



Instructor Info

Section

Dr. Elizabeth Danon-Leva

04840 / Tues-Thurs 3:30-5:00PM / UTC 3.110

Email: elizabeth.danon-leva@mcombs.utexas.edu

Office: GSB 6.314

Office hours: Tuesday & Thursday 11:00AM - 1:00PM or by appointment
(Office hours will start on the 2nd day of class. No Office hrs on Sept. 9)

TA: J. Adrian Freeberg

Email: freeberg@mail.utexas.edu

Office: CBA 4.304A space E

Office Hours: Mon 3-4:30 PM or by appointment

Prerequisites

- Upper division standing (completion of a minimum of 60 credit hours); restricted to non-business students.
- Grade Point Average of 2.0 or better (for Business Foundations Certificate)

Required Materials

Textbook: *Global Business Today, Sixth Edition*, Charles W.L. Hill, Irwin McGraw-Hill, 2009.
http://highered.mcgraw-hill.com/sites/007338139x/information_center_view/



You can also download the required textbook as an eBook to your primary computer or access online from any computer – to purchase the eBook go to: <http://www.coursesmart.com>

Course Materials: Lecture materials and other supplemental readings are available through Blackboard (<http://courses.utexas.edu>). Please check your Blackboard regularly.

Course Description

This course is designed for non-business majors. Business is global. Therefore, an understanding of the global economy has become a foundation for nearly all business activity.

The course is structured to provide a basic, integrated understanding of the complexity of the international business environment and the challenges it poses for businesses which are engaged in cross-border activities. The course introduces concepts and processes of global trade and foreign direct investment, the international monetary system, regional economic integration and foreign exchange markets.

In a global economy it is especially important to study differences between countries and understand how these differences are linked to the various strategic choices businesses adopt in order to compete internationally. Therefore, this course puts a special emphasis on national differences. By the end of the course, students will enhance their ability to understand and explain international business practices.

Course Objectives

In today's global economy, business people must understand the relationships, institutions, and environment that underlie international commerce. The primary objective of IB 320F is to provide an introduction to the global economy that will help you be effective in business – whether you actually work in a global corporation or not. 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 specific objectives:

1. The students will recall and be able to define the basic tools to understand the global economy and the business environments. These tools include:
 - theories related to international trade and investment
 - major indicators of global business activity
 - knowledge of the major organizations which influence international trade
 - differing legal systems, economic systems, political systems and economic philosophies
 - cultural forces including what the theory has to say, language, and communications
2. The students will recognize and be able to define basic international business concepts.
3. The students will be able describe and explain current global business environment. This knowledge base includes:
 - global and regional impacts of the current economic melt-down
 - continuing globalization and its impact on the economy, both positive and negative
 - European expansion and general economic integration
 - world trading blocs (EU, NAFTA, CAFTA, MERCOSUR, etc)
 - the expansion of emerging markets – particularly in China and India, and the growing importance of developing countries in the global economy
4. The students will be able to explain and distinguish among the different organizations and institutions This includes: IMF, UN, WTO and GATT, OECD, NATO, OPEC
5. The students will be able to develop an understanding of the evolution of the global monetary system and the resulting mechanisms and factors that influence currency exchange rates.
6. The students will be able to explain the understanding that global interdependence as a compelling factor in the global business environment, which is creating demands on international managers to take a positive stance on issues of social responsibility, economic development, and ethical behavior.
7. The students will develop an understanding that much of today's trade takes place in a global environment. The majority of trade is within three regional free-trade blocs (Western Europe, Asia, and North America), called the TRIAD market, and grouped around the three dominant currencies (the euro, the yen, and the dollar).
8. The student will develop the knowledge and understanding of the unique aspects and problems involved in international business. This is will only help to serve in honing in particular skills.
9. The students will develop an understanding of the theory, and read the real life application of this concept.
10. The students will develop throughout the course, the ability to analyze and do critical thinking using IB terminology through class discussions and questions. This will lead to the development a strong knowledge base which you will use to keep abreast of the many changes that will occur in global business during your life and professional career.

