IMS 3310 COURSE SYLLABUS

Jindal School of Management - The University of Texas at Dallas

Course Information

Course Number/Section: IMS 3310 **Course Title:** International Business **Term:** ***Spring*** 2017
Professor Contact Information: Shawn M. Carraher…… smc130730@utdallas.edu
MW 2:30-3:45 JSOM 2.107 TTh : 4-5:15 PM JSOM 2.103 **F : 10-12:45 AM** JSOM 2.103
Office hours between classes [in JSOM 3.621 at X-5877]

Course prerequisites, co-requisites, and/or other restrictions:

Prerequisites: 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 (MNCs). Managers require complex tools and unique capabilities to be more competitive in international business. They need to effectively respond to international market opportunities while mitigating the risks of failure. Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice. Topics covered include international trade and investment theories, country environments (e.g., political, legal, financial, and economic), culture, foreign direct investment, international strategy, and corporate ethics. This is NOT a course just about imports and exports but focuses more on the behavioral aspects of international business [there is a separate course about imports and exports].

Student Learning Objectives/Outcomes

1. ***Cross-cultural differences*** in an international business context; demonstrate understanding of organizational & interpersonal implications using relevant cultural frameworks.
2. 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.

Individual Assessments

We have 8 graded participation experiential exercises which are integral to the learning process within this course as well as two initial practice exercises that are much shorter. They are designed to provide you with feedback about the major international and global theories and measurements. These should be taken seriously and carefully as 7 validity checks are run on them and they provide you with feedback about yourself. They are the most important part of the course.

Required Textbook

M. W. Peng (2016). *Global Business* (3rd Ed., Paperback) South-Western Cengage Learning.
You may use a used version of the text or the earlier version although this version has 1 additional chapter.

You shall also need to purchase access to the **Business Strategy Game** from its publisher [this can't be done until I give you access codes].

Assignments & Academic Calendar

Week	Dates	Chapter	Topics / Assignments / Important Events
1	01/9 – 01/13		Introduction; Intro. Cont. & BSG Intro.
2	01/16 – 01/20		No Classes Jan 16 Practice Participation Videos, Read BSG Manual again & research; Start C11 P1
3	01/23 – 01/27	**11, 12**	**Ch. 11** Making Alliances & Acquisitions Work; **Ch. 12** Strategizing, Structuring, & Learning Around the World, & research
4	01/30 – 02/03	**13, 14**	**Ch. 13** Managing Human Resources Globally & Research, C14 – Marketing & Supply Chain Management & Ch. 15 Managing Corporate Social Responsibility Globally P2 & Practice Participation 2
5	02/06 – 02/10	**15**	Research and time for Participations
6	02/13 – 02/17	**1**	**EXAM 1** [02/15, 16, &17]; **Ch.1** Globalizing Business P3
7	02/20 – 02/24	**2, 3**	**Ch. 2** Understanding Politics, Laws, & Economics; **Ch. 3** Emphasizing Cultures, Ethics, & Norms
8	02/27 – 03/03	**4, 5**	**Ch. 4** Leveraging Resources & Capabilities; **Ch. 5** Trading Internationally P4
9	03/06 – 03/09	**6**	**Ch. 6** Investing Abroad Directly EXAM 2 [03/07-9] & Start C7
10	03/13 – 03/17		Spring Break and Participation 5
11	03/20 – 03/24		Flexible week to work on Research paper and Participations P6
12	03/27 – 03/31	**7 & 8**	**Ch. 7** Dealing with Foreign Exchange; **Ch. 8** Capitalizing on Global & Regional Integration; Guest Speaker?? P7
13	04/03 – 04/07		Participations and possibly start C9
14	04/10 – 04/14		**Expansion Week in case of the need to make up due to weather**
15	04/17 – 04/21	**9 & 10**	**Ch. 9** Growing & Internationalizing the Entrepreneurial Firm **Ch. 10** Entering Foreign Markets Guest Speaker ???, P8 Formal Dinner???
16	04/24 – 04/28		**EXAM 3** [Exam 3 is 04/26-28] Plus go over final Participation results
17	05/01 – 05/08		Reading Day May 1 and Final Exam Week

