
Foundations of International Business
IB 320F: Online (Synchronous Format)
Fall 2021/Monday & Wednesday 4:00pm – 5:15pm

INSTRUCTOR: Mrs. Michelle Vaca-Senecal

OFFICES: Virtual

OFFICE HOURS: Wednesday's @ 5:20pm -OR- by appointment (virtual)

PHONE: 210-900-3425 (No Texting ability. UT e-mail is best for communication)

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OFFICE HOURS: By appointment (virtual)

REQUIRED MATERIALS

Text: Hill & Hult, Global Business Today, 11th Edition, **online edition. Access it through the “My Textbooks” tab on the Canvas home page. **It is VERY important that you have on-line access, because learning aids and LearnSmart assignments will only be available on-line****

In addition to the textbook, I want to encourage you to read business publications regularly. The Financial Time, the Economist, Foreign Affairs, and The Wall Street Journal are all are very relevant to the course material. The Wall Street Journal has a very low student rate (\$1 per week) which you can access at wsj.com/studentoffer.

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 18th class day to pay and retain access. If you do not pay by the 18th class day, you will lose access to the materials after the 20th class day and your charge will be removed. More information about the LTA program is available at universitycoop.com/longhorn-textbook-access.

Course Materials: Materials for this class are available through Canvas (<http://canvas.utexas.edu>).



...receive credit for completing the LearnSmart module for each chapter (as assigned in Canvas). Note...there are a couple of LS modules that will **NOT** be for credit, but I encourage you to complete them to fully prepare yourself. I will announce these optional LS modules as we approach the material. Readings, course slides, and other materials are provided in the Canvas module for most chapters covered.

Because important course updates and communication will be made via e-mail, **IT IS VERY IMPORTANT that you have a current official UT e-mail address!** You should go to the UT directory **right now** (<http://www.utexas.edu/directory/>) and make sure that the e-mail address listed there is the one you want to use to obtain course material. If it is incorrect, use UT Direct (<https://utdirect.utexas.edu/utdirect/>) to change your official e-mail address. You will be responsible for any course information sent to that e-mail address. Naturally, you should also check your e-mail regularly.



COURSE OBJECTIVES

In today's global economy, professionals must understand the relationships, institutions, and environment that underlie international commerce. The primary objective of IB 320F is to extend your knowledge of the global economy so that you can be a more effective manager in business – whether or not you actually work in a global corporation. I hope it will also help you to be an educated citizen, understanding the major issues impacting government policy and globalization. The topics in the class have been selected to address both theoretical and practical dimensions of the global economy.

The course has the following objectives:

1. To give you tools to analyze and understand the global economy overall, along with the business environments of individual countries. These tools include:
 - theories related to international trade and investment
 - major indicators of global business activity, including the Balance of Payments
 - techniques to find relevant information regarding a country, how to analyze that information, and how to apply it in a professional context.
2. To give you knowledge of important things happening **right now** in the global economy. These include:
 - the continuing impact of globalization, both positive and negative
 - differing cultural, legal, economic, and political systems
 - the expanded role of emerging markets in the global economy, particularly in China, India, and Brazil, along with the impact of recent slowing growth in these regions
 - major organizations which influence international trade including the changing impacts of the WTO and the IMF in the global economy
 - economic and political changes in Latin America
 - the history and role of the dollar and the Euro and their long-term prospects
 - the impact of the Trump election on international economic relationships
3. To emphasize the role of government, politics, and public policy in international business, and help you assess government policy, both in general and for specific pieces of regulation or policies in other countries, as well as in the U.S..
4. To develop your knowledge of the evolution of the global monetary system and the resulting mechanisms and factors that influence currency exchange rates (and thus, corporate profits, market potential, and operational costs).
5. To increase your familiarity with the locations and names of the nations of the world and increase your knowledge of the economic conditions of key nations and regions in the global economy.
6. **MOST IMPORTANT:** By the end of the semester, I hope that you will think that the global economy is interesting, professionally relevant, and important enough for you to build on the knowledge you've gained in the course in order to keep abreast of the many changes that will occur in global business during your life. My overriding goal is that you be able to use the knowledge and skills you gain for your personal and professional development.

NATURE OF THE COURSE

IB 320 is a “macro” course. By that I mean that the course looks at international business primarily from the perspective of aggregate impact, general forces, and overriding theories, and not so much that of individual management decisions. That is not to say that the topics covered aren't relevant to business management – they most certainly are, but rather that the concepts covered in the class typically are not focused specifically

on individual businesses and business decisions. Still, as much as possible, I'll attempt to demonstrate ways that these larger forces impact business decisions and the Country Analysis assignment will allow you to make specific business and/or policy applications.