IB 320F is a “macro” course. The course looks primarily at international business from the perspective of aggregate impact, general forces, and overriding theories... with less emphasis is on individual management decisions. That is not to say that the topics covered aren't relevant to business management – they most certainly are. Rather, the concepts themselves generally are not focused on individual businesses but we do use real business as examples. Naturally, I will attempt to demonstrate ways that these external forces impact business decisions as much as possible.

Because this is an introductory course with large class sizes, a significant portion of the course will be taught through lectures. However, the course will also include guest speakers, video clips, class discussions of specific topics, and readings designed to allow you to apply specific concepts to current events and business activity.

Participation Guidelines

Your grade in the course will be determined on the basis of three equally-weighted exams given during the semester. Below are my expectations for you in the course. My goal is to create the best learning environment possible.

Lecture notes are posted on Blackboard by midnight the day before each scheduled class. I encourage you to use them in class to facilitate your note taking. Note that many class concepts are discussed only in lecture and are not covered in the textbook.

Participate in class discussions. I reserve the right to call on you, so be prepared!

Content Responsibilities:



1. **Read the chapters, articles and cases assigned for the class day –BEFORE the class period.** (Make sure you check the Blackboard website regularly for new and revised assignments for each class period. This should be done by everyone – but particularly when you miss class.) If you are not already familiar with issues/concepts related to international business/economics, reading the assigned material before class is likely to be the MOST IMPORTANT thing you can do in order to do well on exams 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.** Please do keep up with current events in business and international trade by regularly reading the popular business press. There are many publications that will be helpful: *The Financial Times*, *Business Week*, *Fortune*, *Forbes*, *Fast Company*, the *Wall Street Journal*, and, my personal favorite, *Stratfor.com*, *The Economist* and *Foreign Affairs*.

The particular publication that is best for you will depend on your interests and professional objectives; however, the best publications for international business are *The Financial Times* and *The Economist*. Another recommended source that will be used in class comes from www.Stratfor.com, which is a Global Intelligence company located in Austin with worldwide operation. I have arranged for a special discount for those of you interested, this is optional. Per the email I received from them it says the following:

For \$99, your students can register for a year's access to STRATFOR. This special discount is for web-only access – meaning there are no updates emailed – only web access to the content. Your students will have a 14-day window in which to view any of the articles from their publish date. This can be purchased online with the following link: <https://www.stratfor.com/campaign/select>

If your students would rather purchase a 6-month version of this membership the cost is \$69, please have them email John Gibbons: gibbons@stratfor.com and .cc you in the email. I will contact them directly in return. I would need them to give me their email address and their name. If they wish to purchase via telephone they should include that as well.

Whatever is your choice, you should be reading regularly (and not only for this class, but for other business classes and general knowledge of business as well). **Bring your personal examples from readings and daily experience to class** for discussion of personal insights and current events.

3. Because discussions can make a class more relevant, you can make this a more interesting class by **PARTICIPATING** in the discussions. If you are someone who doesn't regularly participate, particularly in larger classes, 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 that people feel strongly about. It is important that you keep an open mind, respect

others' viewpoints, but also feel free to express your own opinions – whether 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.

Grading

Your grade in the course will be determined on the basis of three equally-weighted exams given during the semester. Each exam will consist of multiple choice questions. In addition, you will have the opportunity to take an ***optional Final Exam***. The optional Final Exam is comprehensive and will include all chapters, lectures, articles, and guest speakers covered in class. There are NO extra credit questions on the Final Exam. The grade on the optional Final Exam will replace your lowest test score. You cannot lower your grade by taking the Final Exam.

Extra Credit: You will have opportunities to earn 2 extra credit points on your final grade. Obviously this is optional and your choice exclusively whether to participate or not. These will be the only extra credit opportunities available in the course.

First extra credit you can receive one (1) point for handing in together the attached Personal Information sheet filled out and index card (more detail instructions for the index card will be given in class) by September 23 the latest. This must be done in my office during office hours or by appointment. I will not accept them any other place or after the deadline.

