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Spring 1-2003

MGMT 368.01: International Business

Nilanjan Chatterjee

University of Montana - Missoula

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SYLLABUS: SPRING 2003

Course Information

Course: **MGMT 368, International Business, 3 credits**
Room: GBB 119
Section 01: Monday, Wednesday, Friday/ 1:10-2:00 PM

Instructor Information

Instructor: Neil Chatterjee
Room: GBB 238
Phone: 406.243.5113
Fax: 406.243.2086
Email: nilanjan.chatterjee@business.umt.edu
Website: <http://www.business.umt.edu/faculty/chatterjee>
Office Hours: Monday, Wednesday, Friday / 2:00-3:00 PM

Required Text

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

Course Overview

1. The Impact of International Business
2. Theoretical Foundations
3. The International Business Environment
4. International Business Preparation and Market Entry
5. International Business Strategy and Operations

Objectives

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; multinational corporations and strategic planning in these organizations; and international marketing and services.

Course Requirements

Three Exams	60%
Two Writing Assignments	40%

Exams

Sixty percent of each student's grade will come from three unit exams (20% each). Make-up exams will be given for students who can document illness or extenuating circumstances. Please notify the instructor immediately if you must miss an exam. The final exam/ exam 3 will be non-cumulative.

Writing Assignments

The two writing assignments are papers by each group of two students on the assigned topics. Writing Assignment #1 is to create a Country Profile on a Third World Country that will be assigned by the instructor. Writing Assignment #2 is a case called "The Global Car Market: The European Battleground". Each assignment is worth 20% of your grade. The details of each assignment will be given two weeks prior to the due date. Each assignment is unique in requirements and length. However, the writing style is not unique; a guideline on writing will be given in the fifth week of the course. Points will be deducted for late submission of written assignments.

General

You are encouraged to discuss your work and progress with the instructor 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.

Tentative Course Outline

Week beginning	Topic	Chapter Reading Assignment	Learning Group Projects/ Due Dates
01/27/03	Introduction to International Business	1	Resume
02/03/03	Culture and International Business	2	Learning Group roster
02/10/03	National Trade and Investment Policy	3	
02/17/03	Politics and Law	4	
02/24/03	The Theory of International Trade and Investment	5	Exam 1 Introduction to Assignment 1
03/03/03	The Balance of Payments	6	
03/10/03	International Financial Markets	7	
03/17/03*	Economic Integration	8	Assignment 1 due
03/24/03	SPRING BREAK		
03/31/03	Market Transitions and Development	9	Exam 2
04/07/03	International Business Research	10	Introduction to Assignment 2 (Case study)
04/14/03	International Business Entry and Development	11	
04/21/03	International Marketing	13	
04/28/03	Guest Speakers		Assignment 2 due
05/05/03	Review		
05/12/03	Final Exam		Exam 3

* 03/17/03 is a Holiday

Mission Statement: The faculty and staff of the School of Business Administration at The University of Montana-Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.