

Foundations of International Business
IB 320F
Spring 2017
(Updated - as of January 17, 2017)

Unique Number: 05320
Professor: Dr. Michael Froehls
Date/Time: W 3:30-6:30 pm
Place: FAC 21

Required Text: Hill/Hult, *Global Business Today*, 9th edition (McGraw Hill), loose-leaf w/Connect, **ISBN#: 9781259826726**
Copies available at the COOP store

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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 strategy and operations. As such, we will cover the major issues, theory, and pragmatic approaches. Students will be exposed to current global political issues and controversies as they relate to the global economic situation.

OVERALL

This course will move relatively quickly as there is a lot of material to cover. Please feel free to speak up in class if you have any questions or come by during office hours. Education is something you achieve; it is not something that anyone can give you, but rather something that you have to earn. My goal is therefore to be something of a guide in helping you earn it. As a graduate of the University of Texas I have sat where you're sitting now. I felt privileged to have been at UT – so should you today. Don't squander your privilege of learning something for life.

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. Apply critical thinking for your own sake. This is your chance to get exposure to international business issues in the shortest time possible.
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. Access to McGraw Hill's Connect is required for this course. ***It is your responsibility to work on Connect*** (e.g., Learn Smart). Be aware that you will need to read the whole text, not just what Learn Smart might highlight of for you. Connect will be seamlessly integrated with Canvas.
5. Power Point slides covering the major points will be posted on Canvas/Connect before each lecture. You also have access to slides related to the text book through Connect; it's part of the package. Take notes during class. Be aware that not all material used in class will be posted online. This will serve as an incentive for you to come to class and allow me some short-term flexibility to incorporate global business related news and events into the class.
6. Please turn off your cell phone ring tone.
7. 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.
8. 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.
9. 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. All infractions will also be reported to the Dean of Students.
10. While the class is very large, has lecture-format and as a consequence only allows for limited class interaction between teacher and students, it would be helpful if you brought your name tag (if you don't have one, don't be shy creating you own). I plan to carve out time for two-way interaction in class as much as possible and would prefer to address you by name.

GUEST LECTURERS

Throughout the semester, I will invite various guest lecturers to come speak to the class with regards to various topics on which they are an expert in order to enhance your overall learning experience. These guest lecturers are individuals that I have had the good fortune to meet during my personal, academic, and professional endeavors. Guest lectures listed below are confirmed at

this point but changes (e.g., additions, replacements, moving to a different date) should be expected.

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/>*

GRADING

Your grade in the course will be determined on the following:

10% LearnSmart – (almost) every week, your textbook reading will be tested by a 30-45 minutes online test on Connect. Each test consists of true/false and multiple choice questions intended to help you internalize what you have read. There is no real grading curve – anybody can get “full points” just by doing the assignments correctly on time.

30% Exam I - International Business Environment, covering text book chapters 1-5, other assigned readings, and anything that was covered in the associated class sessions

30% Exam II – International Trade and Monetary System, covering text book chapters 6 – 11, other assigned readings, and anything that was covered in the associated class sessions

30% Exam III – International Business Strategy and Operations, covering text book chapters 14-17, other assigned readings, and anything that was covered in the associated class sessions

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, there will be an **optional final exam** covering material from all three sections of the course. Any specific parts of the course/textbook emphasized on the optional final exam will be announced towards the end of semester. I will only count your three highest exam scores. This exam will be administered during the official final exam period at the specific time assigned for this class. ***Please note: The date and time for our final exam is not available until later in the semester. Please bear this in mind when making travel plans.***

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.

Please be advised that I reserve the right to slightly adjust final grades (systematically upward or – very unlikely - downward) in order to ensure that the overall distribution and mean of all grades follows general guidelines of UT for this class.

