



IMS 3310-005

International Business

Semester B 2019/20

Class time and Classroom:

(IMS3310-005) Tuesday: 10:00–12:45pm, SOM 11.210

Instructor: Dr. Cuili Qian

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Office Hours: Thursday 2:30-3:30pm

Course Overview

The purpose of this course is to introduce students to the fundamental concepts of international business. It will provide students with a basic understanding of the global business environment. This course covers the macro-level environmental factors that affect international businesses today. We will discuss such topics as globalization, country environments (political, legal, and economic), culture, global trade and foreign direct investment, the foreign exchange market, the international strategy, global HRM and governance, as well as social responsibility of international firms. Students should leave this course with an increased appreciation of the challenges and opportunities of doing business internationally. 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. Determine the dynamics and direction of international trade and foreign direct investment.
2. Manage the knowledge of trade theories that explain the benefit and challenges of international trade and foreign direct investment.
3. Recognize the international organizations and institutions that affect international business operations.
4. Assess the multicultural aspects of international business and the cultural dimensions that indicate the cultural behaviour of international business organizations.

5. Recognize the uncontrollable business environments that impact the international business operations.
6. Understand the importance ethics and responsibilities of multinational firms in foreign business operations.
7. Identify objectives of international business assignments and explain the role of expatriates in today's global business environment.

Required Textbook:

Peng, M. (201). Global Business, 4th Edition. ISBN:978-1-305-50089-1

(Note: check the website for various format options: digital, print, hardcover etc.: www.cengagebrain.com; used hardcopies may also be an option).

Course Assessment

Your grade in this course is determined as follows:

Individual Assignments (70%)

Individual Class Participation:	20%
Quiz 1 (multiple choice):	5%
Middle term (multiple choice):	15%
Final exam:	30%

One individual case analysis: 5%

Group Assignments (30%)

International Project Report:	20%
International Project PowerPoint Slides :	5%

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Grading Criteria

Scaled Score	Letter Equivalent
More than 97	A+
91-96	A
88-90	A-
85-87	B+
81-84	B
78-80	B-
75-77	C+
71-74	C
68-70	C-
61-67	D
58-60	D-
Less than 58	F

Quiz and Exams (50%)

There will be one quiz and two exams. They will serve to evaluate how well the student has mastered the knowledge to apply the basic theories and concepts learned during each stage of the course. The quiz is worth 5 points and will take 60 minutes. The first exam is worth 15 points and will take 90 minutes and the second exam is worth 30 points and will take 120 minutes. The quiz and mid-term exam will only include multiple choice questions, but the final exam will include both multiple choice questions and essay questions. No make-up exams will be given.

Individual Class Participation (20%)

Much of your learning will occur in preparation for and participating in the class discussions. Class participation is very critical in class. The development and exercise of speaking skills is given a high priority in this course. Quality of class contributions will be weighted more heavily than quantity. Frequent and valuable participants are those who attend all of the lectures, participate regularly. Cold calls will be used in the class to encourage participation. To that end there are several things that each one of you can do:

- Keep in mind that it is impossible to participate if you do not attend class.
- Everyone needs to discuss the topics and relevant cases and address the questions provided. In order to do that, everyone is expected to be thoroughly prepared to discuss the readings assigned for each class meeting. All members of the class should identify issues that are relevant, so that we can advance class discussions and understanding of the topic. To the extent possible, we should attempt to make comments that are based on facts and informed opinions rather than personal biases.
- Everyone is expected to be on time for class, to turn in assignments when they are due, and in general honour the commitments that they make to other members of the class. To the extent possible, everyone is expected to attend class sessions. If you are absent, it is your responsibility to get in touch with other members of the class in order to catch up with what you missed.

Here is a guide of how this is evaluated:

Attendance: 5%

if you miss twice, you will get 4 points, miss three times, will get 3, miss four times, will get 2, and miss five times, will get 0.

Class contribution: 15%

Up to 15% of the grade will be awarded to students who made strong contributions to the class and their teams.

Every student needs to take a picture of how many participation cards you have and send the picture to my teaching assistant: Shu.Deng@UTDallas.edu

International Project Part I: MNCs Analysis Report (20%)

Each team will select a publicly listed multinational company (MNC) headquartered in the United States to research. For that company, your team will do the following analyses:

- 1) Survey the business structure of the company and its internationalization scope. What business are they in? Which countries are they operating?
- 2) Discuss why the company chose these foreign countries to operate. How did the political, economic, cultural, trade, and monetary environment of the host country affect such decision?
- 3) How does the company perform in each of these foreign countries (you may check the annual report for the performance of each subsidiary, and also selectively choose some countries as some firms have subsidiaries in many countries)? Based on the performance, any drawbacks of operating in these countries?
- 4) Any recommendations of other country for future expansion? Why and how? And discuss the implications of its future international business strategies.

You may use company annual reports, the chapters in the textbook, material discussed in class, knowledge learned from other disciplines as a guideline for areas to cover in the project report. An outline of the project report is due in **Week 6 (Feb 18th)**. This is your opportunity to determine whether you are on the right track in terms of content and format, so you are encouraged to have already thoroughly researched the different questions and decided on a general organizational structure for the paper. A hard copy of the final report is due at the beginning of class in **Week 13**. Each group is also required to email the instructor a soft copy of the report at the same time for a plagiarism check. An e-copy does not replace a hard copy. Both a hard and e-copy are required to receive a grade for the project. Papers that have excessive plagiarism will be subject to the detailed check by the instructor, while those with varying degrees of plagiarism will have points deducted based on the extent of the violation.

