

IMS 3310-003 Course Syllabus

School of Management
The University of Texas at Dallas

Course Information

Course Number/Section	IMS3310.003
Class Timings	Mon and Wed 10:00 am – 11:15 am.
Class Room	JSOM 2.103
Course Title	International Business
Term and Dates	Fall 2015, Aug 24, 2015 to Dec 17, 2015

Professor Contact Information

Professor	Dr. Habte G. Woldu
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Course Pre-requisites, Co-requisites, and/or Other Restrictions

The course, International Business is designed for senior undergraduate students and prior to taking the course students need to take ECON 2301 and (MATH 1326 or MATH 2414 or MATH 2419).

Course Description

In the new millennium, the drive of most businesses is to "go global." As ideologies no more draw boundaries between countries, and the cold war between East and West is diminishing and trade and investment barriers are easing, we are witnessing the emerging of more countries into international markets. However, with such expansion, there are opportunities as well as challenges that students of international studies need to understand. In this course, students will familiarize themselves with various controllable and uncontrollable business environments and will develop skill of managing international businesses in such environments. Furthermore, students through various cultural dimensions will be able to understand the multicultural aspects of international businesses as well as the ethical responsibilities of international firms. The students' management of the course will be evaluated through the assessment of demonstrated oral and written skills that are reflected in class, case presentation and project reports as well written exams.

Student Learning Objectives/Outcomes

Upon finishing this course, students are expected to recognize and understand the following course objectives:

1. The dynamics and direction of international trade and foreign direct investment
2. The various trade theories that explain the benefit and challenges of international trade and foreign direct investment
3. The role of International organizations and institutions that affect international business operations
4. Multicultural aspects of international business and the cultural dimensions that indicate the cultural behavior of international business organizations.
5. The uncontrollable business environments that impact the international business operations
6. The ethics and responsibilities of multinational firms in foreign business operations
7. The process of selecting, hiring and controlling of international human resource for international business assignments.

Required Textbooks and Materials

Donald A. Ball, Jeanne M. McNett, Michael Geringer J. and Michael Minor, *International Business: The Challenge of Global Competition*, 13th Edition, McGraw Hill Irwin, Inc., 2013
The textbook is available in stock at the [UTD Bookstore](#) and Off-Campus Books.

Suggested Course Materials

Mauro Guillen and Esteban Garcia - Canal , *Emerging Markets Rule*, McGraw Hill.

International Business, ed. Maidment, Fred, *Annual Editions*, McGraw Hill, 2007-8
<http://www.mhcls.com>

Nancy, Adler, *International Dimensions of Organizational Behavior*, 5th Edition, South-Western Thomson Learning, 2008

Ferraro, Gary, *The Cultural Dimensions of International Business*, 4th Edition, Prentice-Hall, Inc., Upper Saddle River, New Jersey, 2004

Shenkar, Oded, *Global Perspectives of Human Resource Management*, Prentice-Hall, Inc. Englewood Cliffs, New Jersey, 1995

Hofstede, Geert, *The Cultural Relativity of Organizational Practices and Theories*, *Journal of International Business Studies*, Fall, 1983, pp.75-89

Recommended readings (available online on e-learning):

1. Marber, Peter (2004) "Globalization and its contents", *World Policy Journal*, Winter 2004/2005
2. Samuelson, Robbert (2005) "Bottom Dollar", *Newsweek*, March 21, 2005
3. Chandler, Clay, (2005) "The Great –Wal-Mart of China", *Fortune*, July, 2005
4. The Economist, Trade: And now, protectionism, Oct 15, 2011.
5. Baily, Martin and Farrell, Diana (2005) "Outsourcing Jobs: The Myths and Realities" , *Current*, February, 2005
6. Zachary, Pascal (2006) "Making it in China", *Business 2.0*, August 2005
7. Engardio, P (2005) "A New World Economy: The Balance of Power Will Shift to the East as China and India Evolve", *Businessweek*, August 22, 2005
8. Bolton, Imitation Vs Innovation
9. Chironga Mutsa, Leke Acha, Wamelen Arend (2011) "Cracking the Next Growth Market : Africa" , *HBR*, May 2011

Important recent articles on economic crises-available on Internet

- 1 The Asian 1997 Financial Crises: The Asian Contagion
http://www.pbs.org/wgbh/commandingheights/shared/pdf/ufd_contagion_full.pdf
- 2 Financial Crises: Lessons from History
<http://news.bbc.co.uk/2/hi/business/6958091.stm>
- 3 Global crises: Economic shifts and fault lines
<http://www.globalresearch.ca/index.php?context=va&aid=12283>

Assignments & Academic Calendar**Assignments:**

Team case assignments will be distributed among groups. The team case will be presented in class and a 5-6 pages research paper with its full reference (use refereed journal papers) will be submitted to the instructor immediately following the presentation. Case presenters need to supply a one-page outline by highlighting, the objectives, problems, and solutions of the case study to all students. Additional tasks such as summary of films or articles may be assigned. Preparation for class is essential.