EXAM POLICIES

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.***

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 2017) Course Schedule (Subject to moderate change)

PLEASE CHECK UPDATED READING ASSIGNMENTS ON CANVAS as articles and web-links relating to actual events will be posted 0-2 weeks before each lecture

SECTION I – International Business Environment

Session 1: Wednesday, January 18

Topics: Course Overview & Introduction to Global Business – Overview, Relevance, Limits of Theories, and Current Debates / Issues

Readings: Chapter 1, plus any links on Canvas

Note: *This class will feature a short presentation and Q&A from a McGraw Hill representative to give everybody an overview of how to work best with Connect including Learn Smart*

Session 2: Wednesday, January 25

Topics: National Differences in Political, Economic and Legal Systems & Economic Development

Readings: Chapters 2 + 3, plus any links on Canvas

Session 3: Wednesday, February 1

Topics: Differences in Culture

Readings: Chapters 4, plus any links on Canvas

Guest speaker: Deidre Mendez from UT's Center of Global Business will share with us ongoing research, cases, and available material on intercultural management

Note: *Class will end approximately 15 min early, i.e., around 6 pm*

Session 4: Wednesday, February 8

Topics: Ethics, Corporate Social Responsibility & Sustainability; IP & International Business Law

Reading: Chapter 5, plus any links on Canvas

Guest speaker: We will have a panel of intellectual property lawyers that will educate us on Intellectual Property Law and other international business law issues

SECTION II – The International Trade and Monetary System

Session 5: Wednesday, February 15

EXAM # 1

Topics: International Trade Theory

Readings: Chapter 6, plus any links on Canvas

Note: *Class will end approximately 15 minutes late, i.e., at 6.30 pm, to make up for Feb 1*

Session 6: Wednesday, February 22

Topics: Government Policy and International Trade; Foreign Direct Investment

Reading: Chapters 7 & 8, plus any links posted on Canvas

Session 7: Wednesday, March 1

Topics: Regional Economic Integration

Reading: Chapter 9, plus any links posted on Canvas

Guest speaker: Marvin Kirby Roberts III, Esq., will speak about doing business in the EU, especially its legal framework

Session 8: Wednesday, March 8

Topics: The Global Monetary System – Foreign Exchange Market and International Monetary System (Part I)

Reading: Chapters 10 + 11, plus any links posted on Canvas

Spring Break

Session 9: Wednesday, March 22

Topics: The Global Monetary System – Foreign Exchange Market and International Monetary System (Part II) & Financing and Investing in the Global Company - the role of banks, insurance companies, investment firms and capital markets

Reading: Links posted on Canvas

Guest speaker: Financial advisor Louis Kokernak, CFA/CFP, will address the role of capital markets for the economy, its companies, and investors

SECTION III – International Business Strategy and Functions

Session 10: Wednesday, March 29

EXAM #2

Topics: The Strategy of International Business

Reading: Chapter 12, plus any links posted on Canvas

Session 11: Wednesday, April 5

Topics: International Market Entry, Exports, Imports, Licensing, Franchising and other ways to make money internationally

Reading: Chapters 13 and 14, plus any links posted on Canvas

Session 12: Wednesday, April 12

Topics: Global Production and Supply Chain Management

Reading: Chapter 15, plus any links posted on Canvas

Session 13: Wednesday, April 19

Topics: Global Marketing, Brands, and R&D & special marketing topics (e.g., cultural arbitrage / learning from other countries; the risk of hubris)

Reading: Chapter 16, plus any links posted on Canvas

Session 14: Wednesday, April 26

Topics: Global Human Resources Management & select Global/International Company topics (e.g., Strategic Planning, Organizational Structure)

Reading: Chapter 17, plus any links posted on Canvas

Session 15: Wednesday, May 3

EXAM #3

Topics: International / Global Careers and Opportunities

Reading: None mandatory, but some optional articles and resources

Guest speaker: Former global HR executive and leadership coach Anand Kruttiventi will join me in talking about building global careers, benefits and pitfalls

Session 16: TBD in May (during official final exams times)

Optional Comprehensive Exam