Second extra credit you can receive one (1) point is the presentation of your country which you will do with your other fellow country members if there are any. A separate sheet with detail instructions will be posted on Blackboard by the second week of class.

The course grade will include the following components:

Exam #1	30 points
Exam #2	30 points
Exam #3	30 points
Final Exam - Optional – replaces or improves an exam grade -	30 points
Class Attendance	10 points
Extra Credit (max)	<u>2 points</u>
	102 points

Each exam will cover material presented in lectures, video clips, assigned readings, guest speakers, as well as any other material presented in class.

Test grades will be posted on Blackboard within two business days following the test.

Due to the large class size, make-up exams will not be available and earlier alternative test dates will only be available with prior approval and in exigent circumstances. These however will be essay questions not multiple choice. However, the Final Exam is optional and may be used to replace a missing or low exam grade. Students requiring accommodation for exams must present their SSD accommodation letter to me by the third class.

The course grade will be computed as follows. There will be no rounding of grades.

A	93.0 and above
A-	90.0-92.9
B+	87.0-89.9
B	83.0-86.9
B-	80.0-82.9
C+	77.0-79.9
C	73.0-76.9
C-	70.0-72.9

- D+ 67.0-69.9
- D 63.0-66.9
- D- 60.0-62.9
- F 59.9 and below

During the semester, exam grades and attendance points will be posted on Blackboard, as well as extra credit points. Please raise questions about potential data entry or calculation errors with the TA within one week of grade posting.

To respect each student's privacy, individual grades are never discussed over email or phone. You may email the TA with concerns about missing grades, but if you wish to verify a specific grade, you must see the TA or instructor in person.

Check Your Test Scores: If you think there may have been a mistake in your posted test grade, you must resolve this issue with the TA *prior* to the next test. If you do not do this, your score, even if it should have been changed, will not be modified.

Attendance Grade: If you think there may have been a mistake in posted, you must resolve this issue with the TA *prior* to the following week.

The final grade assigned in the course is an informed and **final** evaluation and not open for discussion or negotiation. Any lobbying efforts (i.e. asking for a higher grade because you want one, need one, etc.) will not be tolerated. **No additional extra credit assignments will be offered to individual students.**

Meeting Your Grade Goals

First, review this syllabus and the course requirements carefully. There are many opportunities provided to help you succeed in this course. However, you must take advantage of them throughout the semester since the extra credit opportunities are time-limited. A full 10 points of your grade is determined solely by your class attendance, with an additional 2 extra credit points available to add to your final grade. To earn your desired grade in this course, your exam scores and attendance record must earn the points tied to the grade-level standards indicated above. Please note that grades are based on your output, not your effort, nor your improvement. I expect each of you to have the time management skills to evaluate course requirements and complete them on time and accept the consequences of your choices.

Please see the instructor or TA for guidance early in the semester if you are not meeting your grade goals. Your TA will NOT provide notes for missed classes! Any member of the teaching team is happy to assist you in using this information to devise a more successful study system.

It is always disappointing to hear from students at the end of the semester who did not take advantage of attendance and extra credit and end up only one or two points away from a higher grade. Do not be one of them! All choices— even 'right' ones — have consequences, so skipping class/studying less to meet other legitimate life needs will not excuse you from receiving the grade you earn in this class. The instructor will not discuss or consider any grade changes at the end of the semester (regardless of special circumstances, catastrophes, improvement, good intentions, needs, desires, etc), so please put your effort into this class throughout the semester and accept the consequences of your choices.

Attendance

Reliable and punctual attendance is critical in the workplace. As a business class, this course is designed as an opportunity to begin to practice business habits. All class meetings will be held as scheduled unless it is announced otherwise. Attendance will be taken (visual scan) in each class by the TA at 3:45 PM sharp. By class #2 (Aug 31) everyone should be sitting in the chair where they will be for the rest of the semester. The TA will have a seating chart. In order to receive your attendance check for a class you must be in the class for the duration; if you leave early before the class is over you will forfeit that attendance check. If you have to leave early see below the

exemptions and come talk to me or the TA. You will receive .5 points per class you attend (not including exam days) up to a max of 10 points. Under this format you will be allowed to miss 2 days with no penalty. Please check Blackboard to verify your weekly attendance points.

