

# IMS 3310 COURSE SYLLABUS

Jindal School of Management  
The University of Texas at Dallas

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## COURSE INFORMATION

<i>Course Number/Section</i>	IMS 3310.503.18F
<i>Course Title</i>	INTERNATIONAL BUSINESS
<i>Term</i>	FALL 2018
<i>Days &amp; Times</i>	Tuesday & Thursday 5:30pm-6:45pm
<i>Class Location</i>	JSOM 1.102

## INSTRUCTOR CONTACT INFORMATION

<i>Instructor</i>	Kyun Kim
<i>Email</i>	<a href="mailto:kyun.kim@utdallas.edu">kyun.kim@utdallas.edu</a>
<i>Office Location</i>	SOM 3.219
<i>Office Hours</i>	Tuesday 4:00-5:00 or by appointment (Please send me an email to schedule a meeting)
<i>Other Information</i>	The quickest and easiest way to contact me is through email. Please check eLearning periodically for announcements and course content.

## 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 (MNC). Managers require complex tools and unique capabilities to be more competitive in international business. They need to effectively respond to the opportunities of international markets while mitigating the risks of failure. Adopting a truly global perspective of management, this course presents current thinking in international business theory and practice. It 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.

## COURSE PRE-REQUISITES, CO-REQUISITES, AND/OR OTHER RESTRICTIONS

BA 1320 or ECON 2301.

## STUDENT LEARNING OBJECTIVES/OUTCOMES

1. Know how institutions & resources affect MNCs
2. Understand cross-cultural differences in an international business context; demonstrate understanding of organizational and interpersonal implications using relevant cultural frameworks
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.

## REQUIRED TEXTBOOK

Global Business, 4th Edition by Mike Peng (ISBN-10: 1305500903; ISBN-13: 9781305500907)

## SUGGESTED OTHER COURSE MATERIALS

Following resources are helpful for your individual and group projects: Newspaper/Magazines such as Business Week, The Economist, Management of International Business Studies, Harvard Business Review, International Management Journal and The Wall Street Journal. UTD library electronic database is another useful source for additional materials for your projects.

## GRADING POLICY

<b>Task</b>	<b>Score</b>	<i>Grade/Average</i>		
Exam 1	20%	A+: 97~100	A : 94~	A- : 90~
Exam 2	20%	B+: 87~	B : 84~	B- : 80~
Individual Assignment	10%	C+: 77~	C : 74~	C- : 70~
Group Project	25%	D+: 67~	D : 64~	D- : 60~
Simulation	10%	F : below 60		
Attendance & Participation	15%			
<b>Total</b>	<b>100%</b>			

## EXAMS

1. Exams will be non-comprehensive. However, you need to build your learning on previous chapters to better understand the future chapters that will help increase your score on Exam 2.
2. Exams will be based on assigned textbook chapters as well as all other materials covered in class (videos, cases, etc.). If you do not understand something from the class, please refer to the textbook or ask questions about it so I can clarify for you.
3. The exam format will consist of multiple-choice questions.

## INDIVIDUAL ASSIGNMENT

You will be asked to write a 4-5 pages paper (excluding pictures, tables, etc.), which is 10% in your final grade. You have an option to choose either case analysis or research paper. More information will be discussed in the 3<sup>rd</sup> week. The individual assignment is due Nov 11<sup>th</sup>. Late submission will not be accepted.

## GROUP PROJECT

You will form groups in the 2<sup>nd</sup> week of the semester. Each group will consist 4-5 people. In the group project, you will be expected to analyze a specific MNE at your choice. The group project will be 25% of your final grade. You will write 15-20 pages paper (excluding pictures, tables, etc.), which is due Dec 5<sup>th</sup> (15%). Presentation will be 20-25 minutes presentation plus 10 minutes discussion (5%). All group members are expected to participate in the presentation. All presentation materials should be submitted via email by 11 AM of the scheduled presentation day. In the final week, you will evaluate your group members (5%). More specific information and group project expectation will be discussed in the 4<sup>th</sup> week. Please let the instructor know by the 4<sup>th</sup> week if you do not want to participate in the group project. Then, you will have a chance to do extra individual assignments, but it does not necessarily mean that you will have less works to do, compared to the group project.

## ATTENDANCE AND PARTICIPATION

Attendance and participation will be 15% of your final grade. You are expected to devote every effort to attend each session. Generally, you are allowed up to 3 absences. However, if you have to miss a class, it is your responsibility to acquire missed lecture notes, assignments, handouts, and announcements from classmates. Make-up exams will not be allowed. Please refer to the general class policies section for more information about make-up exams. Also, the instructor has the sole authority in assigning participation grades. Quality of class contributions will be weighted more heavily than quantity. Frequent and valuable participants are those who attend all of the lectures, and participate in discussion regularly.

