



**IB 350/EUS 348**

# **International Trade and Investment**

**Fall 2021  
Deirdre Mendez**

## Instructor Information

Dr. Deirdre Mendez , Office: CBA 3.252

Student Hours (via Zoom): Mon 3:30-4:30 and in person by appointment

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## Required Materials

**Text:** Hill and Hult, *Global Business Today, 11th Edition, online edition*. Access it through the “My Textbooks” tab on the Canvas home page. I also recommend reading business publications regularly. The Wall Street Journal has a \$4/month student rate available at [wsj.com/studentoffer](http://wsj.com/studentoffer).

**Map:** You should have a current map of the world for extra credit on exams.

**Course Materials:** You will receive credit for completing the LearnSmart module for each chapter as assigned in Canvas. Readings, course slides, and other materials are provided in the Canvas module for each chapter.

You’ll receive course updates and communication via a Canvas announcement, which will come to you as an e-mail. If you miss one, you can review it in Announcements. You will be responsible for any course information sent through Canvas.

## Course Structure

The text for this “*macro*” course considers international business mainly from the perspective of aggregate impact and general forces and theories. Class discussions and your Country Analysis papers will give you a chance to apply concepts to real-life international business decisions and managerial issues.

Course material will be presented through lectures and the textbook. Course readings for each chapter and supplementary “mini-lectures” are posted in Canvas.

## How to Succeed

- Complete the LearnSmart module and any articles assigned for a class day – *before coming to class*. Note the LearnSmart module due date for each chapter.
- Apply course concepts to current events and supplement your knowledge with the business press. Good options include: *The Financial Times, Business Week, Fortune, Forbes, Fast Company, the Wall Street Journal, and The Economist*. The most comprehensive are *The Financial Times* and *The Economist*.
- You will be graded on your participation in class discussions. It’s important for everyone to have an attitude of **honesty, openness, and respect**.

## Grading

- Exams (2 @ 20% each) 40%
- Learnsmart Modules 15%
- 6 Country Analysis assignments 30% total (individual weights vary)
- Class Participation 5%
- Team Discussions 10%

## Exams

Your exam grade will be based on two exams. Exams consist of 35 multiple choice questions plus five extra credit questions on country names and locations. You will also have the opportunity to take an optional comprehensive final consisting of 40 multiple choice questions. The grade on the optional final will replace your lowest exam score.

**Note: you cannot lower your grade by taking the final.**

## LearnSmart Modules

You will complete the LearnSmart online module for each chapter by the date of the class discussion of that chapter. The modules are open until 8:00am on the class date for each chapter. For the Balance of Payments unit, you will take an online quiz. I will drop your lowest two grades from this category. There are no make-ups - if you miss a LearnSmart module, that will be one you drop.

## Country Analysis Project – 6-paper series

You will submit a series of short papers on a single country. For each one, you will research topics discussed in class as they relate to your chosen country and a company of your choice. You will integrate the information from the assignments into a final report. The Country Analysis Project Instructions in Canvas have full details.

## Team Discussions

You will be assigned to a team early in the semester. Together, you will apply course concepts to solve business problems and answer questions.

## Class Participation

Throughout the semester, we will have discussions related to the lectures, readings, and current events. Your participation will determine your class participation score.

## Extra Credit

You may earn 5 extra credit points on each exam by identifying countries on maps. Maps for the Exam 1 are South/Central America, Europe, and the Middle East. The maps for Exam 2 are Asia and Africa. The maps are posted in the Exam module in Canvas. These are the only opportunities for extra credit in the course.

You will also have several opportunities throughout the semester to earn extra credit by attending presentations on global business events. These opportunities will be announced as they come up during the semester.

## **Optional Exam**

The planned exam date is listed in Canvas. The final is optional. You may take it to replace your lowest exam score. If you're satisfied with your grade before the final exam, **you may skip the final** and will receive the grade you had before the final exam. The date is tentative until the final schedule is released by UT administration.

## **Attendance**

Because you will work with other students on a Discussion Team, your regular attendance is important to their success as well as your own.

## **Professional Conduct**

- Please be on time and ready to start when class begins.
- If you need to leave during class, make your exit as inconspicuous as possible.
- Please turn off your cell phones before class starts. If you need to make an urgent call or send a text message, please leave class briefly.
- You may use laptops/tablets/etc. to take notes and to look things up. Violating this policy will result in a 1% deduction from your final score.
- Please keep all discussion during class public, and don't engage in side conversations.

