

ORDER BOOK AND GET IT PRIOR TO FIRST DAY (SEE ISBN BELOW). AMAZON IS THE LEAST EXPENSIVE.



Course	IMS 3310.005
Professor	Jane Salk
Term	Fall 2107
Time	Friday 10-12:45
Place	Room: 2.804

Professor and TA Contact Information

Office Location	SOM 2.107
Email Address	jane.salk@utdallas.edu
Office Hours	Thursday 1 -2 PM or by appointment

Assistant:	Nishant Kathuria: Nishant.Kathuria@utdallas.edu Office and office hours TBA
-------------------	---

INTRODUCTION AND LEARNING GOALS:

There has never been a more critical time to study Global Business. Globalization has a growing number of vocal critics. Many countries, especially the USA, have made an about-face and are increasing protectionism and anti-globalization policies. Inequality as to who benefits from globalization within societies drives a lot of this distrust and opposition, Meanwhile Multinational Corporations (MNCs or MNEs) are largely caught up in a world where rolling back globalization of technology and markets is not feasible.

No matter which way the political winds blow in many countries, MNCs have developed business models predicated upon relatively free trade and often extensive and sometimes complex supply chains as a source of their competitive advantage. Many of us are accustomed to low prices and this is facilitated by a outsourcing to lower cost countries. Moreover, robotization is a phenomenon threatening low skill employment in China, not just the USA. MNCs require mobility of managerial labor and these careers will still be needed and are potentially lucrative. At the same time, MNC's are more than ready to lobby for, and accept, government policies that might give them edge vis-à-vis competitors.

Among the things you should master by the end of the course are:

- 1) An ability to define and use the important concepts from each chapter, supplemented by other information from lectures, videos and other materials.
- 2) Demonstrating that you know the different bases for “ethical behavior, something that can be particularly complex for firms operating in the international environment and a problem especially for developing economies.
- 3) Ways in which countries create incentives for foreign investment, plus when and how countries make it more difficult for foreign investors.
- 4) How strategy relates to the structure of the Multi-National Corporation (MNC), and conversely, how structure and the organization of operations across borders constrain strategy.
- 5) International marketing and human resources management issues, especially difficult to managing on a regional or global basis.

Prerequisites:

Econ2301 and Math 1326 or Math2404 or Math2419.

Required Textbook:

Peng, M. (2014): Global Business, 3rd Edition. ISBN: 13-978-133-48593 (Hardback)

Note: Online searches in July 2017 showed that used hard copies of this textbook are cheaper than paperbacks. How to be sure this is the correct book? Our textbook has a blue cover and an aerial view of a city. You do not need the password for online access. You can rent. You will need to bring the textbook to class.

You will need to purchase 1 case from Harvard Business School press and you will log onto their site to purchase the same. Together, these cost approximately \$10.

Additional readings can be found via the UTD library. In other cases, when possible, we will get a copy to you via a file on e-learning.

2) I require that you keep up with relevant news from well-known and credible sources. Whether you formally get a subscription is your call, however, it is recommended to do so. Choices of good news sources include:

- 1) The Economist**
- 2) The Wall Street Journal (ordering info: <http://wsj.com/studentoffer>)**
- 3) The New York Times**
- 4) The Financial Times**

When looking for additional information for assignments, it is critical to seek quality sources of information, which may not be the first thing that pops up after Google search. Therefore, for your convenience I have compiled a list (suggestive) of where you should look for additional reading/information.

- 1) Business Week
- 2) Fortune
- 3) Forbes
- 4) Public Affairs
- 5) Public Policy
- 6) United Nations Working Papers
- 7) McKinsey Quarterly
- 8) Harvard Business Review
- 9) Sloan Management Review
- 10) The New Yorker
- 11) Harpers
- 12) The Atlantic Monthly
- 13) Christian Science Monitor
- 14) The Guardian (UK)
- 15) International Herald Tribune
- 16) The Washington Post
- 17) The LA Times
- 18) BBC
- 19) Al Jazeera
- 20) Fast Company
- 21) World Bank
- 22) IMF
- 23) CIA

COURSE REQUIREMENTS:

Class attendance and participation:	15%
One individual case assignment :	15%
One group case assignment:	20%
Two multiple-choice quizzes: (Fifteen percent each --Basic knowledge to assure you keep up):	30%
Essay Final Exam:	20%
TOTAL	100%

CLASS PARTICIPATION

Class participation over 5 points will be evaluated based on the consistency and quality of active contribution during the semester, over and above attendance and basic involvement. Obviously, absences will mean you cannot participate.