It is your responsibility to ensure that the attendance grade is correct each week. You will have one (1) week after posting to talk to the TA if you think there is an error. (Because of the size of the class, we cannot extend this beyond the stated time frame).

This system is designed to reward those students who make class attendance a priority. Students with other priorities (e.g. activities, jobs, etc.) are welcome in this class and can certainly achieve a passing grade by doing the assigned readings, and taking the exams, but should not expect an A.

The **ONLY** time an absence can be exempt from this policy is in the case of exigent circumstances. Exigency is defined as any situation that causes you to become physically or emotionally unable to attend class, as judged and documented by the Office of the Dean of Students. If you think your physical illness or emotional duress might qualify as exigency, please request a letter from your doctor and make an appointment with Services for Students with Disabilities or the Counseling and Mental Health Center. I must receive an accommodation letter authorized by the Dean of Students to exempt you from the attendance policy. If you are sick, please send me or the TA an email advising of your absence. Remember to bring a medical letter to excuse those sick day(s) within one (1) week of returning to class.

This course is intended for registered students listed on the course roster. Members of the general public visiting the University are welcome to sit in on the class provided they get permission from me before hand. Video taking and professional note takers are strictly forbidden from attending this class.

Communication



Research has shown that students who engage in one-to-one discussions with the instructor about their course work receive better grades. There are many ways you can communicate your ideas and or needs with me and the teaching assistant: visit us during office hours, e-mail us, or engage in a class discussion. The important thing is to communicate with us! Relationships are vital in the business world; your relationship with your boss (in this case me) is key to your success.

E-mail and meetings are the preferred methods of communication. Please consult the TA with questions regarding exams, grades, attendance, and other general class concerns. You may address any member of the teaching team (preferably during office hours) with questions regarding applying class topics in the real world or to discuss any personal management dilemmas, concerns, or issues, career options, etc.

You are also welcomed and encouraged to come see me during office hours to introduce yourself and chat.

Please put IB 320F in the subject line of all e-mails. E-mails without this subject line risk not being seen or addressed. Business etiquette suggests you start every email with a salutation/greeting and name of the person you are writing to, followed by the reason for the email (don't leave an empty space) and your full name at the end of your e-mail (especially those of you without your name in your e-mail address).

E-mails to any member of the teaching team will be answered within one working day. Remember to consider the audience in your e-mail communication. Please keep e-mails professional and polite; e-mails with unprofessional/rude tone or content will not be answered, and repeat offenders may be required to meet individually with me.

Feedback Statement

During this course, I will be asking you to give me feedback on your learning in informal as well as formal ways, including through anonymous surveys about how my teaching strategies are helping or hindering your learning.

It's very important for me to know your reaction to what we're doing in class, so I encourage you to respond to these surveys, ensuring that together we can create an environment effective for teaching and learning.

Lecture Policies

Your questions and observations are welcome during lecture. Please feel free to ask for clarification. You may also e-mail me with questions you would like addressed in the next lecture. If I determine you need more individual attention, I may ask that you see me after class or during office hours.

The highest professional standards are expected of all members of the McCombs community. In an effort to create a classroom environment in our large lecture hall that remains conducive to learning, please remember to follow these rules every day:

