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MGMT 368.02: International Business

Brumby McLeod

University of Montana - Missoula

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Course Information

Course: MGMT 368, International Business, Fall Semester 2002
Section 01: Room GBB L14 / Monday, Wednesday, Friday / 8:10-9:00 AM
Section 02: Room GBB L11 / Monday, Wednesday, Friday / 9:10-10:00 AM

Instructor Information

Instructor: Mr. Brumby McLeod, MBA
Room: GBB 337
Phone: 406.243.6197
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Website: www.business.umt.edu/faculty/mcleod
Office Hours: Monday and Wednesday / 2:00-4:00 PM

Required Text

Czinkota, Ronkainen, and Moffet. *International Business. Sixth Edition.* Dryden Press 2002.

Course Overview

1. Introduction to International Business (Chapters 1, 2, 3, and 4)
2. International Business Preparation and Market Entry (Chapters 10, 11, and 12)
3. Theoretical Foundations (Chapters 5 and 6)
4. The International Business Environment (Chapters 7, 8, and 9)
5. International Marketing and Services (Chapters 13 and 14)
6. International Logistics and Supply-Chain Management (Chapter 15)

Objective and Components

This course provides an introduction to the increasingly global nature of the world economy. Components of the course include: the influence of national culture on businesses; national trade and investment policies and laws; theories of international trade and investment; international monetary activity and systems; international business research; modes of entry into foreign markets; international marketing; and international logistics and supply-chain management.

Course Requirements

Eight Exercises/Quizzes	30%
Three Writing Assignments	45%
Final Exam	25%

Quizzes

The quizzes are your class participation and class preparation grade. In addition, these quizzes are used to comprise a major portion of the cumulative final exam. The two lowest will be dropped; this will account for absentees, lack of preparation, illness, etc. There are no make-ups or retakes given for missed or failed quizzes.

Writing Assignments

The three writing assignments are individual papers written by each student on an assigned topic. The writing assignments are listed below. Please note these assignments are tentative. Writing Assignment #1 is a video case called "Lobbying in the USA". Writing Assignment #2 is called the "Palestinian H-Bomb". Writing Assignment #3 is to create a Country Profile on an Emerging Market or Third World Country. The assignments are valued in ascending order: 10%, 15%, and 20%. The details of each assignment will be given at least two weeks prior to the due date. Each assignment is unique in requirements and length. An "Introduction to Writing" lecture will be presented the second Friday of the course.

Final Exam

The only long exam given is a cumulative final.

General

You are encouraged to discuss your work and progress with me in order to discuss specific problem areas, to further clarify material, or to provide you with more concrete suggestion on how to improve your performance. No extra credit is offered in this course.

<u>Date</u>	<u>Day</u>	<u>Lecture Topics</u>	<u>Reading</u>	<u>Assignments</u>
09/04/02	W	Course Introduction		
09/06/02	F	Introduction to International Business	Ch. 1	
09/09/02	M	Introduction to International Business		Assign Exercise/Quiz #1
09/11/02	W	No Class, Day of Remembrance		
09/13/02	F	Introduction to Writing	Ch. 10, 11	
09/16/02	M	International Business Preparation and Market Entry	Ch. 12	WA #1 Assigned
09/18/02	W	International Business Preparation and Market Entry	Ch. 2	
09/20/02	F	Politics and Law		
09/23/02	M	Politics and Law		
09/25/02	W	Politics and Law		
09/27/02	F	Politics and Law	Ch. 3	Quiz # 2
09/30/02	M	Culture and International Business		
10/02/02	W	Culture and International Business		WA #1 Due
10/04/02	F	Culture and International Business	Ch. 4	
10/07/02	M	National Trade and Investment Policy		WA #2 Assigned
10/09/02	W	National Trade and Investment Policy		Quiz #3
10/11/02	F	National Trade and Investment Policy	Ch. 5	
10/14/02	M	The Theory of International Trade and Investment		
10/16/02	W	The Theory of International Trade and Investment		
10/18/02	F	The Theory of International Trade and Investment	Ch. 6	
10/21/02	M	The Balance of Payments		
10/23/02	W	The Balance of Payments		Quiz #4
10/25/02	F	The Balance of Payments	Ch. 7	
10/28/02	M	International Financial Markets		WA #2 Due
10/30/02	W	International Financial Markets		
11/01/02	F	International Financial Markets	Ch. 8	Quiz #5
11/04/02	M	Economic Integration		WA #3 Assigned
11/06/02	W	Economic Integration		
11/08/02	F	Economic Integration	Ch. 9	Quiz #6
11/11/02	M	Holiday, Veterans Day		
11/13/02	W	Market Transitions and Development		
11/15/02	F	Market Transitions and Development		
11/18/02	M	Market Transitions and Development	Ch. 13, 14	Quiz #7
11/20/02	W	International Marketing and Services		
11/22/02	F	International Logistics and Supply Chain Management		
11/25/02	M	"Commanding Heights"		www.pbs.org
11/27/02	W	Holiday, Thanksgiving Break		
11/29/02	F	Holiday, Thanksgiving Break		
12/02/02	M	"Commanding Heights"		WA #3 Due
12/04/02	W	"Commanding Heights"		
12/06/02	F	"Commanding Heights"		
12/09/02	M	"Commanding Heights"		Quiz #8
12/11/02	W	"Commanding Heights"		
12/13/02	F	"Commanding Heights"		
12/19/02	T	Section 1 Final Scheduled 8:00 – 10:00 AM		Final
12/20/02	F	Section 2 Final Scheduled 8:00 – 10:00 AM		Final