



Course **IMS 3310.008 International Business**
Professor George Barnes
Term Fall 2015 – August 25-December 8 (plus Final exam)
Meetings Tues/Thurs 10:00-11:15am, Room 2.902

Professor's Contact Information

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Other Information Retired faculty member, International Management Studies, UT/D Jindal School of Management. Previous course teaching: Legal Aspects of International Business Transactions, International Marketing, Export Market Development, and International Finance. Corporate positions in international business with Citibank (in Middle East) and Mobil Oil (international planning and extensive international travel). Consulting on investment-attraction and market entry strategies. Cross-cultural trainer to prepare individuals for overseas assignments. Affiliations with international trade associations: North American Small Business International Trade Educators, and North Texas District Export Council (U.S. Department of Commerce appointment). U.S. Navy supply corps officer during Vietnam era. Masters degree from the Fletcher School of Law & Diplomacy, Tufts University.

General Course Information

Pre-requisites, Co-requisites, & other restrictions Catalog description: IMS 3310 International Business (3 semester hours) Examination of worldwide patterns of trade and investment. Overview of financial, managerial, and marketing problems confronted by multinational firms. Prerequisites: ECON 2301 and MATH 1326 or MATH 2414 or MATH 2419.

Practical pre-requisites: Marketing Management, and Business Finance or Financial Accounting. Course is best taken as a senior or junior in order to draw on previous cross-functional coursework.

Course Description This is a survey course in international business. Faced with increasing global competition, firms must expand their market penetration, assess the forces of change affecting their business, and develop strategic and functional responses to manage truly global operations. In this context, the course will examine worldwide patterns of and motivations for trade and investment, identify the institutions and environments affecting international business, reveal framework for strategy and its influence on market entry modes, and investigate how multinational firms adapt functional business areas - - finance, manufacturing, marketing, human resources - - for global competitive advantage.

The following learning goals are applicable:
1-Develop a regard for **human values** and the ability to make judgments based on **ethical considerations** in areas dealing with bribery/corruption, employment practices/labor conditions, contract disputes, intellectual property rights and environmental degradation
Learning Outcomes 2-Demonstrate understanding of **cross-cultural differences** in an international business context, including organizational and inter-personal implications using relevant cultural frameworks.

See measurement in **Assessments** following individual assignments.

Required Text & Materials *Global Business Today*, Charles Hill (McGraw-Hill, 2014, 8th edition), or previous 7th edition (2011).

eLearning course website: Organized into 3 Modules, with 15 Units. Course materials include: lectures in downloadable slides; supplemental readings; case studies not in textbooks and guidelines for all cases; financial problems; exam review topics, sample essays and self-tests.

Note: instructor uses eLearning for Announcements and Messages, provides several lectures online, and uploads course materials not available outside of eLearning. To be engaged in this course: “**make an eLearning habit,**” or consider enrolling in a different section.

Additional Resources Internet: Assignments and discussion topics will require students to use resources on the Internet. Students should become familiar with the UTD Library’s electronic databases, and other international business resources and publications available through the Internet.

Useful Internet resources include <http://globaledge.msu.edu> and the National Trade Data Bank (NTDB) Country Commercial Guides for country, industry, trade and regulatory information. Access to NTDB is free only when using UTD library electronic database:
<http://www.utdallas.edu/library/help/somtutorials/NTDBreplacement.htm>

For **country profile assignment**: NTDB, and see also CIA World Factbook, World Bank, WTO, OECD, U. S. Dept. of Commerce’s Export.gov and other relevant global websites.

Assignments & Academic Calendar

[Topics, Reading Assignments, Due Dates, Exam Dates]

Approach to course

Lectures:

- will deal with selected (but not all) topics from assigned chapters
- will be supplemented by group case study presentations, videos, current events and Instructor's international business experience
- are available in downloadable slide sets.

Students are responsible for all information in assigned chapters as well as supplemental information included in lectures.

Assignments

1. Case Study

Students will work in groups of 4, and each group will be responsible for preparing one case study analysis. After groups are chosen, any student who does not respond to group members or instructor within 10 days will be dropped from the group.

Preparation

See case location table in the syllabus. Regardless of location, all cases have Guidelines in corresponding eLearning Unit. When developing your case analysis:

- outside **research is required** (most case information is dated, but case questions may deal with current company situation)
- repeating facts of the case is not research or analysis
- recognize that case **draws on specific chapter topic(s)** and incorporate them as applicable.

