



**Course** IMS 3310.003  
**Course Title** INTERNATIONAL BUSINESS  
**Professor** Young Hoon (“Gabriel”) Jung  
**Term** Fall 2016  
**Days & Time** Monday and Wednesday, 11:30 AM to 12:45 PM  
**Class Location** JSOM 2.103

### **Instructor’s Contact Information**

**Office Location** JSOM 3.219  
**Email Address** [younghoon.jung@utdallas.edu](mailto:younghoon.jung@utdallas.edu)  
**Office Hours** By appointment
 

- Please send me an email to schedule a meeting.

**Other Information** Please check eLearning periodically for announcement and course content.

### **General Course Information**

**Prerequisites** ECON 2301  
 MATH 1326 (or MATH 2414 or MATH 2419)

**Course Description** This course highlights the business challenges faced by internationally operating firms.
 

- Competition in today’s global economy requires *managers* to apply management principles across countries and cultures with suitable adaptation in the process.
- Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice.
  - This course introduces students to the environments of international business and multinational corporations (MNCs; a/k/a MNEs).
  - This course 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.

**Learning objectives and Outcomes** This course emphasizes students’ development of a general understanding on international business environment and related issues, particularly students’ application of academic knowledge to real world situations through the use of lecture and case studies.
 

- By the end of the course, students will understand what determines the success and failure of firms around the globe.
  - In detail, students will (1) understand how institutions and resources affect MNCs; (2) grasp cross-cultural differences in an international business context and demonstrate understanding of organizational and interpersonal implications using relevant cultural frameworks; and (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.

**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 and oral presentation skills.

**Required Texts & Materials**

Peng, M. W. 2016. *Global Business* (4th ed.), Cengage Learning. (ISBN-10: 130550089X; ISBN-13: 978-1305500891 – Both ISBNs refer to the same book)

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

**Suggested Texts, Readings, & Materials**

Current news in international business

- Periodicals such as *The Economist*, *BusinessWeek*, or *The Wall Street Journal* can be helpful.
- UTD library electronic database is useful source for the periodicals and additional materials for group projects.  
- Please refer to <http://www.utdallas.edu/library>.

**Course Schedule**

The following schedule provides a detailed checklist of topics and assignments by week:

Week	Date	Topic	Remarks
1	8/22	Introduction and Administration	
	8/24	1. Globalizing Business	<b>Group Formation</b>
2	8/29	2. Understanding Formal Institutions (1)	
	8/31	2. Understanding Formal Institutions (2)	
3	9/5	Labor Day	No class
	9/7	3. Emphasizing Informal Institutions (1) Group Presentation	Group 1
4	9/12	3. Emphasizing Informal Institutions (2) Group Presentation	Group 2
	9/14	4. Leveraging Resources and Capabilities (1)	
5	9/19	4. Leveraging Resources and Capabilities (2)	<b>Individual Case Analysis Report 1 Due</b>
	9/21	5. Trading Internationally (1) Group Presentation	Group 3
6	9/26	5. Trading Internationally (2) Group Presentation	Group 4
	9/28	6. Investing Abroad Directly (1)	
7	10/3	6. Investing Abroad Directly (2) Group Presentation	Group 5

	10/5	7. Dealing with Foreign Exchange Group Presentation	Group 6
8	10/10	Review for Midterm Exam	
	10/12	<b>Midterm Exam</b>	Please bring your <i>Scantron (E882)</i>
9	10/17	8. Capitalizing on Global and Regional Integration (1) Group Presentation	Group 7
	10/19	8. Capitalizing on Global and Regional Integration (2) Group Presentation	Group 8
10	10/24	9. Growing and Internationalizing the Entrepreneurial Firm	
	10/26	10. Entering Foreign Market	
11	10/31	11. Managing Global Competitive Dynamics (1) Group Presentation	Group 9
	11/2	11. Managing Global Competitive Dynamics (2) Group Presentation	Group 10
12	11/7	12. Making Alliances and Acquisitions Work (1)	<b>Individual Case Analysis Report 2 Due</b>
	11/9	12. Making Alliances and Acquisitions Work (2)	
13	11/14	13. Strategizing, Structuring, and Learning Around the World (1) Group Presentation	Group 11
	11/16	13. Strategizing, Structuring, and Learning Around the World (2) Group Presentation	Group 12
14	11/21	Thanksgiving Holidays	No classes
	11/23		
15	11/28	15. Managing Human Resources Globally	
	11/30	17. Managing Corporate Social Responsibility Globally	
16	12/5	Reading Day	No class/Individual meetings
	12/7	Course Wrap-Up and Closure Review for Final Exam	<b>Group Project Report Due</b>
17	12/12	<b>Final Exam</b>	Please bring your <i>Scantron (E882)</i> <b>Peer Evaluation Due</b>

