make significant contribution in several classes attended
- 5/10 (poor participation): participates in some of the classes attended, and make significant contribution in a couple classes
- 3/10 (very poor participation): participates in some of the classes attended
- 0/10 (extremely poor participation): I hope nobody falls in this category

Course & Instructor Policies

Absences/Make-ups: There are no excused absences from the exams without a written excuse from a doctor or the academic dean. If there is a serious scheduling conflict or religious needs, it is your responsibility to let the instructor know well in advance in writing. No work will be accepted after the date that it is due. Exams and case analyses can be turned in earlier than the designated dates with written excuses, but not later.

Honor Code Information: No case write-ups, exams, or student's notes from current or previous business school students should be consulted in doing your case analysis. You can, however, consult your notes and reading materials as well as information in the library. Any material quoted directly or paraphrased should be referenced in your written and oral cases. Plagiarism is a serious infraction and will be dealt with accordingly.

E-Learning & 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 UTD e-Mail. 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 UTD e-Mail. You should be able to access eLearning and/or UTD e-Mail 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.

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.

Technical Support

If you experience any problems with your UT Dallas account you may email 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.

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/>.

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