

Foundations of International Business
IB 320F
Spring 2018

Unique Number: 04745
Professor: Dr. Kate Gillespie
Date/Time: T/Th 3:30-5:00
Place: UTC 2.102A

Required Text: Cavusgil/Knight/Riesenberger, *International Business: The New Realities*
4th edition (Pearson)

Office Hours: T/TH 5:00-6:00
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Office Hours: TBA
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COURSE OBJECTIVES

This course is designed to be an introductory course on international business for non-business majors. This course will serve as an overview on globalization, the current international business environment, international business and trade theory, and international business operations. As such, we will cover the major issues, theory, and pragmatic approaches.

CLASS POLICIES AND EXPECTATIONS

The keys to having a successful experience in this class include:

1. Commit yourself to learning the concepts presented in this class. Don't simply memorize vocabulary words.
2. Be present at every class. Some of the questions on all exams will be based on lectures.
3. Canvas is required for this course. ***It is your responsibility to check Canvas regularly.***
4. Power Point slides will be posted on Canvas by the night before each lecture. Take notes during class.
5. Please turn off your cell phone ring tone.
6. The material in this class builds on itself. ***Do not get behind. Read assigned chapters prior to the class in which they will be discussed.*** This will provide you with an overview of the concepts and vocabulary so that our class lecture and discussion will be much more meaningful.
7. Conduct yourselves professionally. This includes arriving to class on time, turning off your cell phones, ***refraining from personal conversations during class***, and being

respectful of your classmates, the TA and your instructor. Students not conducting themselves professionally will be asked to leave the classroom. If you must leave class early, please leave via the back exit. I would appreciate it greatly, so you do not disturb the flow of the lecture.

8. I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of The University of Texas and the degree and demean the honest efforts of the majority of students. The minimum penalty for act of academic dishonesty will be a zero for that exam.

CLASS WEBSITE

Web-based, password-protected class sites are available for students enrolled in accredited courses taught at the University. Go to <http://courses.utexas.edu/> Syllabi, handouts, assignments and other resources are types of information that may be available on these sites. Class e-mail rosters will be a component of these sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. *For information on FERPA related issues see <http://registrar.utexas.edu/students/records/ferpa/>*

STUDENT-RUN SOCIAL MEDIA SITES

Students are welcome to establish their own social media sites for the class. However, I do not monitor these various sites. Such sites should *nominate a student representative* to bring any relevant issues to my attention. Also be informed that students have flunked the course due to believing posts that reading the book and attending class are not necessary to pass the course. If it sounds too good to be true, it isn't true.

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 *40 true-false or multiple-choice questions counting 2 points each*. You will receive 20 free points and then 2 points for each correct answer. Some students can misread or overthink multiple choice questions. The free points are designed to address this issue for all students by essentially allowing you to “honestly” get a question wrong once in a while. However, requests for adjustments to individual grades due such misunderstandings (in addition to the free points) cannot be accommodated due to the large size of the class. The questions will cover all the material covered in the textbook and class lectures. You are responsible for EVERYTHING covered. The questions will emphasize 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 for TWO WEEKS following the posted grades. Post-exam reviews will be under the supervision of the TA. 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 as follows:

$100 \geq A \geq 93$	$77 > C \geq 73$
$93 > A- \geq 90$	$73 > C- \geq 70$
$90 > B+ \geq 87$	$70 > D+ \geq 67$
$87 > B \geq 83$	$67 > D \geq 63$
$83 > B- \geq 80$	$63 > D- \geq 60$
$80 > C+ \geq 77$	$F < 60$

Grades will be rounded per the conventional guideline (e.g. 92.5 will be considered an “A”, 92.49 will be considered an “A-”).

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 +/- system, which was introduced to insure a more accurate grading system. The way to get the grade that you want is by EARNING it *during* the semester.

EXAM POLICIES

Tests are one-hour long. Students arriving late to tests will not be given extra time.

Please consult the 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 indicated in the class schedule (see below).***

