

Fall 9-1-2001

MGMT 368.01: International Business

Jeffrey P. Radighieri
The University of Montana

Let us know how access to this document benefits you.

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

Recommended Citation

Radighieri, Jeffrey P., "MGMT 368.01: International Business" (2001). *Syllabi*. 9276.
<https://scholarworks.umt.edu/syllabi/9276>

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks at University of Montana. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

MGMT 368: International Business

Course Syllabus

Fall Semester, 2001

Section 1

MWF 10:10 – 11:00, GBB 123

Instructor: Jeff Radighieri
Office: GBB 337
Phone: 243-6197, 239-5214 (emergencies only)
Email: jeff.radighieri@business.umt.edu
Website: <http://www.business.umt.edu/faculty/Radighieri/default.asp>
Office Hours: MW 1:00 – 3:30 or by appointment

Readings

Required:

Czinkota, Ronkainen, and Moffett, *International Business*, Dryden Press, 2001.
(newest edition)

Recommended:

The Wall Street Journal
The Economist
Business Week

Additional readings will be passed out in class.

Make sure you review all assigned readings before coming to class so we can discuss them. I will call on people to discuss the readings if necessary. Additional readings may be assigned during class.

Grade Breakdown

Your grade is broken down into two units: individual and group. Only class participation and the individual case analysis are done individually. Everything else is done within groups. Please note that assigned final grades are based on your work relative to the work of everyone else in the class.

Quizzes	25%
Class Participation	25%
Case Analyses	20%
<u>Written Strategic Plan</u>	<u>30%</u>
TOTAL	100%

Quizzes

There will be seven quizzes throughout the course of the semester. The lowest score of the seven will be dropped. These quizzes will cover material from the textbook as well as material discussed in class, including case studies and student contributions.

Class Participation

Students will be evaluated on the quality of their contributions to class discussions. Because this class is very integrative (meaning you apply concepts from previous courses), students are expected to share their thoughts and questions with the class. And because of this, class participation is a MAJOR portion of your grade. Occasionally, we will have in class cases to read and discuss; other times I will assign a group to prepare a case and the entire class will discuss it. There will also be unannounced exercises to test your basic comprehension of the previous day or week's material. So coming to class is the first step in participation.

Participation will be assessed through the handing out of participation cards. When a student contributes something to class, they will be given a card that has blanks for them to fill in their name and ID number. At the end of each class, the cards will be handed back in to me. *To prevent a select few from dominating conversation for their grade's sake, no student may earn more than two cards per class period.* The cards will be tallied, and a running total will be kept. Students will be graded based on not only how many cards they receive over the course, but also on how consistently they contribute throughout the semester.

Group Case Analyses

Each project group will be required to turn in two case analyses during the semester. The cases will be handed out in class. You will be given approximately two weeks to complete each case.

For the assignment, you should take the major concepts from the book up until that point, and use them to analyze the case at hand. Each case has a few

discussion questions at the end, however, you are not simply answering these questions; you are giving an overall thorough analysis of the case. Your case analysis should include the following sections:

- Executive Summary (sums up the whole paper, 1-2 paragraphs)
- Situation Analysis (introduce case and apply course theories)
- Strategic Alternatives (offer alternative solutions)
- Recommended Strategy (choose the best solution and explain)
- Implementation Plan (discuss how to implement the recommendation given)

The body of the paper should be no more than six double-spaced 12 point font pages. Include a cover page with all group members' names. The executive summary should be on a page by itself, and doesn't count against the six-page maximum. Grammar, spelling, and presentation will be figured into the analysis grade.

Note that there is not right or wrong answer to a case study. Do not research the company outside of the information in the case. Actual current events have no bearing on the analysis of the case. *Late papers will not be accepted.*

Strategic Plan

The final strategic plan is a major, semester-long undertaking. It should apply course concepts discussed throughout the entire semester. Groups will be selected by the students. The assignment is this:

You are a researcher for Jackson & Jackson, Inc., a manufacturer of household items, i.e. toilet paper, diapers, shampoo, hygiene products, etc. Up until this point, they have been primarily a domestic company. They have assigned you with the task of researching a specific country in order to determine the feasibility of entering that market.

Each group will select a country from a list of possibilities. The country must be assessed in terms of many issues, including culture, economic situation, barriers to entry, population, available target market, laws, plus many, many others. The idea is to provide an overall picture of the country's business climate. Other recommended issues to discuss: national trade and investment policies, politics, exchange rates, buying power, market development, business entry, marketing, human resources.

Once the country has been thoroughly assessed, you should then discuss potential alternatives to entry, such as a wholly owned subsidiary, foreign direct

investment, and exporting. From there you should then make recommendations as to which is the best alternative and why, followed by an implementation plan.

The strategic case should follow the same format as the group case analyses, i.e. executive summary, situation analysis, strategic alternatives, etc., but in greater detail.

The project consists of both a written and an oral part. The written requirement is a *three-page* paper that summarizes your findings. Accompanying the paper is a 30-minute comprehensive presentation of your project. The final five minutes of the presentation will be a question/answer session with your classmates. The majority of your grade on the project comes from the quality of your presentation. You should present your project as if it were the actual paper. The presentation should contain all information necessary for executives from the company to assess the feasibility of the strategy you have selected. It is imperative to integrate concepts and ideas from the course materials. In fact, this will be the bulk of your grade: how you apply concepts and theories.

You should include the following sections:

- Executive Summary
- Situation Analysis (introduce company and discuss the country in great detail)
- Strategic Alternatives (costs/benefits of foreign direct investment, wholly owned subsidiary, etc.)
- Recommended Strategy
- Implementation Plan (discuss challenges as well)

These presentations are formal, so be sure to dress accordingly. PowerPoint is highly recommended. The entire group must attend the presentation. Attendance of other groups' presentations is not required but is most definitely in your (and your grade's) best interests to attend.

Groups

When choosing your group, take it very seriously. You should consider schedules, skills and abilities. On the day that groups are chosen, make sure you come with questions to ask prospective members to ensure that your group is cohesive.

Another aspect of group work in this class is that you are able to fire a group member if their performance is substandard. In order to fire someone, you must present me with a formal letter signed by all other group members, stating that you are firing the person, and stating why. Anyone who is fired must either find

another group, which requires a formal hiring letter, or come to me to be assigned a country and complete the assignment by themselves.

Also, a team evaluation sheet will be passed out near the end of the term for the purpose of evaluating your team members on different aspects of their performance. This evaluation may or may not hurt your grade.