## COURSE SCHEDULE

Schedule		Topic	Assignment
W1	21-Aug - 23-Aug	Introduction / Ch1 Globalizing Business	
W2	28-Aug - 30-Aug	Ch2 Understanding Formal Institutions / Ch3 Emphasizing Informal Institutions	Form Groups
W3	04-Sep - 06-Sep	Ch4 Leveraging Resources and Capabilities / Case Discussion (Part 1)	Individual Assignment Introduction
W4	11-Sep - 13-Sep	Ch5 Trading Internationally / Guest Speaker	Group Project Introduction
W5	18-Sep - 20-Sep	Ch6 Investing Abroad Directly / Ch7 Dealing with Foreign Exchange	
W6	25-Sep - 27-Sep	Ch8 Capitalizing on Global and Regional Integration / Case Discussion (Part 2)	
W7	02-Oct - 04-Oct	Exam 1 (Oct 2) / Ch9 Growing and Internationalizing the Entrepreneurial Firm	Ch 1-8
W8	09-Oct - 11-Oct	Game Day / Simulation	
W9	16-Oct - 18-Oct	Ch9 / Guest Speaker	
W10	23-Oct - 25-Oct	Ch10 Entering Foreign Markets / Ch11 Managing Global Competitive Dynamics / Group Presentation	Team 1 (Tue), 2 (Thu)
W11	30-Oct - 01-Nov	Ch12 Making Alliances and Acquisitions Work / Individual Assignment Discussion / Group Presentation	Team 3 (Tue), 4 (Thu)
W12	06-Nov - 08-Nov	Ch13 Strategizing, Structuring, and Learning Around the World/ Case Discussion (Part 3) / Group Presentation	<b>Individual Assignment Due (Nov 11th)</b> Team 5 (Tue), 6 (Thu)
W13	13-Nov - 15-Nov	Group Presentation	Team 7 (Tue), 8 (Tue), 9 (Thu), 10 (Thu)
W14	20-Nov - 22-Nov	Fall Break / Thanks Giving	
W15	27-Nov - 29-Nov	Ch14 Competing on Marketing and Supply Chain Management / Ch15 Managing Human Resources Globally / Group Presentation	Team 11 (Tue), 12 (Thu)
W16	04-Dec - 06-Dec	Wrap-up Session / Group Presentation / Exam 2 (Dec 6)	Team 13 (Tue), Ch 9-14, <b>Group Assignment Due (Dec 5th)</b>

**ATTENTION: This class schedule is subject to change at the discretion of the instructor.**

## GENERAL CLASS POLICIES

Learning is an active process. 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 by turning off cell phones before class, refraining from talking to others when someone is speaking, and arriving punctually to class.

**Absences (Exam)/Make-ups:** There are no excused absences from the exams without a written excuse from a doctor or the academic dean. If there is a serious scheduling conflict or religious needs, it is your responsibility to let the instructor know well in advance in writing. There will be no make-up exam. If you miss an exam due to an appropriate excuse stated above, your another exam score will be doubled (e.g. if you miss exam 1, then exam 2 will be doubled). **No work (group projects, individual assignments) will be accepted after the due date.**

**eLearning and Communication:** You will need to have access to eLearning for use during this class. Class notes, the syllabus, and other relevant course-related materials will be posted on eLearning. You may download this material from the website. In addition, you are advised to check your messages on eLearning regularly. This will be the main way of disseminating any messages or instructions related to the course. A university policy to protect student privacy directs that faculty are not required to answer student emails unless they are from a UTD account. So, it is advised that you use your UTD email to contact the instructor, especially concerning your grades.

**Academic Honesty:** Plagiarism, especially from the web, from portions of papers for other classes, and from any other source 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.

## STUDENT CONDUCT & DISCIPLINE

The University of Texas System and The University of Texas at 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 UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part I, Chapter VI, Section 3*, 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).

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.

### **Academic Integrity**

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.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source 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.

### **Email Use**

The University of Texas at 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 U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual correspondence and the security of the transmitted information. UTD 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 U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

### **Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You 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.

## Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student to first make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy to the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the Dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

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.

## Incomplete Grade Policy

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. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. 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**.

## Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog

guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolling students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

### **Religious Holy Days**

The University of Texas at 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 will abide by the decision of the chief executive officer or designee.

### **Off-Campus Instruction and Course Activities**

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean. ([http://www.utdallas.edu/BusinessAffairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm))

Further information at these websites:

- <http://www.utdallas.edu/conduct/>
- [http://www.utdallas.edu/BusinessAffairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)
- <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>
- <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>
- <http://www.utdallas.edu/disability/documentation/index.html>