IB 350/EUS 348
International Trade & Investment
Fall 2018

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Office Hours: Mon 12:30-2:00, Wed 12:30-2:00 and by appointment
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Required Materials

Text: Hill and Hult, Global Business Today, 10th 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 opportunities. You can easily find an updated map online.

Course Materials: You will use the publisher’s LearnSmart materials, which are designed to support your 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, including the syllabus and course schedule, learning aids, lecture notes, readings, exercises, review sheets, website references, 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 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.

Course Structure

This is a “macro” course that 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 available 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 what you learn 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. **Read the chapters and any articles assigned for the class day – BEFORE the class period.** Check the website regularly for new and revised assignments, particularly if you miss class. I will post announcements regarding any changes to the schedule 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 popular 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 interests are *The Financial Times* and *The Economist.*

3. You can make this a more interesting class by engaging in the discussions. It’s very important that everyone have an attitude of **honesty, openness, respect,** and **fairness.** At times we may discuss topics where you or others have strong opinions. While you should always 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.

*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 for the remainder of the semester.

5. Please keep all discussion during class public, and do not engage in individual conversations.
**GRADING**

Your grade will be determined as follows:

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exams (2 at 20% each)</td>
<td>40%</td>
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<tr>
<td>Learnsmart Modules</td>
<td>15%</td>
</tr>
<tr>
<td>Briefing papers (2 at 5% and 10%)</td>
<td>15%</td>
</tr>
<tr>
<td>Country Analysis Project</td>
<td>20%</td>
</tr>
<tr>
<td>Class participation</td>
<td>9%</td>
</tr>
<tr>
<td>Face card</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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**Exams:** Your exam grade will be based on two exams given during the semester. Each will 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. Your lowest two test grades (LearnSmart module/Balance of Payment quiz) will be dropped.

**Briefing Papers:** You will submit two briefing papers, worth 5% and 10% of your grade respectively. Briefing papers will be due at varying dates during the semester. These papers will focus on the different dimensions of the global economy and the business, economic, and/or social impact of your topic. Refer to the Briefing Paper Guidelines description in Canvas for more information about requirements and logistics for these papers.

**Country Analysis Project:** You will submit a series of papers on a single country throughout the semester. 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 and readings, your briefing papers, and current events in the global economy. I may call on you to describe your briefing paper research or to explain how a topic might relate to your country analysis. Your participation will determine your class participation score.
Face Card: You should provide me with an index card by class time Monday, Sept. 11. Instructions for this 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 can be found in the Exam module in Canvas. These are the only opportunities for extra credit in the course.

Optional Exam Schedule

The planned exam dates are listed below. 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 exam and be guaranteed the grade you have before the final exam.

Dates
1. Saturday, December 16, 9:00-12:00 noon
2. Wednesday, December 20, 9:00-12:00 noon

You may choose either date to take the final, or if necessary, make separate arrangements with the instructor. These final exam dates are tentative until the final schedule is released by UT administration.

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.mccombs.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.