Presentation – 2 options:

Option #1 - Each case study group will select a spokesperson to make a brief (6-8 minute) presentation using the following format:

- 1- brief description of case (do not assume anyone else has read it)
- 2-devote most of time to case questions: state each question followed by answers and/or recommendations as appropriate.

Spokesperson should plan and rehearse a presentation and may use PowerPoint slides (probably not more than 5-6 slides for time allowed). Following the brief presentation, instructor will offer comments, and class members will be invited to ask questions.

Option #2 - On the day the case is scheduled, 1-2 members of the group will come forward and join the professor for a discussion: think of it as a moderator interviewing executives of the case study company. Questions will be keyed to the questions in the case guidelines, probably no more than 3 of the 4, and there will also be a question about whether the case study company is still conducting its international business in the same manner as at the time of the case. PowerPoint (or other software) slides may be prepared and displayed during the discussion. Group members participating with instructor may have notes and read answers. This format will take 6-8 minutes.

Preliminary answers to questions – submit to instructor by UTD email or eLearning message, *at least one week before case is due*, a **preview of the answers to case questions** (approximately 2 pages), with list of resources/references that support case question answers. The intention of this submission is to demonstrate research effort and to receive instructor's feedback. Also, select either presentation option #1 or #2 (see above). This submission will receive 10% of case grade. Submissions over 3 days late will receive a grade of zero and instructor may cancel class presentation. If plagiarism is detected (e.g., use of a solutions manual), a grade of zero will result, and the situation will be referred to the UTD Judicial Affairs office.

Written report

Prepare typed report (double-spaced, 11-12 point font, 1" margins) organized into clearly identifiable sections with suitable headings as follows:

- page 1: summary of key case information including applicable company background at time of the case
- pages 2-5: answers to questions organized into separate sections, question by question, demonstrating research and analysis, and tie-in to applicable chapter topic(s), or previous chapter topics if applicable
- page 6: update on company (is it still doing what is represented in case, has it changed, what is different?) See also case Guidelines for any specific recommendations about company update.
- page 7: group's principal international business learning experience(s) or "take-away value" from analyzing this case
- page 8: resources used for research, a minimum of 4 (not including textbook). No footnotes are required in the report but may be included to more clearly show tie-in to resources and to avoid implications about plagiarism.

Suggested format for research obtained from the Internet: cite name of author/institution, title of article/study/survey, and date (as well as URL).

Peer evaluation

Each case will be graded on the expectation that it is a collaborative effort. Group members should submit individual confidential peer evaluations (template is at eLearning course homepage) ***no later than the day after the case is due***. Submit as hard copy in class or as attachment to a UTD email or as eLearning course Message.

Case grading perspective

Content is the most important part of the report as it shows group's ability to find, sift through and compile information pertinent to the case. It also shows analytical ability, understanding of relevant issues, and the use of alternatives to reach recommendations.

Process refers to readability, flow, logic, organization, internal consistency and quality.

Group discussion area is available at eLearning course site for private use

of each group for communicating and file sharing. Ask instructor to set up group by its case study name.

Case studies for groups listed by eLearning Unit #
(in course sequence with location)

Unit	Chap	Case	7 th edition	8 th edition	eLearning
2	-	Russian Puzzle			√
3	4	Siemens Bribery	closing		
6	3	Panasonic	closing		
7	-	Cemex			√
7	7	Spain Telefonica	closing		
12	12	GE Joint Venture	closing		
12	12 13	GM-China	opening	closing	√
12	-	Agribiz-Brazil			√
13	14	Boeing	closing		
13	-	Li & Fung			√
14	-	Levi			√
14	16	Domino's		closing	√
14	15	Microsoft-India	closing		
15	-	Molex			√
15	-	Female Executives			√

2. Research task (Individual assignment)

Submit a 1-2 page answer to one of the following globalEDGE research tasks (found at end of applicable chapters):

Chap 7 th ed	Task #		Chap 8 th ed	Task #
2	1 or 2		2	2
3	1		3	1
4	1		4	1
6	1 or 2		5	2
7	1 or 2		7	1 or 2
8	1		8	1 or 2
11	2		9	1
12	2		12	2
14	1		13	2
15	1 or 2		15	1
			16	1 or 2

Due: any time but no later than submission date in Academic Calendar.