INDIVIDUAL CASE ASSIGNMENT:

Brazil's Embrer case, pp.n131-135.

GROUP CASE ASSIGNMENT:

I have selected the following for the group case:

Bartlett, CA and PS Myers (2017) Yusha Bicycles: Learning to Ride. An HBS Case Number 9-917-539. You will purchase this online. Your groups will each prepare a 15 minute presentation and the slides (with your comments added for clarity) will count for 80% of the grade. Your ability to answer questions and how well you organize the assignment will constitute the remaining 20%. Other students will rate your work.

MULTIPLE CHOICE EXAMS (One at Midterm and one shortly before final exam).

.They focus upon the terms used in each chapter (plus concepts emphasized by the professor in lectures/exercises that might not be in the chapter). The textbook has key terms and definitions in the margins as well as summaries at the end of chapters. I post all of my PowerPoint Presentations the same day as they are used.

FINAL ESSAY EXAM:

The Final will be on December 8th and have an essay format. There will be one long answer and two short answer questions.

The good news is that I go over a list of potential questions in a class review session prior to the exam. If your review covers these questions and you carefully prepare them, you should do well on the exam.

Make-up exams: I normally do not allow make up of exams unless University Policy concerning accommodation of religious observance or special needs come into play. So please plan accordingly.

CONTACTING THE PROFESSOR:

My fixed office hours tend to be very lonely (think of the Maytag Repairman). They are a poor use of my time as student schedules vary so widely. That is why I will keep limited fixed hours and will make appointments as necessary.

Do not use blackboard to contact me. ALSO DO NOT USE THE UTD TELEPHONE AS I DO NOT INTERROGRATE IT FREQUENTLY. INSTEAD PLEASE Use my UTD email and please copy my TA. Due to more stringent security policies, I need to use UT Dallas email for “official” correspondence and, therefore, it is up to you to make sure you actively monitor the UTD account. Even if you inform me that another account or telephone number is yours, I cannot give out any information of a confidential nature via non-campus mail

ACADEMIC DISHONESTY, PLAGIARISM, CHEATING:

Comet Creed (see UTD policies)

The UT Dallas student body ratified this creed in 2014: “As a Comet, I pledge honesty, integrity, and service in all that I do.”

I take academic integrity **very seriously** and I will give automatic F’s for anything where there is evidence of plagiarism or cheating of any sort. I do have a Turn-it-In account and I do spot check on submitted assignments. I am obligated to report plagiarism to UTD for follow-up and stiffer penalties. **Do not do it.**

I follow all applicable 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.

Appendix 1: Personal Information Sheet. Please print out and submit with a good photo no later than class on September 1. (I know I have a photo roster, but I also have 100 students, so that is a lot of cutting and pasting on these sheets!).



YOUR NAME: _____

CONTACT INFORMATION:

PHONE: _____

PREFERRED EMAIL _____

Subscription to which magazine/newspaper from list? _____

WHAT IS YOUR MAJOR?

DO YOU SPEAK ANOTHER LANGUAGE? IF YES, WHAT IS YOUR LEVEL OF FLUENCY?

HAVE YOU LIVED OUTSIDE OF TEXAS? OUTSIDE OF THE USA? GONE TO SCHOOL OUTSIDE THE USA? WORKED OUTSIDE THE USA? PLEASE EXPLAIN.

HAVE YOU TRAVELED OUTSIDE THE USA?

WHAT ASPECT OF INTERNATIONAL MANAGEMENT AND BUSINESS WOULD YOU PARTICULARLY LIKE TO KNOW MORE ABOUT?