1. **Come to every class, on time;** be seated and ready to begin when the class period starts. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.
2. Maintain a relaxed but professional environment in class.
3. **Phones and wireless devices are turned off** – if you forget, turn it off quickly. Please do not take any calls in the classroom. Hearing the annoying ringing in the middle of class is not professional, it cuts off the flow of discussion when the search for the offender begins. When a true need to communicate with someone outside the class exists (e.g. for some medical need) please inform the professor prior to class.
4. Put away all newspapers, books, and other materials not related to our class – keeping your attention on the lecture helps you and helps me. You are not expected to bring your textbook to class, but please do so if you find it helpful.
5. **LAPTOPS are closed and put away.**
Due to abuse by those who came before you, I regret to have this policy in my classroom. When students are surfing the web, responding to email, instant messaging each other, and otherwise not devoting their full attention to the topic at hand they are doing themselves and their peers a major disservice. Those around them face additional distraction. Fellow students cannot benefit from the insights for the students who are not engaged. Faculty office hours are spent going over class material with students who chose not to pay attention, rather than truly adding value by helping students who want a better understanding of the material or want to explore the issues in more depth. Students with real needs may not be able to obtain adequate help if faculty time is spent repeating what was said in class.
6. **Avoid side conversations.** The classroom acoustics make these very distracting for your fellow students. I want you to be engaged, but if you have something to discuss, let us all share your observations.
7. **Students are fully prepared for each class.** This means coming to class having read the assigned pages in the text book per the course schedule. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them as well.
8. **Treat your fellow students and professor with respect** by being polite and considerate. Disagreement and debate are encouraged. Intolerance or disrespect for the views of others is unacceptable.
9. **I encourage you to visit me during office hours** so we can get to know each other. Perhaps you want to talk about career options, future goals & aspiration, or have a question about projects or grades.
10. If you have concerns, suggestions, or feedback about any aspect of this class, please voice them to me. You can always talk with me during office hours or by scheduled appointment
11. I have **no tolerance for acts of academic dishonesty.** Such acts damage the reputation of the school and the degree and demean the honest efforts of the majority of students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam. I reserve the right to scan all submitted documents for plagiarism using such tools as Google, TurnItIn, SafeAssign and other such tools.

The reason for all these “rules” is not to be hard-line, but to minimize distractions. I’ve found that students moving around during the class, arriving late, leaving during the class, talking – and certainly laptops, PDAs, and cell-phones, really interrupt the flow of the material; not just for me, but for the rest of the class as well. We have

so little time that I hate to waste it. The bottom line is just to show respect for other students and for the whole learning process.

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 calendar.** You will need to come to class ten minutes early on test days and bring your student ID card.

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. **No make-up dates are offered for students who miss an exam.** Remember that if you miss an exam, while you will be given a zero, you may take the optional Final Exam to replace the zero grade.

Do not make any plans to leave town before the Final Exam to assure yourself the opportunity to make up a missed exam or low exam score.

- Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers. You are responsible for everything covered in the previously stated areas.
- Exams will consist of multiple choice questions. The emphasis on these exams will be on the application of concepts and not on memorization.
- Test grades will be posted on Blackboard within two business days following the test.

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

1. *Turn off all cell phones, PDAs, 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.
2. *Bubble in Exam "A" or "B", 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 miss to include any of this information you run the risk of a wrong grade or not being graded at all
3. *Bring a photo ID to all exams* (student ID, driver's license, passport, etc). Students without any ID will be checked against the photo roster for the course. If you leave the exam without showing a photo ID or being checked against the roster, you will receive a zero grade regardless of your test answers. No exceptions will be made to this rule.
4. Stop writing and stand up to hand in your exam when I call 'time'. Students arriving late to an exam will not be given additional time.
5. *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.
6. 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 drink a Big Gulp right before a test!).

When you finish your exam, you must hand in your Scantron and exam questions sheets together. Make sure we have seen your photo ID or have been checked against the class roster. In other words, do not leave in a hurry, and make sure we see you and your ID.

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.



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 paper. **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 will merely ask for an explanation of what was observed. Please be advised that I reserve the right to use 'undercover' proctors posing as students taking the exam. I will refer any suspected violations to the Office of the Dean of Students for investigation. An 'F' in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Exams will be available for review for two weeks only following the posted grades during TA and instructor office hours only. You may take notes, but you may not remove the scantron, exam, or exam key (including verbatim notes or pictures of these items) from the TA or instructor's office. Removal of exam-related material from the instructor's office is considered cheating and will be treated as an incident of scholastic dishonesty. (Because of the size of the class, we cannot extend this beyond the stated time frame).

