

## COURSE SYLLABUS

---

### Course Information

Course Title: **International Business**  
Course Number: IMS 3310-503  
Course Term: Fall 2020  
Class Mode: Remote/Virtual Learning  
Class Location: Virtual Classroom on MS Teams  
(Captioned recording of each class will be made available at MS Stream)  
Class Time: 7:00 – 9:45 PM, Thursdays

---

### Professor Contact Information

Name: Zhiang “John” LIN, Ph.D.  
Office Location: JSOM 4.405 and MS Teams  
Office Hours: Before and after class, or by appointment  
Phone: 972-883-2753  
E-mail: [zlin@utdallas.edu](mailto:zlin@utdallas.edu)  
Homepage: <http://www.utdallas.edu/~zlin>

### Teaching Assistant Contact Information

Name: Jung H. KWON  
Office Location: JSOM 3.205  
E-mail: [jkwon@utdallas.edu](mailto:jkwon@utdallas.edu)

The teaching assistant will mainly be responsible for: 1) setting up weekly online classes via MS Teams, 2) providing preliminary technical help to students who may have trouble with online classes including entering MS Teams and accessing the electronic textbook, 3) recording and observing online classes including student participation, 4) helping proctor and grade the quizzes, and 5) other course related activities that may require assistance.

*If students may need additional technical help, please feel free to contact the eLearning Support Center which includes a toll-free telephone number for immediate assistance (1-866-588-3192), and also check out the below link, as they are very knowledgeable and quick in providing technical help: <https://www.utdallas.edu/oit/helpdesk/>.*

---

### Course Pre-requisites, Co-requisites, and/or Other Restrictions

Pre-requisites: BA 1320 or ECON 2301

## Course Description

This course intends to prepare students for the challenging global business environment where managers must adopt a global perspective and master knowledge and skills across different institutional backgrounds in order to succeed. The emphasis of this course will be on the analyses, decisions, and actions that organizations take to create sustainable and often intangible competitive advantages, with the consideration of both the internal condition and the external environment, while adopting learning method such as lectures, case analyses, quizzes, and discussions.

---

## Student Learning Objectives/Outcomes

By the end of course, students will understand what internal and external factors determine the success and failure of firms in the global environment. Specifically, students will be able to

- identify and compare various trade theories that explain the benefits and challenges of international trade and foreign direct investment;
  - understand how institutions and resources affect multinational enterprises (MNEs);
  - grasp cross-cultural differences in international business contexts and demonstrate understanding of organizational and interpersonal implications using relevant cultural frameworks; and
  - examine the ethical and social responsibilities of multinational firms in foreign business operations and develop a regard for human values and the ability to make judgements based on ethical and environmental considerations.
- 

## Required Textbook

Title: Global (4th Edition):  
Publisher: South-Western Cengage Learning, 2017(2018)  
Author: Mike W. Peng  
ISBN-10: 1-337-40682-1  
ISBN-13: 978-1-337-40683-3  
ISBN-13: 978-1-337-40682-6

You can use e-book, e-chapter, printed versions, or digital versions from MindTap at [www.cengagebrain.com](http://www.cengagebrain.com). Some of the slides and announcements will also be posted in UTD e-Learning.

---

## Course Requirements and Grading Policies

This course requires careful readings, active discussions, diligent research, and effective group work, which will also determine whether and how a student may succeed in this course. The instructor's main role will be to facilitate the implementations of these activities and provide constant guidance along each step of the way.

A student's final grade will be based on the aggregation of the following five categories (**250 points** in total), and may be further adjusted based on the school mandated undergraduate grade distribution: *Individual Participation (30 points)*, *Individual Essay (40 points)*, *Comprehensive Quiz 1 (35 points)*, *Comprehensive Quiz 2 (70 points)*, and *Group Case Analysis and Discussion (75 points)*. Specifically,

<u>Final Grade</u>	<u>Aggregated Points</u>
A+	240-250
A	230-239
A-	220-229
B+	210-219
B	200-209
B-	190-199
C+	180-189
C	170-179
C-	160-169
D+	150-159
D	140-149
D-	130-139
F	000-129

#### 1. Individual Participation (30 points)

All students are expected to read the relevant chapters, come to classes on time, and participate actively in class discussions throughout the semester. This part will be assessed based on weekly attendances and participation (online records and instructor/TA observations).