ANY OTHER CONCERNS, SUGGESTIONS YOU WOULD LIKE TO SHARE?

Course Schedule IMS 3310.501 Fall 2017

Date	Plan
8/25	<p>Overview of Class: Syllabus Explanation. My expectations:</p> <p><i>Having the book and carefully reading the syllabus prior to our first meeting is your assignment . Since registration is open through the following week, you have an extra week to get your text and we will not hold a full class this day.</i></p>
9/1	<p>PENG CHAPTER 1: Globalization and its discontents:</p> <p>1) Read the entire chapter prior to class and be prepared to answer and ask questions.</p> <p>2) Take the Opening Day Quiz on page 11. Be prepared to discuss the results.</p> <p>3) Prepare both <u>Zara</u> (pp.16-17) and <u>Direct selling at the base of the pyramid</u> (pp. 28-31). Be prepared to discuss both of these. Are there some similarities across the cases in the lessons to be learned? Can you propose further examples the are similar to one or both?</p>
9/8	<p>PENG CHAPTER 2: Formal Institutions</p> <p>1) Read the entire chapter and be prepared to answer and ask questions.</p> <p>2) Pick one of the following countries:</p> <p>Brazil Chile Colombia Ghana Hungary Indonesia South Africa Southern Sudan</p> <p>3) Review their formal institutions, resources and market/infrastructure</p>

	conditions. Be prepared to summarize and discuss with the entire class the challenges firms (foreign and domestic) . There will be questions on the multiple-choice midterm based upon this discussion.
9/15	<p>PENG CHAPTER 2 and pp. 78-82, from Chapter 3</p> <p>2) Watch the following Video at home:</p> <p>http://www.pbs.org/video/frontline-firestone-and-warlord</p> <p>This is a 90 minute Frontline documentary. There is also supplementary information on the website. Be prepared to discuss this, failure of formal institutions and ethics.</p>
9/22	<p>PENG CHAPTER 3 Discussion/exercise</p> <p>DO NOT FORGET THAT THE INDIVIDUAL CASE IS DUE ON OCTOBER 6.</p>
9/29	<p>PENG CHAPTER 4</p> <p>1) Read and be prepared to discuss Chapter 4</p> <p>2) Review of important Chapter 5 materials. Many of you hopefully covered key trade theories (Chapter 5) in high school or other classes. Skim the vocabulary at the very least and read the chapter if something looks unfamiliar. I shall go over this quickly, primarily responding to questions.</p>
10/6	<p>INDIVIDUAL CASE IS DUE PRIOR TO THE BEGINNING OF CLASS TODAY – you should submit it via e-learning .</p> <p>1) We will discuss the case</p> <p>2) Review for Quiz one. It covers all of the materials so far and the review will be driven by your questions.</p>
10/13	Quiz one: Do not forget Scantron and pencil.
10/20	<p>PENG CHAPTER 6.</p> <p>1) Lecture, and discussion of Chapter 6 and of case pages 194-195, An evidence-based view on why Chinese FDI is not a threat.</p> <p>2) Selection of groups for second case (If you miss the class it is up to you to find a group that will accept you.. You will have next week to work on case.</p>

10/27	I am out of town – No class today.
11/3	PENG CHAPTERS 10 and 11. Entering Foreign Markets and Strategy
11/10	PENG CHAPTER 13, Strategy, structure and organizing. All groups need to hand in a hard copy of their case analysis/presentation today and at least 4 groups will present.
11/17	PRESENTATIONS AND MULTIPLE CHOICE REVIEW
11/24	NO CLASS : THANKS GIVING HOLIDAY THIS WEEK
12/1	QUIZ AND PREPARATION FOR FINAL EXAM 1) Quiz is the first 1:15 2) The rest of the class is reviewing questions for essay. Exam.
12/8	BLUE BOOK ESSAY EXAM IN CLASS. No Regular Class: Makeup assignment is due at 5 PM.
	That's it -- GOOD LUCK!