3. Country Profile (individual assignment) - Use template located at eLearning course home page. For guidance, refer to applicable chapters, e.g., Political Economy, FDI, Regional Economic Integration, etc. and Internet research sites. Eligible countries are from the following regions:
-in Europe: Hungary, Poland, Ukraine

- bordering the Mediterranean Sea: Morocco, Tunisia, Egypt, Israel, Turkey
- in South Asia: Pakistan, India
- in Southeast Asia: one of the ASEAN countries
- in Sub-Saharan Africa: Ghana, Nigeria, Kenya, South Africa
- in South America (except Venezuela).

Country profile may be submitted anytime but no later than due date in Academic Calendar.

Assessments

Ethical considerations: in class written Code of Conduct or other Ethics essay, and multiple choice questions on first exam

Cultural considerations: Hofstede essay on second exam.

Examinations

There will be 3 exams: two during class periods each covering the first and second Modules of the course, and a longer Final exam covering Module 3. Exams will have both multiple choice questions and short essays. Bring to exams a **Scantron card 882-E** (50 questions on a side).

Key topics for review and sample essay questions are posted in each Module at the course website. Self-tests (ungraded and accessed either in eLearning Unit or Assessment tool) consist of multiple choice questions similar to those in actual exams. Self-tests may be taken twice.

Academic Calendar – Fall 2015

No.	Date	Unit	Topic	7eCh	8eCh	Assignment
1	8/25		Introduction/eLearning website			
2	8/27	1	Globalization	1	1	Select case study groups
3	9/1	1	Globalization	1	1	
4	9/3	2	Political economy	2	2	
5	9/8	2	Political economy/economic development (Country attractiveness)	2	3	
6	9/10	3	Trade theory (*)	5	6	
7	9/15	4	Political economy of trade	6	7	In-class: Logitech case questions
8	9/17	5	Ethics	4	5	Case: Russian Puzzle
9	9/22	5	Ethics	4	5	Case: Siemens In class: Ethics assignment
10	9/24	1-5	Exam #1	1,2,4,5,6	1-3,5-7	
11	9/29	6	Exam #1 returned Culture	3	4	
12	10/1	6	Culture	3	4	
13	10/6	6	Hofstede	3	4	Case: Panasonic

14	10/8	7 7	BOP (*) Foreign Direct Investment (*)	5 App 7	6 App 8	
15	10/13	7	FDI	7	8	Case: Cemex Case: Spain Telefonica
16	10/15	8	Regional economic integration	8	9	
17	10/20	9	International monetary system	10	11	
18	10/22	6-9	Exam #2	3,5 App 7,8,10	4,6 App 8,9,11	
19	10/27	10	Exam #2 returned Foreign exchange market	9	10	
20	10/29	10	Foreign exchange market	Supp	Supp	
21	11/3	11	Strategy (*)	11	12	
22	11/5	12	Entering foreign markets	12	13	Case: GE Joint Ventures Case: Agribiz Brazil
23	11/10	12	Entering foreign markets	12	13	Case: GM China In class: Wal-Mart case discussion (Unit 12)
24	11/12	13	Production and outsourcing	14	15	Case: Boeing Country Profile due
25	11/17	13	Production and outsourcing Global marketing (Segmentation)	14 15	15 16	Case: Li&Fung
26	11/19	14	Global marketing (Product, Promotion & Distribution)	15	16	Case: Levi
27	11/24	15	Human resource management (*)	16	17	
	11/26		Thanksgiving holiday			
28	12/1	14	Global marketing (Pricing & Transfer pricing)	15	16	Case: Domino's Case: Microsoft India
29	12/3	15	Human resource management Labor trends	16	17	Case: Female Executives Case: Molex
30	12/8	10	Financial management Review game	Supp	Supp	Financial management problems (optional) GlobalEDGE assignment due
	12/? TBD	10-15	Final exam	9, Supp 11,12, 14-16	10, Supp P 12,13, 15-17	

(*) online lecture App = Appendix Chap 5 (7e)/Chap 6 (8e) Supp = supplement to FX Market

Communications

Use eLearning Discussions to “Ask the professor,” or use Messages feature for private contact with the course Instructor (or you may reach the instructor using his UTD email). See also in Discussions the “Current Events blog.”