- ✓ (25-30 points): If over 95% attendances with active weekly participation;
- ✓ (20-24 points): If over 95% attendances with average weekly participation;
- ✓ (15-19 points): If over 85% attendances with active weekly participation;
- ✓ (10-14 points): If over 75% attendances with average weekly participation;
- ✓ (0-9 points): If below 75% attendances with below average weekly participation.

If a student has missed classes but wishes to make up for the absences and improve the participation grade to the maximum 30 points, he/she can also do an individual event analysis and presentation (maximum 10 points). A student who intends to do such an individual event analysis should inform the instructor one or two weeks prior to the topic date to get the permission as there will be only maximum one slot available each week. A student who has been granted the opportunity will need to:

- Select a current event from various possible sources (such as newspapers, business magazines, credible online media, etc.);
- Write a one to two-page analysis of the event using theories and concepts from the textbook, relating to some of the topics to be discussed on that date;
- Prepare a few slides;
- Provide a no more than ten-minute presentation to the whole class that should also

showcase the importance of the current event, the relevance of the theoretical applications, while engaging the rest of the class.

*The emphases of the grading will be on: 1) importance of the current event, 2) relevance of the theoretical applications, 3) coherence of the analysis and presentation, and 4) engagement of the class.*

## 2. Individual Essay (40 points)

Each student is supposed to turn in one individual two-page essay (double spaced) on a closing case from a chapter of his/her own choosing. This assignment is to be done on an individual basis. An electronic copy can be submitted via eLearning at the beginning of the class when the chapter for that closing case is to be discussed. So the deadline is relatively flexible per students' choosing.

Every chapter of the Global textbook has a closing case, which can have significant theoretical, practical, and ethical implications and even debates. Once you pick a closing case, you are expected to

- 1) apply the theories and concepts learned from the current and other chapters;
- 2) provide critical thinking beyond the closing case as there may not be just one correct answer; and
- 3) present convincing reasoning, helpful suggestions, and coherent arguments;

*The emphasis of the grading will be on: 1) closeness to concepts and theories, 2) creativeness and depth of thinking, and 3) coherence in reasoning (not bullet points).*

- ✓ (31-40 points): If the essay has all the main components and has met the above three emphases;
- ✓ (21-30 points): If the essay has few of the main components and has not met most of the above three emphases (e.g., used little concepts and theories, used mostly bullet points, provided no meaningful suggestions, etc.);
- ✓ (11-20 points): If the essay has only one of the main components or has met only one of the above three emphases;
- ✓ (0-10 points): If the essay has not been turned in or does not follow any of the instructions.

To ensure a good quality, each student is strongly urged to start the preparation process early.

## 3. Comprehensive Quizzes 1 and 2 (35 and 70 points respectively)

There will be two comprehensive quizzes to test students' knowledge of the main theories and concepts from the textbook, with Quiz 1 covering Chapters 1-5, Quiz 2 covering Chapters 6-15. Quiz 1 may consist of 25 multiple choice questions (or 5 essay questions) and take 50 minutes, and Quiz 2 may consist of 50 multiple choice questions (or 10 essay questions) and take 90 minutes (1 hour 30 minutes). For each quiz students can prepare and use notes on one piece of paper with one side for Quiz 1 and two sides for Quiz 2 (regular letter size). The quizzes will be conducted online via eLearning.