The written report should be 10-15 pages in length (typed, double-spaced, and error free in 12-point font), *excluding* the cover page, table of contents, list of references, and appendices. All written reports must include a cover page, a table of contents, page numbers, a list of references, and an appendix of key figures and charts if any. You are encouraged to use headers and sub-headers to label different sections of the paper. Team projects will be graded as follows:

1) Content

This is the most important part of the report. This shows a team's ability to find, analyse, and compile information pertinent to this assignment. It also shows your analytical ability in terms of determining the challenges and opportunities of doing business in a country. Thoroughness, accuracy, and keen analysis should come through in this portion of the paper.

2) Process

This refers to readability, flow, logic, organization, professional look, and writing mechanics of the report. Reports should be clear, concise, structured in a logical fashion and easily readable, with a logical flow of thoughts and ideas as well as transitions between paragraphs. The report should be devoid of spelling and grammatical errors. It should also look neat and professional, adhering to paper specifications noted above.

Part II: MNC Analysis Presentation (5%)

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Each team will present a summary of its findings in **Weeks 12-13**. Team presentations should be 20 minutes in length and should cover key points. It is not necessary to present everything in your papers: you should focus on a sub-sample of the most interesting points and include recommendations for successful business ventures. You should also leave time for questions and comments from the class and be prepared to garner class participation.

Both soft and hard copies of the presentation slides are expected before the class.

Team Formation and Avoidance of Free Riding

Teams will be formed in the first class with each team consisting of around five (4-5) students. It is primarily your responsibility to eliminate free riding.

Note that I will not re-assign individuals to a different group after the initial assignment has been made. It is the group's responsibility to work together. In the business world, teams sink or swim together. A team member cannot turn to a client or supervisor and ask for separate consideration. It is a fundamental responsibility of the members of a team to work out fair, effective processes for getting a job done. One of the difficult lessons of teamwork is accepting the fact that your team must present a good image to the outside world (your supervisor or client) and solve internal conflicts in private.

Peer evaluation concerning each member's overall contribution to the group will be arranged at the end of the semester. Individual grades may be adjusted accordingly.

Common Courtesy

Mobile Phone and Laptop Usage. All mobile phones should be turned off during class. Please do not leave and re-enter the class to answer calls. Each student is entitled to one curtesy warning and any additional violation of this rule will be asked to leave the class. The use of laptops in the class is a privilege and not a right. Laptops, Ipads are to be used for class activities only. If you are seen surfing or e-mailing during class time, you will lose laptop privileges.

Non-academic talking. Non-academic talking is not allowed because it is considered as highly unprofessional. Each time when you are found engaging in non-academic talking, different degrees of penalty (e.g., verbal warning, deduction from your attendance score, or being ousted from the class) will be enforced, depending on how disturbing your behaviours are.

Academic Integrity

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarizing, colluding, submitting for credit any work or materials that are attributable in part or fully to

another party, taking an exam for another person, and engaging in or attempting to engage in any act designed to give unfair advantage to a student. Any material quoted directly or paraphrased should be referenced in your written and oral cases.
Plagiarism is a serious infraction and will be dealt with accordingly.

Course Weekly Schedule (tentative, subject to change if necessary):

Week	DATES	TOPIC/LECTURE	Readings, Activities, Assignments
1	01/14	Overview group formation Globalization	Lecture and self-introduction Chapter 1
Module 1: Laying Foundations and Acquiring Tools			
2	01/21	Formal and Informal Institutions	Chapters 2 and 3 In class exercises
3	01/28	Leveraging resource and capability Case 1: Ostnor's Offshoring and Reshoring	Chapter 4 Read the case and prepare for the case questions.
4	02/04	Quzi 1 Group project discussion	Chapters 1, 2, 3 Bring Scantron and pencil
5	02/11	International Trade Theory Foreign Direct Investment	Chapter 5 Chapter 6
6	02/18	The Foreign Exchange Market Case 2: The Korea-US Free Trade Agreement (KORUS)	Chapter 7 Look up the Exchange rates for the USD versus another major currency from January-December 2019. What are the implications for US MNCs? Turn in a page with data and brief conclusion. Read the case and prepare for the case questions. <u>Turn in the MNC that your team chooses for group project.</u>
Module 2: Strategizing around the Globe			
7	02/25	Entering Foreign Market Alliances and Acquisitions	Chapter 10 Chapter 12
8	03/03	Midterm <u>Mexico Venture Simulation Exercises</u>	Chapters 4, 5, 6, 7, 10
9	03/10	Strategy of International Business	Chapter 13

		Case 3: Japanese Multinationals in Emerging Economies	Read the case and prepare for the case questions.
Module 3: Building Functional Excellence			
10	03/17	Spring break (March 16-22)	
11	03/24		
12	03/31		
13	04/14		Group project paper
14	04/17		Submit the PPT for group presentation (5%)
15	04/21	Revision	Review and preparation for final exam April 21 st Tuesday 10:00am-12:00pm
16	04/28	Final Exam	40MC + 3 Essay Questions

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