- 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 and/or on eLearning
  - Individual students are responsible for all information given in class and/or on eLearning.
  - This includes any changes to the syllabus and details given regarding assignments.
- Readings and assignments are to be completed before class.
- **All individual and group assignments are due at the beginning of the assigned class period**, unless otherwise specified.
  - Please upload the report to the turn-it-in link in eLearning.
  - Late submissions are not accepted.
- Readings and assignments are to be completed before class.
- To get the most out of the class, you need to read the chapters and be well prepared before coming to class.
  - The instructor will not cover all elements of a chapter during lectures.
- 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.

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

### **Assignment Details**

#### **Exams**

There will be two (2) noncumulative exams, midterm and final exams.

- **There will be no make-up or replacement exams.**
- Exams may be a combination of true/false, multiple choice, and/or short essay 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 students do not understand something in your textbook, they can ask the instructors questions about it anytime for further clarification.

**Individual Case Analysis Reports**

Students are supposed to turn two (2) individual case analysis reports.

- Students are assigned to the following cases for each report:
  - Individual Case Analysis Report 1: ***“Emerging Markets: Is Democracy Good for Economic Development?”*** (Closing case of the chapter 2)
  - Individual Case Analysis Report 2: Any closing cases in the textbook other than the closing case of Chapter 2.
    - It is not permitted to use any *interactive* cases in the textbook.
- Each case analysis report must be a minimum of two (2) pages.
  - No cover page/graphs/appendix required.
- Please note that you should answer to all the discussion questions for each case.
- As for due dates, please refer to the aforementioned class schedule

**Group Project**

The class will be divided into three- or four-member groups.

- 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 oral presentation and one written report.
- Group size may change depending on class size.

With respect to Group Project, you should be engaged in the followings three activities:

- (1) Group Presentation
- (2) Group Project Report
- (3) Peer Review

**(1) Group Presentation**

- Your group should choose an interactive case in the textbook that belong to the part covered at class as of your presentation day.
  - e.g. 1. Group 2 is asked to choose one interactive case from those of Part 1 (Interactive Cases 1.1 to 1.5) only, except the cases already analyzed by Group 1.
  - e.g. 2. Group 12 may choose any interactive cases of Parts 1 to 3, except the cases already analyzed by Groups 1 to 11.
- Your group presentation should employ the MS Powerpoint format, and adopt the following structure:
  - Title page (1 page): Case name, the date, the names of each group member, and the segment each member will cover.
  - Case summary (2-3 pages): Summarize the content of the case you have selected and identify the key issues of the case that are related to the relevant chapter(s) covered at class.
  - Answers to the discussion questions (1 page per each question).
- Each group will present their case reports at the end of the semester in a 15-minute presentation followed by a 10-minute discussion session.
  - **Please email your presentation material to your instructor by 10:30 am of the day of your presentation** (You do not need

- to post it to the turn-it-in link in eLearning).
- You can use visual aids or videos during your presentation.
- Each group member should have an active role in the presentation.
- After you have presented, be prepared to receive questions regarding your presentation including, but not limited to, the answers to the discussion questions.