*Make-ups for quizzes are possible only under extraordinary situation and the instructor may not full credit to late quizzes depending on the condition why the examinee could not take the quiz.*

#### 4. Group Case Analysis and Discussion (75 points)

Students will be asked to form eight groups. Each group will research one real world MNC, identify challenges or issues facing it, and develop solutions to the challenges or issues. Each 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
- Others

The group assignment will involve both a written report about 6 double-spaced pages (submitted via eLearning) and a group presentation (in about 30 minutes on MS Teams). Please note that your group should provide solutions and/or recommendations for the identified issues using the theories and concepts learned in class. Your written report should include the following sections with a total about six double spaced pages:

- Introduction
- Analysis
  - 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
  - Provide specific and feasible strategic solutions and/or recommendations linked to the theories and concepts learned in class, 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
- References

The presentation will emphasize preparedness, theoretical connections, logical flow, time control, and class interaction. Members who fail to participate in the presentation will have points deducted.

Three grading emphases: 1) *effectiveness in applying concepts and theories*, 2) *relevance of recommendations and level of theoretical backing*, and 3) *coherence in reasoning throughout the report (not bullet points)*.

- ✓ (70-75 points): If the written report and the presentation have the main components and have met the above three emphases, while with good preparations and engaging interactions;
- ✓ (60-69 points): If the written report and the presentation have most of the main components and have met two of the above three emphases, while with OK preparations and some engaging interactions;
- ✓ (50-59 points): If the written report and the presentation have some of the main components and have met one of the above three emphases, while with somewhat mediocre preparations and few interactions;
- ✓ (40-49 points): If the written report and the presentation have few of the main components and have met one or none of the above three emphases, while with poor preparations and few interactions;
- ✓ (0-39 points): If the written report is not turned in, or if the presentation is not prepared, or if the case analysis is not on the right one.

To ensure a good quality, each group is strongly urged to start the preparation process at least two weeks prior to the designated group case discussion date.

---

## **Course & Instructor Policies**

### **1. Final Grade Checking**

After the end of the semester, there will be a designated office hour for final grade checking in the instructor's office or on MS Teams (please also see the schedule part).

### **2. Class Policies**

Throughout the semester, each student is expected to follow the university's guideline on student conduct with regard to cheating and other dishonorable behaviors. Severe consequences can occur if such rules are not followed. Information on university's policies regarding academic integrity, grading, technical support, copyright, email usage, plagiarism, student grievance procedures, and other topics can be found at the following link: <http://go.utdallas.edu/syllabus-policies>.

The instructor also reserves the right to deduct from a student's credit if the student has shown non-constructive behavior in class. If a student is absent or late to a class, it will be his or her responsibility to catch up with all the missed materials and any announcements made while the student was absent. No make-up quizzes and no late assignments will be accepted unless there are extraordinary circumstances. Finally, it is a student's responsibility to read the syllabus thoroughly and regularly and keep track of all the important dates and requirements every week. Experiences show that answers for most questions that students ask can be found in the syllabus.

### **3. COVID-19 Guidelines and Resources**

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record. Please see <http://go.utdallas.edu/syllabus-policies>.

#### 4. Asynchronous Learning Guidelines

The below link describes what students should do if they select asynchronous instruction and how it will apply to lectures and/or exams: <https://www.utdallas.edu/fall-2020/asynchronous-access-for-fall-2020/>

#### 5. Class Recordings

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

#### 6. Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the eLearning Current Students webpage for more information.

This course can also be accessed using your UT Dallas NetID account on the eLearning website (including how to access MS Teams and MS Stream). Please see the course access and navigation section of the Getting Started with eLearning webpage for more information. To become familiar with the eLearning tool, please see the Student eLearning Tutorials webpage.

UT Dallas provides eLearning technical support (including how to use MS Teams and MS Stream also) 24 hours a day, 7 days a week. The eLearning Support Center includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. UT Dallas also has an OIT Help Desk that can provide timely assistance to students: <https://www.utdallas.edu/oit/helpdesk/>.