## **Diversity and Inclusion**

It is my intent that students from all diverse backgrounds and perspectives will be well served by this course, that students' learning needs will be addressed and that the diversity that students bring to this class can be comfortably expressed and viewed as a resource, strength and benefit. Please let me know right away if this ever is not the case.

## **Religious Holy Days**

You must notify me of your pending absence at least 14 days prior a religious holy day. If you must miss a class component, to observe a religious holy day, you will have a chance to complete it within a reasonable time after the absence.

## **Students with Disabilities**

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement (DDCE), Services for Students with Disabilities (SSD) <http://diversity.utexas.edu/disability>. Please notify me of any accommodations by the 4<sup>th</sup> day of class so I can schedule notetaking and exam extensions as needed.

## **Academic Dishonesty**

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at <http://my.mcombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the

application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at <http://deanofstudents.utexas.edu/conduct> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty

Any student plagiarizing on written assignments will be referred to the Dean of Students.

### **Intellectual Property Policy**

All material presented in class lectures, PowerPoint presentations, and on the Canvas website is the intellectual property of the instructor unless otherwise copyrighted. Any reproduction or publication of this material without prior written consent is strictly forbidden.

### **Sharing of Course Materials is Prohibited:**

No materials used in this class, including, but not limited to, lecture hand-outs, videos, assessments (quizzes, exams, papers, projects, homework assignments), in-class materials, review sheets, and additional problem sets, may be shared online or with anyone outside of the class unless you have my explicit, written permission. Unauthorized sharing of materials promotes cheating. It is a violation of the University's Student Honor Code and an act of academic dishonesty. I am well aware of the sites used for sharing materials, and any materials found online that are associated with you, or any suspected unauthorized sharing of materials, will be reported to Student Conduct and Academic Integrity in the Office of the Dean of Students. These reports can result in sanctions, including failure in the course.

### **Campus Safety**

Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, <https://preparedness.utexas.edu>.

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings and assemble outside when a fire alarm is activated
- Familiarize yourself with all exit doors of each classroom and building you may occupy
- If you need evacuation assistance, inform the instructor in writing asap
- In the event of an evacuation, follow the instruction of faculty or class instructors
- Do not re-enter a building unless given instructions by Austin or UT police or fire authorities
- Behavior Concerns Advice Line (BCAL): 512-232-5050 or on-line
- In case of emergency, further information will be available at:  
<http://www.utexas.edu/emergency>.

## Health Reporting

To help keep everyone at UT and in our community safe, it is critical that students (and faculty and staff) report COVID-19 symptoms to the HealthPoint Occupational Health Program (OHP) as soon as possible. To understand what to do if a fellow student in the class (or the instructor or TA) tests positive for COVID, see this [University Health Services](#) link.

## Title IX Reporting

Federal law protects against sex and gender-based discrimination, sexual harassment, sexual assault, sexual misconduct, dating/domestic violence and stalking. When sexual misconduct occurs in our community, the university can:

1. Intervene to prevent harmful behavior from continuing or escalating.
2. Provide support and remedies to students and employees who have experienced harm or have become involved in a Title IX investigation.
3. Investigate and discipline violations of the university's [relevant policies](#).

Texas law requires all employees, including faculty, report any information to the Title IX Office regarding sexual harassment, sexual assault, dating violence and stalking that is disclosed to them. All employees who witness or receive any information of this type must be reported. **I am a Responsible Employee and must report any Title IX related incidents** that are disclosed in writing, discussion, or one-on-one. Before talking with me, or with any faculty or staff member about a Title IX related incident, be sure to ask whether they are a responsible employee. If you would like to speak with someone who can provide support or remedies without making an official report to the university, please email [advocate@austin.utexas.edu](mailto:advocate@austin.utexas.edu).

## FERPA and Class Recordings

Class recordings are reserved only for students in this class for educational purposes and are protected under FERPA. The recordings should not be shared outside the class in any form. Violation of this restriction by a student could lead to Student Misconduct proceedings.

## Longhorn Textbook Access

The materials for this class are available through the Longhorn Textbook Access (LTA) program, to reduce the cost of digital course materials for students. You can access your required materials through the "My Textbooks" tab in Canvas. You are automatically opted into the program but can easily opt-out (and back in) via Canvas through the 12th class day. If you remain opted-in at the end of the 12th class day you will receive a bill through your "[What I Owe](#)" page and have until the end of the 18<sup>th</sup> class day to pay and retain access. If you do not pay by the 18<sup>th</sup> class day, you will lose access to the materials after the 20<sup>th</sup> class day and your charge will be removed. More information about the LTA program is available at [universitycoop.com/longhorn-textbook-access](http://universitycoop.com/longhorn-textbook-access).