Please note that after the Final Exam, the only student meetings I will schedule are for discussing exams from a learning perspective, and these will be scheduled during the next semester. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

University Policies

Academic Dishonesty

I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of the school and the degree and demean the honest efforts for the majority of students. The minimum penalty for an act of academic dishonesty will be zero for the assignment or exam. Furthermore, students who violate the University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website <http://deanofstudents.utexas.edu/sjs/index.php> or the General Information Catalog to access the official University policies and procedures as well as what constitutes academic dishonesty.

By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Class Websites and Student Privacy

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, Rm 1. For more information visit the Registrar's website at: <http://www.utexas.edu/student/registrar/faq.html#directory>

Services for Students with Disabilities (SSD)

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities (SSD) program, 471-6259, TTY: 471-4641, or online at: <http://deanofstudents.utexas.edu/ssd/>

Religious Holidays

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, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the

absence. If you miss an exam, remember that is why 4 exams are offered in this course, you have the opportunity to take the Final Exam to make up for the one you missed. This policy can be reviewed online at: <http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#religious>

Intellectual Property Policies



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.

Final Thoughts

Please take advantage of the opportunities in this course. I am here to help you. Please keep in mind that this is a dynamic course, constantly in development to incorporate the growth and changes in the field of international business. Your patience and understanding are appreciated. There **will be changes** to the course schedule, and I reserve the right to make changes to this syllabus. That said, your feedback is important to me, and to the development of the class, so please feel free to give me your constructive criticism and feedback on the course.

International Business will be demanding, at times difficult and quick paced course. It involves a mindset that forces you to integrate, to be imaginative, and to be decisive in situations with limited information. Developing a mindset – a way of thinking – is much more difficult than learning specific information or techniques. You must learn to think analytically. You may find the course requirements and evaluation to be very demanding. However, facing demands is the surest way I know to learn and grow. You will be able to use the skills and knowledge you have learned in this class in whatever path you take in your career as a means to effect positive change. At the same time the course is difficult, it will give you valuable insight into the real world that will benefit you as you pursue a career in an increasingly global world.

Finally, this course should be very enjoyable – I believe learning should be fun! Despite some of the formal rules in the course, much of the class discussion can be spontaneous and creative. More than most other courses you have had in college, you will get out of this class what YOU put into it. I can simply guide. If you will commit yourself to preparation, apply yourself to the tasks at hand, and then open yourself up to learn what you can from the process and from other students, I think you will find this among the most enjoyable and worthwhile courses you will have in your business education.

PLANNED CLASS SCHEDULE**

****Note that course structure, guest speakers, and reading assignments *are subject to change*. It is your responsibility to remain informed of the routine changes and adjustments announced during each class meeting and/or posted on Blackboard.****

	<i>DATE</i>	<i>LECTURE TOPIC</i>	<i>Textbook & other Reading Assignments</i>	<i>Assignments Due</i>
SECTION 1: Foundations of International Business				
WEEK 1	<i>Aug 26</i>	<ul style="list-style-type: none"> • Introductions, Review of course objectives, syllabus & expectations, Course Themes • Introduction to IB 	<ul style="list-style-type: none"> • Read the course syllabus carefully ! 	
WEEK 2	<i>Aug 31</i>	<ul style="list-style-type: none"> • Globalization • Forces: Political, Economic, Legal 	<ul style="list-style-type: none"> • Ch 1 (p. 3 - 36) • Ch 2 (p.41 - 77) • Ch 2 Closing case: Chavez's Venezuela • Articles on BB 	<ul style="list-style-type: none"> • Answer closing case q's to discuss in class- nothing to hand in
	<i>Sept 2</i>	<p>Guest Speaker: Ray Brimble, President & CEO, the Lynxs Group</p>		<p>Topic: The New Globalist</p>
WEEK 3	<i>Sept 7</i>	<ul style="list-style-type: none"> • Ethics: FCPA, SOX, Philosophical Approaches & Managerial Perspective 	<ul style="list-style-type: none"> • Ch 4 (p. 141 - 153) • Lay-Person's Guide to FCPA • http://factsanddetails.com/japan.php?itemid=799&catid=22&subcatid=146#02 • http://www.us.kpmg.com/jnet/English/Archives/2008/Issue3/Index_Print.asp • PBS Frontline- "Black Money" documentary http://www.pbs.org/wgbh/pages/frontline/blackmoney/ • www.soxlaw.com • www.sox-online.com/basics.html • Articles on BB 	
	<i>Sept 9</i>	<ul style="list-style-type: none"> • Ethics: FCPA, SOX, Philosophical Approaches & Managerial Perspective 	<ul style="list-style-type: none"> • Ch 4 (p. 141 - 153) • Ch 4 Closing case: Google in China 	<ul style="list-style-type: none"> • Answer closing case q's to discuss in class- nothing to hand in