## **(2) Group Project Report**

- Each group is supposed to pick an MNC, identify challenges or issues facing it (Analysis), and develop solutions to the challenges or issues (Recommendations).
- Extension of the interactive case your group presented to class is recommended, but it is at your discretion to depart from your interactive case and to adopt totally new context.
- Your group may address the issues regarding the following topics:
  - Political and legal
  - Cultural and ethical
  - Firm resources and capabilities
  - Mergers & Acquisitions (M&A)
  - Market selection and entry mode selection
  - International human resource management
- Please note that your group should provide solutions and/or 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 and recommendations.
  - Introduction (1 page)
    - Brief company overview and context of analysis.
  - Analysis (at least 2-3 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 and/or recommendations, which may be answers and explanations to the following questions: 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)
    - State what you have learned from the cases.
- Please note that your group should provide solutions and/or recommendations for the identified issues using the theories and

concepts learned in class.

- Your group project report should be **at least eight (8) pages, excluding executive summary, figures, tables, appendix, and references.**
- Details on the evaluation criteria are shown in the Appendix A of this syllabus, *Evaluation Criteria of Group Project Report* (p. 16).

### **(3) Peer Evaluation**

- Each group member will evaluate all group members (including him/herself) for their contribution to group work on a scale from 1 to 5. Each scale point indicates:
  - 1 – Very Unsatisfactory
  - 2 – Unsatisfactory
  - 3 – Neither Satisfactory Nor Unsatisfactory
  - 4 – Satisfactory
  - 5 – Very satisfactory
- Each team member's final group presentation and group project report score will be weighed by his/her average evaluation score:
 

1.00 or below	:	20%
1.01 to 2.00	:	40%
2.01 to 3.00	:	60%
3.01 to 3.50	:	70%
3.51 to 4.00	:	80%
4.01 to 4.50	:	90%
4.51 to 5.00	:	100%
- Each team member's final group presentation and group project report score will be weighed by his/her average evaluation score.
  - e.g., If a group gets 16/20 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  $(20/25) \times 60\% = 12/25$  (not 20/25).
- Be objective in evaluating other members in your group and specify rationales.
  - If one gives 1, 2, or 3 scale points to other group member(s) without reasonable rationale, s/he may be penalized by the reduction of his/her own average evaluation score.
- The evaluation should be turned in at the beginning of the final exam.
  - **You may use *Peer Evaluation Form* in the appendix B of this syllabus (p. 17).**
  - If one turns in a blank peer evaluation sheet with only the names on, then his/her evaluation for all members in his/her group, including him/herself, will be regarded as 3.00.
  - If one fails to turn in the peer evaluation sheet, then his/her evaluation for the other members in his/her group will be regarded as 5.00 and his/her self-evaluation will be as 1.00

- Class Attendance & Quizzes**
- 100% class attendance is the condition precedent of final grade.
- Punctual class attendance is expected.
  - Students who fail to attend class regularly are inviting scholastic difficulty.
  - If there is a serious scheduling conflict or religious needs, it is student's responsibility to let the instructor know well in advance in writing.

Occasionally the instructor may give quizzes for the assigned readings of the class and/or the in-class discussion at the end of the class.

- Not all the quizzes will be graded.
- However, some of them will be graded and will count toward the course grades.

- Class 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.
  - Some guidelines in participation grades
    - 5/5 (Excellent Participation): Attend all classes, participate regularly in most classes attended, and make significant contributions in most participation.
    - 4/5 (Good Participation): Attend all classes, participate regularly in most classes attended, and make significant contributions in many classes attended.
    - 3/5 (Fair Participation): Attend all classes, participate regularly in most classes attended, and make significant contribution in several classes attended.
    - 2/5 (Poor Participation): Attend all classes, participate some of the classes attended, and make significant contribution in a couple of classes.
    - 1/5 (Very Poor Participation): Attend all classes and participate in some of the classes attended.
    - 0/5 (Extremely Poor Participation): *The instructor hopes nobody falls in this category.*
  - The instructor has the sole authority in assigning participation grades.

***IMPORTANT: For any document to submit, please use the format of (1) Times New Roman, (2) 12-point font, (3) 1-inch margins all around, and (4) double-spaced text.***



**Course Policies****Classroom  
Citizenship**

Students are expected to behave professionally as college learners, and not distract others or interfere with their learning. In particular, please be advised with the followings:

- Silence all cell phones.
- 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.