Because the course may cover many concepts that may be new to you, a significant portion of the material will be introduced through lectures and the textbook. Most of the lectures will be in class. I may assign a number of readings on different course topics in order to update material in the text, apply concepts we are covering, and to dive a bit deeper into some selected subjects. At the same time, I want to create as many opportunities as I can for you to direct your own learning and to learn from each other.

HOW TO SUCCEED



Come to class! Regardless of this being an on-line class **attendance is mandatory** as I will be giving you key material not found in the textbook. I also like to throw in questions on the exam that you would only know the answer to if you attend weekly.

- 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. **LearnSmart (LS) due dates are typically before our class lecture on that chapter**. Professor reserves the right to change LS due dates as needed.
- 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*. If you have to choose, the most comprehensive are *The Financial Times* and *The Economist*.
- **This is an online class**. You should **ensure you have the proper technology to succeed**. This includes tasks such as participating in Zoom lectures, Instapoll questions, breakout rooms, and online exams.
- You will be graded on your participation in class discussions (including technology tools that will help keep us connected like Instapoll). It's important for everyone to have an attitude of **honesty, openness, and respect**.

Content Responsibilities:

1. **Read the chapters and any articles assigned for the class day – BEFORE the class period**. **Make sure you check the website regularly** for new and revised assignments for each class period, particular if you miss class. If you are not already familiar with issues/concepts related to international business/economics, this is likely to be the MOST IMPORTANT thing you can do to perform well in the course.
2. As we cover different aspects of international business you will probably notice examples of concepts we cover in the world around you. **Look for these examples and make note of them**. As mentioned, you should begin to keep up with current events in business and international trade by regularly reading the popular business press. The particular publication best for you will depend on your interests and professional objectives, however, the best publications for international business interests are *The Financial Times* and *The Economist*. Whichever is your choice, you should be reading regularly (not only for this class, but for your other courses and general knowledge of business). **Bring your personal examples from readings and daily experience to class** for discussion of personal insights and current events. I am always happy for you to raise issues based on what you hear/learn from articles and news stories.

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3. Because discussions can make a class more relevant, you can make this a more interesting class by engaging in the discussions. If you are someone who doesn't regularly participate, open up a little and let us learn from you. For there to be productive discussions it is VERY important that everyone have an attitude of **honesty, openness, respect, and fairness**. At times we may venture into topics where you or others have strong opinions. While you should always you keep an open mind and respect others' viewpoints, you should also feel free to express your own opinions – whether I or others agree with you or not.

Please **DO** make suggestions about how to make the class time more productive and the course more effective in helping you reach your learning goals.

Professional Conduct for On-line Class

- Please be on time and ready to start when class begins.
- Please be mindful of your space and surroundings. I will ask that **cameras remain turned "ON" during class**. Therefore, whatever you can see...we can see too! Please use good judgement as you would an in-person class.
- 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.
- If you turn your camera "OFF" to take a short bathroom break, etc you must turn your camera back "ON" immediately when you return to our virtual classroom.
- Please keep all discussions during class public, and don't engage in side conversations. This includes the "chat" window on Zoom. My assistant will be monitoring "chat" window and bring them to my attention if I am busy lecturing. Thanks for your patience and please don't think I am ignoring you.
- FYI, during Covid-19 Zoom calls are recorded and can be reviewed **within a 2 week window**.
- When on campus, wearing a mask is encouraged.

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 4th 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. Bottom line...don't risk your future by cheating. It is NOT worth it!!

NOTE: You may NOT use your book, the internet, cell phones, PDA's, calculators, or any other personal technology during exams -OR- having them sitting out during the exam.

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 (on campus)

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

Safety and Class Participation (on campus)

To report a COVID-19 violation, please go to [Health and Safety Rule Requirements and Violations for Students](#).

Our best protections against spreading COVID-19 on campus are masks (defined as cloth face coverings) and staying home if you are showing symptoms. Therefore, for the benefit of everyone, this means that all students are required to follow these important rules.

- Every student is encouraged to wear a cloth face-covering properly in class and in all campus buildings at all times.
- For the safety of our community, every student is strongly encouraged to do daily symptom screening, which is available using the Protect Texas Together app. Once the

symptom screening is completed, it will inform students whether they are cleared to come to campus. Students should only come to campus if the symptom screening app clears them to do so. Otherwise, students should isolate and contact a medical professional for further guidance before coming to campus again.

- Information regarding [safety protocols with and without symptoms](#) can be found [here](#). If a student is not wearing a cloth face-covering properly in the classroom (or any UT building), that student must leave the classroom (and building). If the student refuses to wear a cloth face covering, class will be dismissed for the remainder of the period, and the student will be subject to disciplinary action as set forth in the university's Institutional Rules/General Conduct 11-404(a)(3). Students who have a condition that precludes the wearing of a cloth face covering must follow the procedures for [obtaining an accommodation](#) working with Services for [Students with Disabilities](#).