Course Policies

Grading (credit) Criteria	<p>Most grades will be based on a 100 point scale.</p> <p>25% exam 1 <u>or</u> 2 (best grade)</p> <p>30% final exam (may be augmented by maximum of 6 bonus points)</p> <p>20% group case study (individual grade depends on peer evaluations)</p> <p>15% individual assignments and Code of Conduct in class (5 each)</p> <p>10% attendance*</p> <p>* each unexcused absence after the first one will result in a deduction of one point from attendance</p> <p>Cheating or plagiarism will result in no points on assignments or exam. In certain situations, suspected plagiarism may be referred to a UTD Judicial Affairs officer.</p> <p>Numerical grade correlation (no rounding up)</p> <p>Grade of A = 91+</p> <p>A- 89.1-90.9</p> <p>B+ 85.1-89</p> <p>B 81-85</p> <p>B- 79.1-80.9</p> <p>C+ 75.1-79</p> <p>C 71-75</p> <p>C- 69.1-70.9</p> <p>D+ 65.1-69</p> <p>D 60-65</p> <p>F below 60</p>
Make-up Exams	<p>A student may request a make-up exam one week prior to the scheduled exam. Instructor will approve or disapprove on the merit of the extenuating circumstances; having more than one exam on the same day is not a valid reason nor a UTD policy. Make-up exams will be taken at the UTD Student Success Center.</p>
Extra Credit	<p>Earn extra credit by submitting the answer to one <u>or more</u> of the following financial management problems (in eLearning Unit 10). Prepare by reading chap 9 (7th ed.)/10 (8th ed.), and in eLearning Unit 10 see supplemental slide set about hedging, supplemental reading on Financial Management, and excerpt from an international finance text on money market hedges.</p> <p>A maximum of 6 bonus points applied to final exam may be earned:</p> <p>Problem 1 – 1 point (must show calculation)</p> <p>Problem 2 – 2 points (must explain reasoning)</p> <p>Problem 3 – 3 points (must answer B1 <u>and</u> B2 to qualify)</p> <p>Payable hedge – 4 points (show calculations to qualify)</p> <p>Solutions are due at the beginning of class designated in Academic Calendar.</p>
Late Work	<p>No late assignments are accepted. This restriction may be waived under special</p>

	circumstances, but maximum grade for a late assignment is 80%.
Class Attendance	Attendance will be taken from time to time, usually as an ungraded review quiz.
Classroom Citizenship	Please arrive on-time to avoid disrupting class, turn off cell phones, use laptops only to follow lecture slides/take notes or as instructed, and be respectful of others during class discussions.
UTD Policies	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.

UTD eLearning online course site

This course is available in UTD eLearning - an online course management system. The online dimension is intended to enhance your learning and participation experience. Go to the following URL: <http://elearning.utdallas.edu> and log on using your UTD-assigned Net-account User ID and password; click on this course. Student who don't currently have a Net ID account, please initiate your account at: <http://netid.utdallas.edu>. For help: call computer help desk 972-883-2911, or email assist@utdallas.edu. For 24/7 UTD eLearning support, please go to: <http://www.utdallas.edu/elearninghelp>.

For eLearning getting started information including technical requirements and browser configuration on using the eLearning course system, please see this page on UTD Distance Learning web site: <http://www.utdallas.edu/elearning/students/cstudents.htm>.

Features of your International Business eLearning online course this semester

- Syllabus
- Announcements (for use by Instructor)
- Calendar (Instructor will post key dates; students may personalize Calendar with "private" entries)
- Homepage
 - 1) Modules 1, 2, and 3 (each with applicable Units and exam topics/sample essays)

Units in each Module are organized by course topics and have downloadable lecture slides, online lectures (as applicable), textbook reading chapter numbers, supplemental readings, case studies not in textbook, guidelines for all cases, financial management problems (see applicable unit), video clips, and multiple choice self-tests

 - 2) Peer evaluation form (to be used by case study groups)
 - 3) Country Profile template

- Communications

- 1) Messages (used by instructor or students to communicate one-on-one or to groups)
- 2) “Ask the professor” in Discussions
- 3) “Current Events” blog in Discussions
- 4) Group Discussion area under each group page (click the Group name under My Group to access your group page) for teams to use for communicating, exchanging files.

- Assessments (self-tests also accessible in applicable Units)

- My Grades

The descriptions and timelines above are subject to change at the discretion of the Professor.