

Course Syllabus – IMS 4090 or IMS 4v90

Course Information

IMS 4v90 - Management Internship – Summer 2017 (Japan)

IMS 4090 – Management Internship – Summer 2017 (Japan)

Professor Contact Information

Hubert Zydorek

Director, BS Global Business Program, School of Management

Email: hxz120930@utdallas.edu

Phone: 972-883-5037

Office: JSOM 3.613

Course Pre-requisites, Co-requisites, and/or Other Restrictions

- Undergraduate students can earn up to 6 credit hours (maximum of 3 semesters per degree level) of Internship/Co-op credit towards graduation if elective credits are available on the student's degree plan.
 - Credit hours granted are based on minimum number of hours worked on internship. Students may enroll for fewer credit hours if desired.
 - 1 Credit Hour (80-159 work hours)
 - 2 Credit Hours (160-239 work hours)
 - 3 Credit Hours (240+ work hours)
-

Course Description

This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. At the end of the semester students must prepare a set of deliverables (see assignments section) reflecting on the knowledge gained in the work experience. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum). Instructor consent required.

Student Learning Objectives/Outcomes

- 1) Students will be able to identify dimensions of Japan's general environment including demographic, sociocultural, political, legal, technological and economic
- 2) Students will be able to analyze Japanese culture based on pre-departure readings, cultural visits, observations, discussions with Japanese students and faculty
- 3) Students will be able to examine the business strategy of one of the Japanese companies they visit (Kikkoman, Diet Building, Toyota, ANA, Mitsubishi)

Suggested Course Materials

Japan Culture Shock! Japan by P. Sean Bramble (2012, Paperback)

Hofstede/Trompenaars/Hall Cultural Dimensions

Country Commercial Guide – Japan export.gov

Company website

Hoover's, D&B, LexisNexis, Magenta and other databases

Assignments (Length) Based on Credit Allocation

| Requirements | Zero Credit Hour | 1 credit hour | 2 credit hour | 3 credit hour |
|--|---|---|---|---|
| Hour Requirement | No fewer than 160 hours per UTD requirements. | No fewer than 160 hours per UTD requirements. | 160-240 hours | 241+ hours |
| Deliverable (student interview with PD) | | Interview with PD before internship to approve credit hours, goals and outcomes. | Interview with PD before internship to approve credit hours, goals and outcomes. | Interview with PD before internship to approve credit hours, goals and outcomes. |
| Deliverable (Poster or Paper submitted to PD per program requirements and linked to a similar rubric per the below) | 1 page paper describing impact of this internship on your career goals. | 3-4 page paper or a poster covering key points. | 5-7 page paper or a poster covering key points. | 7-10 page paper or a poster covering key points. |
| Deliverable (Diary submitted to PD) | | Complete a diary to document application of knowledge, key lessons learned, and next steps. | Complete a diary to document application of knowledge, key lessons learned, and next steps. | Complete a diary to document application of knowledge, key lessons learned, and next steps. |

Grading Policy/Assignments/Calendar

| | Assignment | Details | Assignment Level | % of Grade |
|----------------------|---|--|------------------|-------------|
| Pre-trip 6/1-6/27 | <i>Welcome/Overview of History/ Cultural Dimensions</i> | 1. Review Syllabus. 2. Discuss expectations for the trip. 3. Read assigned pre-departure materials 4. Meet with Program Director | Individual | 10% |
| During trip | Professionalism and business etiquette | Professionalism during the trip (company visit, team building, punctuality, dress code etc.). Students will make daily postings in their journals during the trip detailing their cultural experience. This will allow them to complete assignment #1 immediately upon return (See below) | Individual | 10% |
| During trip | Participation in seminars and events | Participation in seminars, presentation and events during the trip organized by host entities. | Individual | 10% |
| Post-trip 7/21 | Diary | Cultural Diary | Individual | 20% |
| Post-trip 8/11 | Final paper Due | Paper examining one of the companies students visit (see length of paper based on requested credits) | Individual | 50% |
| | | Total | | 100% |

ASSIGNMENT 1 – CULTURAL DIARY

Based on Hofstede's cultural dimensions as well as observations during the trip, students will write a diary reflecting on their experiences with the Japanese culture. The objective is to recognize the cultural differences between the US and Japan as well as identify potential challenges for American business people when conducting business there.

ASSIGNMENT 2 - INDIVIDUAL PAPER (Length depends on credit allocation)

Research and evaluate one of the companies that you visit (Kikkoman, Diet Building, Toyota, ANA, Mitsubishi). Take into consideration the firm's core functional areas. What factors hinder success and expansion? What strategies linked to growth or expansion should the firm consider? What internal and external factors are you taking into consideration?

- Global & local competitors
- Market share, rank, and position
- Growth rates, future plans
- Marketing initiatives
- Operations, supply chain and logistics
- Financial scenario
- R&D, research and technology
- Suppliers & customers
- What are the biggest challenges facing the firm?
- Internal and external impediments to change and growth?
- What surprised you about the firm?
- Most memorable quote from the speakers at your visit

When analyzing the firm consider the following structure for your report.

Part I – Overview of the Firm

- Discuss its size (revenue, employees, locations, etc.)
- Discuss major product lines and conduct a quick value chain analysis
- Discuss the firm's strategy and place in the industry
- What marketing strategies do they use?
- Analyze the financials

Part II – Analysis of the Firm

- Five years from now, what will this firm look like?
- What internal and external factors will have an impact on the firm?
- What businesses will the firm be in? What new products or services will it offer based on market and competitive changes?

Grade Scale

| | | |
|---------------|-----------|-----------|
| A+: 97 and up | A: 94-96 | A-: 90-93 |
| B+: 87-89 | B: 84-86 | B-: 80-83 |
| C+: 77-79 | C: 74-76 | C-: 70-73 |
| D+: 67-69 | D: 64-66 | D-: 60-63 |
| F | Below 60% | |

Course & Instructor Policies

No late work will be accepted. Students are UT Dallas and US ambassadors on the trip and must dress and behave professionally.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.