Course Schedule:

DATES	TOPIC/LECTURE	Reading Materials (Summary Report, Discussion)	DUE DATE / Activities
08/24	Overview of the coursework Distribution of syllabus, assignments and group projects	Diagnostic test on global business environments Self-introduction and Group project distribution	Bring Scantron "882e" and a pencil to class
08/26	Ch. 1 The Challenging World Of International Business		Lecture
08/31	Ch. 2 International trade and foreign direct investment	Reading: Marber, "Globalization and its contents"	Lecture
09/02		<u>Case 1:</u> Comparative advantage and off shoring of service jobs: The off shoring case of India Pg. 41	Case 1 project presentation and paper submission by group 1
09/09	Ch. 3 International Institutions from an International Business Perspective	Class work on "cost comparative advantage: Ricardo's cost comparative advantage	Lecture
09/14		<u>Case -2:</u> Can Brazil Become a Global competitor in Information technology Outsourcing Business? Pg 59	Case 2 project presentation and paper submission by group 2 Turn in assignment on cost comparative advantage
09/16	Ch. 4 Socio-cultural Forces		Lecture
		<u>Case 3:</u> Who gets the Assignment ?	Case 3: project

09/21		<p>Pg : 116 Identify Hofstede's five cultural dimensions and discuss the challenges of international business operations U.S., Japan, Korea, Norway, Egypt, Nigeria, Saudi Arabia, Iran, India ,China, Argentina, Mexico, Brazil</p> <p>Video on Cultural Impact</p>	presentation and paper submission by group 3
09/23	Ch. 5 Natural Resources and Environmental Sustainability	Quiz 1 (Ch. 1-4)	Lecture
09/28	Ch. 6 Political and Trade Forces		Lecture
09/30	Ch 7 Intellectual Property and Other Legal forces	Reading : Bolton, Imitation Vs Innovation	Lecture Read the article before class
10/05	Ch. 8 The International Monetary System and Financial Forces		Lecture
10/07	Midterm	Chapter 1 – 8	Bring with you, Scantron 886E, calculator and pencil
10/12		<u>Case 4:</u> The Blue Green Alliance: A New Way of thinking for Sustainability. Pg: 155	Case4: project presentation and paper submission by group 4
10/14	Ch. 12 Assessing international Markets		
10/19		Case 5: Is your Chocolate the Result of Unfair Exploitation of Child Labor? Pg: 177	
10/21	Ch. 13 Entry Modes		Lecture

10/26		Samuelson, Robbert (2005) "Bottom Dollar", <i>Newsweek</i> , March 21, 2005	
10/28		Case 6: Method Of Entry- The Foley Company. Pg : 339	Case 6: Project presentation and paper submission by group 6
11/02	Ch. 15 Marketing Internationally	Quiz 2 (Ch. 12, 13, and 15)	Lecture
11/04		Case 7: When in Rome, Should You " Do as the Romans Do"	Case 7: Project presentation and paper submission by group 7
11/09	Video based in class discussion	Freedman's discussion on "The World is Flat" with MIT faculty and students http://video.mit.edu/watch/the-world-is-flat-30-9321/	View on "The world is flat" video prior to class
11/11	Ch. 17 Managing Human Resources in an International Context		Lecture
11/16		Case 8: Environmental Disasters and Ethics of International Companies: The case of Bhopal. (Refer the case Profiles in The syllabus)	Case 8: Project presentation and paper submission by group 8
11/18		Case 9: Brittany Miller: Should She Accept an International Assignment. Pg:452	Case 9: project presentation and paper submission by group 9
11/30	Video based in class discussion	Cultural Blunder between American Expatriates and Their International Business Partners	Video in class to be shown
12/02	Guest Speaker (JSOM Career Center)	Topic: International Business Career	
12/07	Revision	Movie: World Is Flat, Thomas Freedman	
12/09	Final Exam		

Additional Readings:

Marber, Peter (2004) "Globalization and its contents", <i>World Policy Journal</i> , Winter 2004/2005
Samuelson, Robbert (2005) "Bottom Dollar", <i>Newsweek</i> , March 21, 2005
Chandler, Clay, (2005) "The Great –Wal-Mart of China", <i>Fortune</i> , July, 2005
The Economist, Trade: And now, protectionism, Oct 15, 2011
Baily, Martin and Farrell, Diana (2005) "Outsourcing Jobs: The Myths and Realities" , <i>Current</i> , February, 2005
Zachary, Pascal (2006) "Making it in China", <i>Business 2.0</i> , August 2005
Engardio, P (2005) "A New World Economy: The Balance of Power Will Shift to the East as China and India Evolve", <i>Businessweek</i> , August 22, 2005
Bolton, Imitation Vs. Innovation
Chironga Mutsa, Leke Acha, Wamelen Arend (2011) "Cracking the Next Growth Market : Africa" , HBR, May 2011