**Grading  
Policy and  
Criteria**

Grades will be assigned according to the following criteria:

<u>Assignment</u>	<u>Score</u>	<u>Scaled Score</u>	<u>Letter Equivalent</u>
Midterm Exam	20%	97 – 100	A+
Final Exam	30%	93 – 96	A
Individual Case	15%	90 – 92	A–
Analysis Reports		87 – 89	B+
Group Project	25%	83 – 86	B
(Presentation/Report/ Peer Review)		80 – 82	B–
		77 – 79	C+
		73 – 76	C
Attendance, Quizzes & Participation	10%	70 – 72	C–
		69 – below	F
<b>Total</b>	<b>100%</b>		

- You are expected to read each assigned chapter and the cases therein.
- Exams will assume you have read the chapters, and quality of your class participation will depend on it.

**Extra Credit  
Missed  
Classes**

**There will be no extra credit.**

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.

<b>Late Work</b>	<p>All assignments are due on or before the due date and time.</p> <ul style="list-style-type: none"><li>• Late assignments will not be accepted.</li><li>• Due dates and times are specifically posted in this syllabus under the course schedule.</li></ul>
<b>Make-up Exams</b>	<p><b>Again, there will be no make-up or replacement exams.</b></p> <ul style="list-style-type: none"><li>• There are no excused absences from the exams without a written excuse from a doctor or the academic dean.</li><li>• If there is a serious scheduling conflict or religious needs, it is student's responsibility to let the instructor know well in advance in writing.</li></ul>
<b>Withdrawal from Class</b>	<p>It is the student's responsibility to handle withdrawal requirements from any class.</p> <ul style="list-style-type: none"><li>• In other words, a professor or other instructor cannot drop or withdraw any student.</li><li>• Individual student 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.</li><li>• Administration procedures must be followed.<ul style="list-style-type: none"><li>- The administration of the University of Texas at Dallas (hereinafter UT Dallas, UTD, or University) has set deadlines for withdrawal from any college-level courses.</li><li>- These dates and times are published in that semester's course inventory and in the academic calendar.</li></ul></li></ul>
<b>Incomplete Grade Policy</b>	<p>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.</p> <ul style="list-style-type: none"><li>• An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester.</li><li>• 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.</li></ul>
<b>Student Grievance Procedures</b>	<p>Procedures for student grievances are found in university policy UTDSP5005 (<a href="http://policy.utdallas.edu/utdsp5005">http://policy.utdallas.edu/utdsp5005</a>).</p> <ul style="list-style-type: none"><li>• 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.</li></ul>

**eLearning  
and  
Communication**

You will need to sign up for an eLearning account for use during this class.

- eLearning will be the method of communication that the instructor 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, powerpoint slides, and grades.
- Direct any email communication to the instructor through eLearning or UTD email.
- A University policy to protect student privacy directs that faculty are not required to answer student emails unless they are from a UT Dallas account.
  - This means that I will not respond to emails unless they come through eLearning or UTD email.

**Email Use**

The UT 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.
- The 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 the UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

**Technical  
Support**

If you experience any problems with your UT Dallas account or eLearning, you may:

- Email [assist@utdallas.edu](mailto:assist@utdallas.edu); or
- Call the UT Dallas Computer Help Desk at (972)883-2911.

**Disability Service**

It is the policy and practice of the UT 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 Holidays**

The UT 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

**Copyright Notice**

will abide by the decision of the chief executive officer or designee.

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>.

**Student Conduct and Discipline**

The University of Texas System and the UT 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 UT 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

**Academic Integrity**

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.

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.
- 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.
  - Particularly with respect to plagiarism, please see the following ***Avoiding Plagiarism*** in this syllabus.
- This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

**Avoiding Plagiarism**

Plagiarism on written assignments, especially from the web, from portions of papers for other classes, and from any other source is unacceptable.