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.



GRADING

Your grade will be based on three different elements: Exams, Learn Smart exercises, and Instapoll Quizzes. The weighting and requirements are below.

3 Exams (@ 25% each)	75%
Learn Smart exercises	15%
Instapoll Quizzes	10%
Final Exam (optional)	
TOTAL	100%

GRADING

Your grade in the course will be determined on the basis of the highest score of three of four equally weighted examinations. Each exam will include **30 to 40 multiple-choice questions or True/False**. If appropriate, I may apply a class curve. *However, requests for adjustments to individual grades cannot be accommodated due to the large size of the class and multiple tests offered.* The questions will cover all the material covered in the textbook and class lectures. You are responsible for **EVERYTHING** covered.

The questions will emphasize on concepts and major points, not minutiae. However, some questions designed to reward class attendance and attentiveness may be incorporated.

Exam grades will be posted on Canvas. All exams will be available for review with the professor for TWO WEEKS following the posted grades via a private Zoom call with the professor. After the two-week period, the exams are no longer available for review. Because of the size of the class, we cannot extend this beyond the stated time frame.

Final grades will be assigned based on your semester average. See grade scale posted in Canvas.

To be fair to all students, grade changes or personal extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or –s because this would remove the benefits of the +/- multiple test system, which was introduced to ensure a more accurate grading system. **The way to get the grade that you want is by EARNING it *during* the semester.**

EXAM POLICIES

All tests are on-line. A reasonable amount of time will be given to answer each question. You will be able to see one question at a time. You must answer the question to advance to the next question. Students starting late to the tests will not be given extra time. Instructor reserves the right to have students test with the Proctorio camera feature. ***Please ensure you have the proper technology to take an on-line tests (note: chromebook, tablets, smart phones, etc will NOT work).***

Please consult the Canvas calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. ***You must take the exam on the dates/time indicated in the class schedule.***

No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office. *All such letters should be delivered as soon as possible. Late letters may not be honored if instructor does not have sufficient time to adjust on-line testing times. Students who need extra time or quiet will still take the exam at the same time as the whole class. However, they will be in a setting to accommodate their need for quiet and/or longer time.*

NO MAKE-UP EXAMS are offered for students who miss an exam. Remember that if you miss an exam, you will be given a zero. However, we will only count your three highest exam scores.

The following rules are key to exam efficiency in a large class. Failure to any of these rules will result in a penalty:

1. You must start your on-line test on time. No extra time will be given to late test takers. Canvas time stamps your test times. I typically open the test 5 or 10 minutes early, so you can log in early and ensure your technology is working. Keep in mind, once you answer the first question the clock is running.
2. Turn off all cell phones, pagers, calculators, or any other personal technology device during exams, and do not have them on your desk or otherwise visible during the exam. No additional notes, books, headphones, or tools are allowed. This is for exam security.

Completed exams will be available for review with the professor for two weeks only following the posted grades. You must schedule an appointment to meet privately with the professor to do this. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

Learn Smart: For every course chapter/topic (11 total) you will be assigned an online learning exercise called Learn Smart. Learn Smart will take about 30-45 minutes to complete. The program will give you a series of question about the chapter and will “re-issue” questions on any concepts you miss. You should read the textbook chapter first and then initiate the Learn Smart program for that chapter. The purpose is to give you an incentive to make sure you read the assigned textbook material before class. You must complete the Learn Smart exercise to earn credit. In addition to the 11 Learn Smart exercises, there will be a handful of Instapoll quizzes covering special topics (normally discussed during class lectures...so come to class!). There are NO-MAKE UP’s for missed Instapoll’s given during live classes.

Class Participation: Throughout the semester, we will have impromptu in-class discussions related to the class material, current events, and country topics. You are encouraged to bring up relevant topics for discussion during class. The instructor reserves the right to use other interactive software to keep the class engaged.

EXAMINATION SCHEDULE

The planned test dates will be posted in the Canvas calendar. The professor reserves the right to move any test date. The final exam will replace the score of any exam you miss -OR- your lowest exam score if you take all exams. However, if you are satisfied with your grade before the final exam, you may skip the final exam and be guaranteed the grade you have before the final exam.

3 Exams (@ 25% each)

*See Canvas calendar for test dates. Professor reserves the right to move test dates.

OPTIONAL
Final Date } TBA....based on UT final exams calendar.

Reminder: There will be **NO MAKE-UP** opportunities if you miss a scheduled exam. Please make every attempt to commit the exam schedule to memory. The “optional” final exam is another opportunity to redeem yourself if you absolutely have to miss a scheduled exam.