#### 7. Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online eLearning Help Desk. The

instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

---

### **Class Schedule and Assignments**

<u>#</u>	<u>Date</u>	<u>Activities</u>
1	8/20	<ul style="list-style-type: none"><li>– Course Descriptions and Requirement Discussions</li><li>– Demos on How to Access MS Teams, MS Stream, eLearning, and MindTap</li><li>– Forming Groups and Tentative Group Assignments (Date and MNE)</li><li>– Survey</li></ul>
2	8/27	<ul style="list-style-type: none"><li>– Guidelines for Individual Participation</li><li>– Guidelines for Individual Essay</li><li>– Guidelines for Group Case Analysis and Presentation</li><li>– Finalizing Group Assignments (Date and MNE)</li><li>– Any Question on Course Requirements and Various Tools</li><li>– Chapter 1: Globalizing Business</li></ul>
3	9/3	<ul style="list-style-type: none"><li>– Chapter 2: Understanding Politics, Laws, and Economics</li><li>– Chapter 3: Emphasizing Cultures, Ethics, and Norms</li></ul>
4	9/10	<ul style="list-style-type: none"><li>– Chapter 4: Leveraging Resources and Capabilities</li><li>– Chapter 5: Trading Internationally</li><li>– Preview for Comprehensive Quiz 1</li></ul>
5	9/17	<b>Comprehensive Quiz 1 (50 minutes)</b>
6	9/24	<ul style="list-style-type: none"><li>– Chapter 6: Investing Abroad Directly</li><li>– Chapter 7: Dealing with Foreign Exchange</li><li>– Reminder for Group Case Analysis &amp; Presentation Starting from Next Week</li></ul>
7	10/1	<ul style="list-style-type: none"><li>– Chapter 8: Capitalizing on Global and Regional Integration</li><li>– Group Case Analysis &amp; Presentation 1: TBA</li></ul>
8	10/8	<ul style="list-style-type: none"><li>– Chapter 9: Growing &amp; Internationalizing the Entrepreneurial Firm</li><li>– Group Case Analysis &amp; Presentation 2: TBA</li></ul>
9	10/15	<ul style="list-style-type: none"><li>– Chapter 10: Entering Foreign Markets</li><li>– Group Case Analysis &amp; Presentation 3: TBA</li></ul>
10	10/22	<ul style="list-style-type: none"><li>– Chapter 11: Making Alliances and Acquisitions Work</li><li>– Group Case Analysis &amp; Presentation 4: TBA</li></ul>



---

11	10/29	– Chapter 12: Strategizing, Structuring, and Learning Around the World
		– Group Case Analysis & Presentation 5: TBA

---

12	11/5	– Chapter 13: Managing Human Resources Globally
		– Group Case Analysis & Presentation 6: TBA

---

13	11/12	– Chapter 14: Competing in Marketing and Supply Chain Management
		– Group Case Analysis & Presentation 7: TBA

---

14	11/19	– Chapter 15: Managing Corporate Social Responsibility Globally
		– Group Case Analysis & Presentation 8: TBA
		– Reminder for Comprehensive Quiz 2

---

	11/26	– Thanksgiving. No Class.
--	-------	---------------------------

---

15	12/3	– <b>Comprehensive Quiz 2 (90 minutes)</b>
----	------	--

---

	12/4	– Final Grade Checking Office Hour (Optional), 12:30-2:00 PM in the Instructor's Office (JSOM 4.405, Phone: 972-883-2753) or on MS Teams
--	------	--

---

**GROUP COMPOSITIONS**  
(To be finalized after the second class)

<u>Group #</u>	<u>Student Name</u>	<u>Group #</u>	<u>Student Name</u>
1		5	
1		5	
1		5	
2		6	
2		6	
2		6	
3		7	
3		7	
3		7	
4		8	
4		8	
4		8	

**A SHORT SURVEY (OPTIONAL)**  
(You can email it to me)

Name (Please Print): \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

1. What is your current position in your organization (or company)?
  
2. What is your career objective?
  
3. What are your general expectations from this course?
  
4. Are all the requirements and class policies listed in the syllabus clear to you? If not, which specific part do you need more clarifications?
  
5. How many hours do you plan to spend on this course each week?
  
6. Any specific suggestions you may have for the course to be successful?

(Thank you)