

IB 350/EUS 348
International Trade & Investment
Fall 2019

Instructor: Dr. Deirdre Mendez

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Required Materials

Text: Hill and Hult, *Global Business Today, 11th Edition, online edition*. Register online following the registration document on the Canvas home page. I also recommend that you read business publications regularly. The Wall Street Journal has a very low student rate (\$1 per week). You can access that at wsj.com/studentoffer.

Map: You should have a current map of the world for extra credit on exams. You can easily find one online.

Course Materials: You will receive credit for completing the publisher's LearnSmart materials, which support understanding of course concepts. Other materials for this class are available through Canvas (<http://courses.utexas.edu>).

This site will provide online versions of all course materials other than the text, quiz and exam results, and course announcements. Because important course updates and communication will be made via e-mail, be sure the instructor has your current official UT e-mail address. Please check the UT directory (<http://www.utexas.edu/directory/>) and make sure that your e-mail address is correct. If not, 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.

Course Structure

This “macro” course considers international business primarily from the perspective of aggregate impact, general forces, and overriding theories and focuses less on individual management decisions. Although the concepts are generally broad, I’ll attempt to talk about how they affect business decisions.

Most course material will be presented through lectures and the textbook. Most lectures will be in class, with supplementary “mini-lectures” of 1-5 minutes posted online. I will also assign readings to update material in the text, apply concepts we cover, and to go deeper into certain subjects.

To direct your own learning and learn from your classmates, you will research topics of interest to you and present your findings in class. You will also apply course topics to a country and evaluate how that country’s economic dynamics can impact a company, an organization, or another country.

How to Succeed

Content Responsibilities:

1. **Complete the LearnSmart module and any articles assigned for the class day – BEFORE the class period.** I will post announcements regarding any changes to the schedule, assignments, or content, which you will receive as e-mail notices.
2. Look for examples of concepts covered in class in the world around you and begin to keep up with current events in business and international trade via the business press. Good options include: *The Financial Times*, *Business Week*, *Fortune*, *Forbes*, *Fast Company*, the *Wall Street Journal*, and *The Economist*. In general, the best publications for international business are *The Financial Times* and *The Economist*.
3. You will be graded on your participation in class discussions. It’s important that everyone have an attitude of **honesty, openness, and respect**. We may discuss topics where you or others have strong opinions. Please keep an open mind and respect others’ viewpoints. You should also feel free to express your own opinions.

Conduct Expectations:

1. Arrive on time; be seated and ready to begin when the class period starts.
2. If you need to leave during class, please make your exit as inconspicuous as possible.
3. 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 to do so.
4. You may use your laptops/tablets/etc. to take notes, for exercises or for quick-time research during discussions. Violating this policy during class will result in a 1% deduction from your final grade average. Multiple instances of misuse will cause you to lose your technology privilege.
5. Please keep all discussion during class public, and do not engage in individual conversations.

GRADING

Your grade will be determined as follows:

Exams (2 at 20% each)	40%
Learnsmart Modules	15%
Briefing papers (2 at 5% and 10%)	15%
Country Analysis Project	20%
Class participation	9%
Face card	<u>1%</u>
TOTAL	100%

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 that you cannot lower your grade by taking the final.**

Testing: 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.

Briefing Papers: You will submit two briefing papers, worth 5% and 10% of your grade respectively. Briefing papers are due at varying dates during the semester, depending on the chapter you choose to cover. Refer to the Briefing Paper Guidelines description in Canvas for more information about requirements and logistics.

Country Analysis Project: You will submit a series of short papers on a single country. In each one, you will research topics discussed in class as they relate to your chosen country and a company, organization, or second country. At the end of the semester you will submit an integrated version of the exercises as a final report. Refer to the Country Analysis Project Instructions in Canvas for more information.

Class Participation: Throughout the semester, we will have in-class discussions related to the lectures, readings, and current events in the global economy. You will also report on your briefing paper research on a specified date. Your participation will determine your class participation score.

Face Card: You will provide me with an index card with some personal information on Tuesday, Sept. 10. Instructions will be covered in class and are available on Canvas.

Extra Credit: You may earn extra credit points on each exam by identifying countries on maps: 5 points per exam. The maps for the first exam will be South and Central America, Europe, and the Middle East. The maps for the second exam will be Asia and Africa. The relevant maps and the policy are posted in the Exam module in Canvas.

These are the only opportunities for extra credit in the course.

Optional Exam Schedule

The planned exam date is listed in Canvas. The final exam is optional. You may choose to take it to replace your lowest exam score. However, if you are satisfied with your grade before the final exam, **you may skip the final** and be guaranteed the grade you have before the final exam.

The published final date is tentative until the final schedule is released by UT administration.

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). Please notify me of any accommodations by the 4th day of class so I can schedule notetaking and alternative exam times as needed.

Academic Dishonesty

All students and faculty in courses offered by the McCombs School of Business are subject to the College's Code of Ethics (see at <http://www.mcombs.utexas.edu/BBA/Code-of-Ethics>). If the application of that Code of Ethics to this class and its assignments are unclear in any way, it is your responsibility to ask me for clarification.

Any plagiarism on Briefing Papers or Country Analysis Assignments will be referred to the Dean of Students.

NOTE: You may NOT use cell phones, PDA's, calculators, or any other personal technology during exams or having them sitting out during the exam. This is for exam security.

Intellectual Property Policy

All material presented in class lectures, PowerPoint presentations, and on the 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.

This course carries the Independent Inquiry flag. Independent Inquiry courses are designed to engage you in the process of inquiry over the course of a semester, providing you with the opportunity for independent investigation of a question, problem, or project related to your major. You should therefore expect a substantial portion of your grade to come from the independent investigation and presentation of your own work.