MATERIAL COVERED EACH DAY SHALL CHANGE AT THE DISCRETION OF THE PROFESSOR – ESPECIALLY WHEN IT COMES TO THE GUEST SPEAKERS

Individual Exams

There will be three noncumulative exams. **The makeup exams are essay/project based**. Exams consist of multiple choice answers. 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 you do not understand something in your textbook, please ask questions about it so I can clarify for you. If you have concerns about a project please let me know & an alternative might be able to be arranged.

Group Projects

1. You will form a group of 1 person [your self] and work over the course of the semester on the Business Strategy Game. In the business strategy game you manage a hypothetical organization for 10 years. You are competing both with other students in your league as well as individuals from around the world. While there are suggestions for "gaming the system" on-line they don't take in to account that the newest version of the game adjusts itself to how seriously it believes you are playing the game.

2. You shall may have up to a 3 person group with which you shall complete a group paper on values [either the Rokeach Values Survey, Allport Study of Values, Schwarz's Values model] or ethics [Ethics Position Questionnaire of Forsyth or Inglehart's Values model], and cultural differences [Hofstede model is preferred but other models such as GLOBE or Huntington's Models are ok as well] which shall examine the research on the relationships between these topics. See below for additional information about this. You may instead do a paper on the international business research of Mike Peng or read Autumn Mirage by Violet Forte and discuss it in terms of modern International Business Strategic research. I expect that you can do research that can be presented at a conference and you may participate in raising money to support your travels if so desired.

Literature Review Paper

You will write at least one **paper** in this course. It shall be a research/literature review paper. You should use the APA (American Psychological Association) format for internal referencing and may have up to 2 coauthors. You shall review ***at least*** 16 peer-reviewed academic journal articles in an area of international business in order to examine relationships previously found in empirical research and write a paper with a ***minimum*** of 4000 words. You shall include an extended abstract. After the abstract you shall include an Introduction, a literature review, and suggestions for future research based upon your examination of the literature. If the paper has fewer than 4000 words or fewer than 16 peer reviewed journal articles as references it shall be assigned a grade of **0**. Typically it takes around 20 pages with 20 or more peer reviewed papers to earn an A. Unacceptable papers are invited to be revised and resubmitted once if they are turned in by the deadline. It is turned in through e-learning for Turnitin.com. Once again if it does not have at least 16 peer reviewed journal articles cited in the paper it receives a 0. If it does not have at least 4000 words it shall receive a 0. After that the paper needs to have at least 3 full paragraphs of suggestions for future research in order to be able to receive an A. A paper like this typically would have 5000 or more words with at least 60 references.

Outline example of extended abstract:

> Purpose – This study examines customer service levels of high tech Chinese entrepreneurs in the health care and hospitality industries utilizing the Big Five Personalities Scale (Korzaan and Boswell, 2008) that includes agreeableness, conscientiousness, emotional stability, extraversion, and openness to experience and compares them to American entrepreneurs in the same fields.

Design/methodology/approach – The data was collected both face-to-face and via survey instrument. Their personalities were assessed via survey instrument while their customer service oriented behaviors were measured face-to-face through direct observation with trained raters.

Findings – The findings showed Implications of anticipating employees' behavioral response, the need to address cultural and social differences, and possible employee reward systems are addressed.

Originality/value/contribution – The current study is original in that it uses multiple methods to collect data allowing for a comparison across industry groups for managers and entrepreneurs within China. Primary data of this type is difficult to obtain in China. We contribute to the literature by showing that different industries may have different requirements in terms of the relationship between personality and customer service levels among managers.

Outline example of paper

Introduction – 2 to 3 paragraphs about why managers would care about the topic.