Case Profiles:

Case: When in Rome, Should You " Do as the Romans Do"

"When you are in Rome, do as the Romans do", applies to business representatives as well as tourists. Being attuned to a country's business etiquette can make or break a sale, particularly in countries where 1000-year-old traditions can dictate the rules for proper behavior. Anyone interested in being a successful marketer should be aware of the following considerations: Local customer, etiquette, and protocol, body language and facial expressions, choices of words. Develop an effective business etiquette that is expected in Central East European, Middle East, and in Northern European countries.

What are the common mistakes committed by Americans/westerners when conducting business with the natives of other cultural background? Use Hofstede's cultural dimensions to explain the reasons for creating such conflicts. Explain how you would find a synergistic solution to the conflicts in Middle East with a focus on Saudi Arabia Refer to the global debate on **page 112**, in order to get the bigger picture of the assignment. When you develop your project paper and presentation relate your discussion and position to the questions addressed under "Global Debate".

Sources: Axtel, Dos and Taboos; Rick's, D., International Business Blunders; CIA sources on Country Risk Assessment; Moody's Investor Service; Adler, N. International Dimensions of Organizational Behavior

Case : Environmental Disasters and Ethics of International Companies: The case of Bhopal

Harry Johnson, CEO of International Chemical, called a meeting of the newly formed crises management committee, which consists of the vice president of manufacturing; the vice president-legal; the vice president of health, safety, and environment; the chief financial officer; and the public relations officer. Johnson had formed the committee after Union Carbide's Bhopal disaster to examine International Chemical's contingency plans. Because the two companies have similar international organizations and produce similarly toxic products, he asked the members to review the information they had on the Bhopal disaster and make recommendations as to what each person's area would do should their company have a similar accident. Johnson also asked the vice president of health, safety, and environment to begin the meeting by giving the committee a synopsis of the series of events that occurred during the first days after the disaster.

Discuss the possible causes of the accident. What are the steps one should have followed in order to avoid the disaster? Should international corporations be engaged in the production of such toxic materials for profit? Do multinational organizations have the responsibility of bringing awareness to the people who lack adequate knowledge about the negative effect of such business operation?

Sources: Berenbeim, Ronald, "Can Multinational Businesses Agree on How to Act Ethically?" Business and Society Review, Number 9/8, 1997

Case Presentation / Report Format:

In group case presentation, it is important that relevant and key aspects of the issue/problem be highlighted. Students are expected to identify the main theme of the case, apply an appropriate research method and choose the best solution of all possible available alternatives. Each group will follow the following guidelines.

- 1) Situation/background: briefly state your understanding of the subject/problem; identifying the environmental forces involved.
- 2) Focusing on the main objective/s of the case by asking oneself which ones are worth attention.
- 3) Assessing alternatives: comparative approach along with pros and cons of all situations. It is important that your arguments are supported by quantitative approach via data collection, processing and presenting them (data) in tabular form and graphs.
- 4) Recommendation: defend the best alternative, which provides practical and acceptable options.
- 5) Drawing a conclusion to your case presentation.

Case written paper should be typed and double spaced. Attach graphs, tables, and other methods to illustrate the problem. Sources/bibliography should be provided. It is preferred that sources of your research are from recent research papers documented in prime business, economic and international journals. Please be advised that your research report should be between 5-6 double spaced pages and should have enough space on both margins for instructor's remarks and notes. Divide work among members; budget your time between 20-25 minutes. Team performance will be graded on the basis of methods of analysis, quality of presentation, and effectiveness as a team. Creative presentation style is

encouraged; however contents and messages should reflect the format of real business scenario.

Grading Policy

Grading Information

Grading Weight

Class Activities (attendance etc.)	10%
Home Work assignments	10%
Group Project –presentation and paper – peer evaluation	15 % 5 %
Quiz 1	5 %
Exam 1	25 %
Quiz 2	5 %
Exam 2	25 %

Grading Criteria

Scaled Score	Letter Equivalent
More than 97	A+
92-96	A
88-91	A-
85-87	B+
82-84	B
78-81	B-
75-77	C+
72-74	C
68-71	C-
62-67	D
58-61	D-
Less than 58	F

Course & Instructor Policies

Make-up exams

Make-ups for midterm and final exams are possible only under extraordinary situation and the instructor may not give full credit to late exams depending on the condition why the examinee didn't take the exam.

Late Work

Only accepted under exceptional situation

Class Participation

Students are also required to participate in all class activities such as group projects and special assignments such as reading on current affairs.

Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. Please see more details about [communication tool information](#).

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

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.