	<i>DATE</i>	<i>LECTURE TOPIC</i>	<i>Textbook & other Reading Assignments</i>	<i>Assignments Due</i>
WEEK 4	<i>Sept 14</i>	<ul style="list-style-type: none"> • Other forces: Terrorism & Money Laundering 	<ul style="list-style-type: none"> • Articles on BB • On BB: A Primer on Situational Awareness (Stratfor.com) • PBS Frontline- Italy: Taking on the Mafia: http://www.pbs.org/frontlineworld/watch/player.html?pkg=italy801&se g=1&mod=0 • PBS Frontline- Iraq: The Alcohol Smugglers http://www.pbs.org/frontlineworld/rough/2007/08/flwrc56.html?&c=3qt 	
	<i>Sept 16</i>	<ul style="list-style-type: none"> • Trade Theories : Classical & New 	<ul style="list-style-type: none"> • Ch 5 (p. 159 - 189) 	<ul style="list-style-type: none"> • Ch 5 (p. 159 - 189)
WEEK 5	<i>Sept 21</i>	<p>Guest Speaker: Lowell Brickman, Senior Vice President, International Group Counsel, Affiliated Computer Services, Inc. (ACS), a Xerox Company</p>		<p>Topic: IB & Ethics</p> <ul style="list-style-type: none"> • <i>Individual Info sheet:</i> Last week to meet with me <u>in my office!</u>
	<i>Sept 23</i>	<ul style="list-style-type: none"> • Applying New Trade Theories to real life Global Business 	<ul style="list-style-type: none"> • Ch 5 (p. 159 - 189) 	<ul style="list-style-type: none"> • <i>Individual Info sheet:</i> Last week to meet with me <u>in my office!</u>
WEEK 6	<i>Sept 28</i>	EXAM #1 (Chapters 1, 2 ,4 ,5 , other forces) & Speakers		
	SECTION 2: Cross Border Trade, Investment and Entry Modes			
	<i>Sept 30</i>	<ul style="list-style-type: none"> • Trade Policy & Controls • Why Enter Foreign Markets • Benefit & cost of FDI • Trade barriers, WTO & GATT 	<ul style="list-style-type: none"> • Ch 6 (202-218) • Ch 7 (p. 238-268) 	

	<i>DATE</i>	<i>LECTURE TOPIC</i>	<i>Textbook & other Reading Assignments</i>	<i>Assignments Due</i>
WEEK 7	Oct 5	Guest Speaker: Arie Brish, IB Business Executive and Entrepreneur		Topic: The Global Garage Operation
	Oct 7	<ul style="list-style-type: none"> • Why Enter Foreign Markets • Benefit & cost of FDI • Trade barriers, WTO & GATT 	<ul style="list-style-type: none"> • Ch 7 (p. 238-268) • Closing case: Starbucks FDI • Articles on BB 	• Answer closing case q's to discuss in class- nothing to hand in
WEEK 8	Oct 12	• Modes of Market Entry : Advantages & Disadvantages, Piracy	<ul style="list-style-type: none"> • Ch 12 (p.412-414 & 416-433) & Jollibee story, p.417-419 • www.Jollibee.com 	Discuss Jollibee story in class- nothing to hand in
	Oct 14	• Foreign Exchange: causes of exchange rate movements, inflation & controls, Bandwagon effect, capital flight	<ul style="list-style-type: none"> • Ch 9 (p.308 -324, 329) • Articles on BB 	
WEEK 9	Oct 19	<ul style="list-style-type: none"> • International Monetary Institutions: IMF, The Bretton Wood System & The World Bank • Floating Exchange or Fixed Exchange & the Crisis Years 	<ul style="list-style-type: none"> • Ch 10 (p. 339- 366) • Articles on BB 	
	Oct 21	EXAM #2 (Chapters 6, 7, 9, 10, 12) & Speaker		
WEEK 10	Oct 26	• Regional Economic Integration: Intro & Agreements	• Ch 8 (274 - 293)	
	Oct 28	Guest Speaker: Jorge Garcés, CEO/Managing Director of the NADBANK, San Antonio , Tx		Topic: NADBANK & NAFTA