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 seating in the Testing Center is not available. 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. Bring a photo ID to all exams. **You must bring your student ID card to each exam and present it.** If you leave the exam without showing a photo ID, you will receive a zero grade regardless of your test answers. In other words, do not leave in a hurry. No exceptions will be made to this rule.
2. You must come to class ten minutes early on test days. If you come to class late on test days, you will have to wait until all tests are handed out before you can receive your test, so please come early so you can get started on your exam right away.
3. Turn off all cell phones, pagers, calculators, or any other personal technology 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.
4. Bubble in Exam “A”, “B” or “C”, your EID and full name in pencil on your Scantron for all exams. Exams completed in ink cannot be read by the scanner and must be hand graded. If you do not comply with this, you run the risk of a wrong grade or not being graded at all.
5. You will be given warning 15, 10, and 5 minutes before the exam time ends. Students arriving late to an exam will not be given additional time
6. Use of pencils and erasers are allowed. The professor, TA and proctors will randomly examine your space and anything found to be more than your Scantron and exam questions material will be confiscated and your grade penalized with zero.
7. Stay in your seat until you are ready to turn in your exam. Leaving the room unaccompanied during the exam will not be permitted except in cases of medical emergencies (i.e. don't Big Gulp right before a test!)
8. When you finish your exam, you must hand in your Scantron and exam questions sheets together.
9. Students who have English as their second language may bring a language book dictionary only (no electronic foreign language dictionary is permitted). It will be inspected and should not include any notes, loose pages, or any additional course material/information.
10. Please accept the responsibility of aggressively avoiding **any behavior** that may appear to be cheating. Keep your Scantron sheet in front of you, your eyes on your own papers. NO ball caps allowed during the exam.

Should any TA or exam proctor observe a student behaving in a way that arouses their suspicion, they may ask the student to move to the back of the classroom to complete the exam and will ask the student to speak with me after class. This is not an accusation. I merely ask for an explanation of what was observed. I will refer any suspected violations to the Office of the Dean of Students for investigation. An ‘F’ in the course may be the recommended penalty in cases of exam cheating or other scholastic dishonesty.

Exams will be available for review for two weeks only following the posted grades during TA office hours only. You may not remove the Scantron, exam, or exam key from the TA office. Removal of exam-related material from the TA office is considered cheating and will be treated as an incident of scholastic dishonesty. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

Important Notifications

Students with Disabilities

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

Religious Holy Days

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Policy on Scholastic 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 Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Campus Safety

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

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire

Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

- Behavior Concerns Advice Line (BCAL): 512-232-5050 (or <https://operations.utexas.edu/units/csas/bcal.php>).
- Further information regarding emergency evacuation routes and emergency procedures can be found at: <http://www.utexas.edu/emergency>.

FOUNDATIONS OF INTERNATIONAL BUSINESS
IB 320F (Spring 2018)
Course Schedule
(Subject to moderate change)

Session 1: Tuesday, January 16

Course Introduction and Foundation Concepts

Session 2: Thursday, January 18

Participants in International Business and the Internationalization of the Firm

Reading: Chapter 1

Session 3: Tuesday, January 23

Globalization

Reading: Chapter 2

Session 4: Thursday, January 25

Theories of International Trade and Investment

Reading: Chapter 5

Session 5: Tuesday, January 30

International Monetary and Financial Environment

Reading: Chapter 9 and Chapter 10 pp. 267-278

Session 6: Thursday, February 1

TEST #1—Covers material in Sessions 1-6

Session 7: Tuesday, February 6

Political and Legal Systems and Country Risk

Reading: Chapter 6

Session 8: Thursday, February 8

Government Intervention in International Business

Reading: Chapter 7

Session 9: Tuesday, February 13

Regional Economic Integration

Session 10: Thursday, February 15

Guest Speaker

Session 11: Tuesday, February 20

Emerging Markets

Reading: Chapter 8

Session 12: Thursday, February 22

Emerging Markets and Diasporas

Session 13: Tuesday, February 27

Culture and International Business

Reading: Chapter 3

Session 14: Thursday, March 1

Culture (continued)

Session 15: Tuesday, March 6

Acculturation

Session 16: Thursday, March 8

TEST #2: Covers material in Sessions 8-15

SPRING VACATION

Session 17: Tuesday, March 20

Assessing Market Potential and the Impact of Demographics

Reading: Chapter 12

Session 18: Thursday, March 22

Exporting/Global Sourcing

Reading: Chapters 13

Session 19: Tuesday, March 27
Global Sourcing and Supply Chain Management

Session 20: Thursday, March 29
Foreign Direct Investment and Collaborative Ventures

Reading: Chapter 14

Session 21: Tuesday, April 3
Licensing, Franchising, and other Contractual Strategies

Reading: Chapter 15

Session 22: Thursday, April 5
TEST #3: Covers material in Sessions 17-21

Session 23: Tuesday, April 10
Global Strategy/Global Marketing

Reading: Chapter 11, pp. 286-300

Session 24: Thursday, April 12
Global Marketing (continued)

Reading: Chapter 16

Session 25: Tuesday, April 17
Global Marketing/Corporate Social Responsibility

Reading: Chapter 4

Session 26: Thursday, April 19
Ethics 1: Bribery in International Business

Session 27: Tuesday, April 24
Ethics 2: Manager versus Murderer: Transnational Organized Crime and the MNE

Session 28: Thursday, April 26
Global Organization/Human Resource Management

Reading: Finish Chapter 11, Chapter 17

Session 29: Tuesday, May 1
Your Global Career

Session 30: Thursday, May 3
TEST #4: Covers material in Sessions 23-29