Literature Review – A couple of paragraphs about the Chinese culture, A couple of paragraphs about the American culture, A couple of paragraphs about health care, A couple of paragraphs about the hospitality industry, A couple of paragraphs about customer service, A paragraph or two about customer service in the health care industry, A paragraph or two about customer service in the hospitality industry, A couple of paragraphs about customer service in China and the USA, A review of any research you can find about customer service in the health care and hospitality industries in China and/or the USA;

Conclusions and Suggestions for future research – 3 to 5 paragraphs suggesting future research that you think should be performed and any other conclusions that you can draw.

Works Cited [***at least*** 16 peer-reviewed academic articles from journals]

Grading Policy / Grading Criteria

The following aspects of the course determine your grade. (Scaled score letter equivalent)

Activity Score
Exam 1: 10**%** [Exam 1 is 02/15 to 2/17] [P1 provides the data for Exam 1]
Exam 2: **15%** [Exam 2 is 03/7 to 3/9]
Exam 3: **10%** [Exam 3 is 04/26 to 4/28]
Business Strategy Game: **20%** [on-going]
Corporate Social Responsibility score from the Business Strategy Game [double the percentile up to a 50] 5%
Group Values, Ethics, & Cultural differences paper: **15%** [first full version 3/25] [revised version 5/3 at 11:59PM]
Participations: +/- and 20% [other option is an extra individual research paper]
Pop Elearning Quizzes 5%
Extra Credit shall be available and it shall involve research – not mine, but yours

+/- = + = 0, - = -10%

Grading Scale

97 – 100	A+	93 – 96.99	A	90 – 92.99	A-
87 – 89.99	B+	83 – 86.99	B	80 – 82.99	B-
77 – 79.99	C+	73 – 76.99	C	70 – 72.99	C-
67 – 67.99	D+	64 – 66.99	D	60 – 63.99	D-

59.99 and below – F

Participation
Participation are graded +/-. Participation is assessed with 8 assessments spaced throughout the semester which are designed to reinforce the learning objectives for the class and provide you with feedback about how you might do as an international business person. To go along with student interest in Big Data the participations are long and over the course of the semester take approximately 12 hours to accurately complete but you are given class time to complete them. They are based on assessments used with real expatriates and are designed to expose you to all of the major theories and measurements used in international business. Attendance is typically done unobtrusively.

General Class Policies

Learning is an active process. I believe that it should be transformational. I am a Professor, not a teacher or a lecturer. Please be at each class on time and prepared. Classes will be a combination of lecture, discussion, and exercises – you should actively participate in each part. You are responsible for the assigned readings and what is covered in class.

Common Courtesy: You are expected to be courteous during class time. Please respect your fellow students, professor, and guest speakers and arriving punctually to class. If you have concerns about a project or some other aspect of the class please approach me so that we can work identify and work out a solution.

Academic Honesty: Plagiarism, especially from the web 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.

Policies and Procedures for Students (Please refer to the below websites)
The University of Texas at Dallas provides a number of policies and procedures designed to provide students with a safe and supportive learning environment. Brief summaries of the policies and procedures are provided for you at *http://coursebook.utdallas.edu/syllabus-policies/* and include information about technical support, field trip policies, off-campus activities, student conduct and discipline, academic integrity, copyright infringement, email use, withdrawal from class, student grievance procedures, incomplete grades, and access to Disability Services, and religious holy days.

You may also seek further information at these websites:

Travel and Risk Related Activities:	*http://policy.utdallas.edu/policy/utdbp3023*
Policies - Dean of Students - UT Dallas:	*http://www.utdallas.edu/deanofstudents/policies/*
Fair use of copyrighted materials:	*http://copyright.lib.utexas.edu/copypol2.html*
(For disability services) Student AccessAbility:	*http://www.utdallas.edu/studentaccess/*

NOTE: These descriptions and timelines are subject to change at the discretion of the instructor.