	<i>DATE</i>	<i>LECTURE TOPIC</i>	<i>Textbook & other Reading Assignments</i>	<i>Assignments Due</i>
SECTION 3: Cultural Forces, Financial and Organizational Environment				
WEEK 11	<i>Nov 2</i>	<ul style="list-style-type: none"> Regional Level Institutions (NATO, OPEC, OECD) 	<ul style="list-style-type: none"> Ch 8 (294 - 299) Articles on BB 	
	<i>Nov 4</i>	<ul style="list-style-type: none"> Culture: Fundamentals, Theory & practice 	<ul style="list-style-type: none"> Ch 3 (p. 87 - 110, 112-116) 	
WEEK 12	<i>Nov 9</i>	<p>Guest Speaker: Marianne Linde, Communications & Marketing Director for A Glimmer Of Hope Foundation</p>	<p><i>Read PRIOR to class & view ALL video clips.</i></p> <p>Website for speaker: http://www.aglimmerofhope.org/ http://www.aglimmerofhope.org/about_us/history/timeline/</p>	Topic: IB & Non Profit Org.
	<i>Nov 11</i>	<ul style="list-style-type: none"> Culture & Communications 	<ul style="list-style-type: none"> Ch 3 (p. 109-110, 112-116) 	
WEEK 13	<i>Nov 16</i>	<p>Guest Speaker: John Warren, Director of Austin Operations, dNovus</p>		Topic: Cross-Cultural Management
	<i>Nov 18</i>	<ul style="list-style-type: none"> TBA 		
WEEK 14	<i>Nov 23</i>	<ul style="list-style-type: none"> Country Presentations 		
	<i>Nov 25</i>	NO CLASS this Thursday Nov 25 - Thanksgiving Day		
WEEK 15	<i>Nov 30</i>	<ul style="list-style-type: none"> IB & International Marketing Course Wrap-up 	<ul style="list-style-type: none"> Ch 15 (p.489 -494, 499-500, 504-505) 	
	<i>Dec. 2</i>	EXAM #3 (Chapters. 3, 8, 15, TBA) & Speakers		
WEEK 16	<p>Dec. 11, Saturday</p> <p>Time: 2-5PM</p> <p>Location: TBD</p>	FINAL EXAM - optional (Comprehensive - all chapters, speakers & lectures topics covered in class)		

This page is intentionally blank.

Please complete the following information. This information will not be shared with others. This sheet provides me with your contact information as well as a brief background on you. The better I understand you and your interests, the more I am able to help and guide you to areas of your interest. Thank you!

NAME: _____

☎ Telephone(s): _____

✉ Email(s): _____

Major: _____

If UT is not your home institution, what is your primary school? _____

☺ Expected Graduation Date: _____

📄 What is your nationality, where were you born? _____

📄 What language(s) do you speak other than English? _____

📖 Have you done any international coursework?

➔ Do you have any international experience?

❖ Have you lived in another country, if so which one(s).

❖ Have you traveled internationally for pleasure, if so which countries?

✂ Tell me something special and/or interesting about yourself (i.e. hobbies, interests, accomplishments, family).

What do you expect to learn from this class, your goals?

1.

2.

3.