
Course Syllabus

Course Information IMS6v91 Regional Area Studies: Latin America: Chile

Professor Contact Information

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Office hours M-F: 3-5pm

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

IMS 6204 Global Business

Course Description

IMS6v91 Regional Area Studies: Latin America (2-3 semester hours) History of economic development and overview of current participation of firms in Latin America and their place in the world economy. Prerequisite: IMS 6204 or consent of instructor. May be repeated for credit as topics vary. ([2-3]-0) T

Student Learning Objectives/Outcomes

1. Identify the dynamics of trade between Chile and developed nations and within Chile's geographic/trade agreement regions.
 2. Analyze differences and similarities between business practices in a particular industry for the US v Chile.
 3. Synthesize the social, cultural, ethical, and economic environment in Chile that effect business practices within a particular industry.
 4. Evaluate the business environment in terms of entrepreneurial opportunities.
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Required Textbooks and Materials

Cybernetic Revolutionaries, Eden Medina, The MIT Press, 2011

Suggested Course Materials

Any novel by Isabel Allende

Various articles will be listed in eLearning

Assignments & Academic Calendar

Trip Itinerary see eLearning
Pre-trip Meeting schedule

| | | |
|-----------|--------|-------------|
| 7/19/2015 | Sunday | 6pm to 10pm |
| 7/26/2015 | Sunday | 6pm to 10pm |
| 8/2/2015 | Sunday | 6pm to 10pm |
| 8/9/2015 | Sunday | 6pm to 10pm |

Post-trip meeting schedule

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|-----------|--------|-------------|
| | | |
| 8/28/2015 | Sunday | 6pm to 10pm |
| 9/13/2015 | Sunday | 6pm to 10pm |
| 9/20/2015 | Sunday | 6pm to 10pm |
| 9/27/2015 | Sunday | 6pm to 10pm |

Grading Policy

| | Assignment | Details | Assignment Level | % of Grade |
|-------------|--|--|------------------|------------|
| Pre-trip | Attendance | Attendance at pre-trip seminars and timely completion of required protocol. | Individual | 10% |
| | Preliminary research paper on company | Students will research the bicycle tour industry (see eLearning) | Individual | 10% |
| During trip | Professionalism and business etiquette | Professionalism during the trip (company visit, team building, punctuality, dress code etc.). | Individual | 10% |
| | Participation in seminars and events | Participation in seminars, presentation and events during the trip organized by host entities. | Individual | 20% |
| Post trip | Group Presentation | a. Post trip group presentation on the bicycle tour firm and industry. b. (see rubric below) | Group | 20% |
| | Final paper | A minimum of 15-page paper with at least 10 citations of professional journals. (see rubric below) | Individual | 30% |
| | | Total | | 100% |

| | | |
|---------------|----------|-----------|
| A+: 97 and up | A: 94-96 | A-: 90-93 |
| B+: 87-89 | B: 84-86 | B-: 80-83 |
| C+: 77-79 | C: 70-76 | |
| | | |
| F Below 70% | | |

Individual papers may not be on the tourism industry.

Group Presentation

La Bicicleta Verde

- Global & local competitors
- Marketing efforts
- Where do they rank – look at google, ad placements, reviews etc. compared to the competition
- Growth rates, future plans for expansion
- Financial picture
 - Pricing
 - Costs
 - Break-even
 - Proformas
- Level of technology
- Suppliers & customers
- Level of international customers v. local
- What are the biggest challenges facing this firm?
- What surprised you about the industry?

Individual Paper

Minimum requirements

- Choose a Chilean firm (does not have to be one that we visited)
- Compare & contrast your firm (remember this cannot be the same industry as your group project) to its nearest competitor
- Use the industry criteria from the group presentation as a guide for minimum required criteria
- Discuss

Course & Instructor Policies

No late work will be accepted. Students are UT Dallas and US ambassadors on the trip and must dress and behave professionally.

Off-campus Instruction and Course Activities

Below is a description of any travel and/or risk-related activity associated with this course.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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