- During exams, students are not allowed to have with them any food or drinks, scratch paper, course materials, textbooks, notes, invisible ink pens, or electronic devices, including iPads, iPhones, iPods, MP3 Players, earphones, radios, smart phones, cameras, calculators, multi-function timepieces, or computers, unless otherwise notified.
- When possible, students should sit in alternating seats, face forward at all times, and remove any clothing which might conceal eye movements, reflect images of another's work, or hide course material for copying.
- Exam proctors will monitor any communication or signaling between students by talking, whispering, or making sounds, or by using your hands, feet, other body movements, the test paper itself or your writing implement.
- Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:
  - (1) Exams: F for the course
  - (2) Individual Case Analysis Reports: Zero for the

## Assignment

- (3) Group Presentations: Zero for the Assignment
- (4) Group Project Report: Zero for the specific member or members for the assignment
- (5) Exams and quizzes: Zero for the test

- These sanctions will be administered only after a student has been found officially responsible for academic dishonesty, either through waiving their right for a disciplinary hearing, or being declared responsible after a hearing administered by Judicial Affairs and the Dean of Student's Office.

- In the event that the student receives a failing grade for the course for academic dishonesty, the student is not allowed to withdraw as a way of preventing the grade from being entered on their record.
- Where a student receives an F in a course and chooses to take the course over to improve their grade, the original grade of F remains on their transcript, but does not count towards calculation of their GPA.
- The School of Management also reserves the right to review a student's disciplinary record, on file with the Dean of Students, as one of the criteria for determining a student's eligibility for a scholarship.

**Resources to  
Help You  
Succeed**

The GEMS Center (located within the Conference Center) provides a wide array of free academic support and enhancement for the 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/>

**Disclaimer**

The instructor views the course syllabus as an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. **The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes via email or eLearning. Please remember to check your UTD email and eLearning on regular basis.**

*cf.*  
**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."*

## Appendix A: Evaluation Criteria of Group Project Report

### 1. Summary of the critical issues (4 points)

Identification of internal and external issues	<b>Exceeds Expectations</b>	<b>4 pts</b>
Identification of the most important issues	<b>Meets Expectations</b>	<b>3 pts</b>
No repetition of most of the information in the case	<b>Marginally Meets Expectations</b>	<b>2 pts</b>
	<b>Does Not Meet Expectations</b>	<b>1 pt</b>

### 2. Strategic Analysis (8 points)

Evidence of deeper analysis beyond what is written or presented	<b>Exceeds Expectations</b>	<b>7-8 pts</b>
Presentation of realistic strategic alternatives for the company	<b>Meets Expectations</b>	<b>5-6 pts</b>
Identification of pros and cons of the alternatives	<b>Marginally Meets Expectations</b>	<b>3-4 pts</b>
	<b>Does Not Meet Expectations</b>	<b>1-2 pt</b>

### 3. Recommendation (4 points)

Quality and support of the recommendations	<b>Exceeds Expectations</b>	<b>4 pts</b>
Implementation impact of the recommendation	<b>Meets Expectations</b>	<b>3 pts</b>
	<b>Marginally Meets Expectations</b>	<b>2 pts</b>
	<b>Does Not Meet Expectations</b>	<b>1 pt</b>

### 4. Other grading criteria (4 points)

Clarity and logic of ideas	<b>Exceeds Expectations</b>	<b>4 pts</b>
Use of exhibits	<b>Meets Expectations</b>	<b>3 pts</b>
Clarity of writing	<b>Marginally Meets Expectations</b>	<b>2 pts</b>
Grammar and spelling	<b>Does Not Meet Expectations</b>	<b>1 pt</b>
Organization and structure		



**Appendix B: Peer Evaluation Form**

Group # \_\_\_\_\_

Name \_\_\_\_\_

<b>Name</b>	<b>Score (1-to-5 scale)</b>	<b>Rationale</b>
Yourself		

Note:

- This evaluation sheet should be turned in at the beginning of the final exam.
- Be objective in evaluating other members in your group and specify rationales.
- Further details on how to calculate peer evaluation and how to incorporate into the group projects are shown in *Assignment Details* of this syllabus (p. 7).