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Spring 1-2003

### MGMT 368.02: International Business

Brumby McLeod

*University of Montana - Missoula*

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## Course Information

Section 02: Tuesday and Thursday, 11:10 AM to 12:30 PM, GBB 201  
Section 03: Tuesday and Thursday, 12:40 to 2:00 PM, GBB 201

## Instructor Information

Instructor: Mr. Brumby McLeod, MBA  
Room: GBB 337  
Phone: 406.243.6197  
Fax: 406.243.2043  
Email: [brumby.mcleod@business.umt.edu](mailto:brumby.mcleod@business.umt.edu)  
Website: [www.business.umt.edu/faculty/mcleod](http://www.business.umt.edu/faculty/mcleod)  
Office Hours: Tuesday and Thursday, 3:00-5:00 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)

## Objective and Components

This course provides an introduction to the 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

Assessments	30%
Writing Assignments	45%
Final Exam	25%

## Assessments

There will be eight assessments offered throughout the course during class time. These assessments vary from pop-quizzes to class exercises. They serve as a student's class participation and class preparation grade. In addition, these assessments are used to comprise a major portion of the final exam. The two lowest assessment grades will be dropped; this will account for absences, lack of preparation, illness, etc. There are no make-ups or retakes given for missed or failed assessments. Extra credit is not offered in this course; please take all of the assessments if possible.

## Writing Assignments

The three writing assignments are individual papers written by each student on an assigned topic. The assignments are worth 15% each. The details of each assignment will be given approximately two weeks prior to the due date. The paper should have a cover page with your name, writing assignment number, and section. Each writing assignment should be two pages and double spaced. Each paper should also have a set of endnotes titled "End Notes" that cites references used for completing the assignment. This means each writing assignment is 4 pages long: a cover page, two pages of writing, and one page of end notes. Use the textbook as an example of end notes. Please write in third person. Penalties will be assessed for spelling and grammatical errors. There will be a 25 point penalty for all late papers. The drop dead date for all late writing assignments is Friday, May 2<sup>nd</sup>, 2003. The late penalty is assessed whether the paper is 10 minutes late or two months late.

## Final Exam

The final exam is cumulative.

<u>Date</u>	<u>Day</u>	<u>Lecture Topics</u>	<u>Assignments</u>
01/28/03	T	Course Introduction	Read Chapter 1, Appendix
01/30/03	Th	Introduction to International Business	Read Chapter 2
02/04/03	T	Culture Exercise	In-class readings and discussion
02/06/03	Th	Culture Exercise	In-class readings and discussion
02/11/03	T	Culture Exercise	In-class readings and discussion
02/13/03	Th	Culture Exercise	In-class reading and discussion
02/18/03	T	Culture and International Business	WA #1, due 02/25/03
02/20/03	Th	International Business Preparation and Market Entry	Read Chapter 3
02/25/03	T	National Trade and Investment Policy	
02/27/03	Th	National Trade and Investment Policy	Read Chapter 4
03/04/03	T	Politics and Law	
03/06/03	Th	Politics and Law	Read Chapter 5
03/11/03	T	The Theory of International Trade and Investment	
03/13/03	Th	The Theory of International Trade and Investment	Read Chapter 6
03/18/03	T	The Balance of Payments	WA #2, due 04/03/03
03/20/03	Th	The Balance of Payments	Read Chapter 7
03/25/03	T	SPRING BREAK 2003	
03/27/03	Th	SPRING BREAK 2003	
04/01/03	T	International Financial Markets	
04/03/03	Th	International Financial Markets	
04/08/03	T	International Financial Markets	
04/10/03	Th	International Financial Markets	Read Chapter 8
04/15/03	T	Economic Integration	Lecture
04/17/03	Th	Economic Integration	WA #3, due 04/29/03
04/22/03	T	Economic Integration	
04/24/03	Th	Economic Integration	Read Chapter 9
04/29/03	T	Market Transitions and Development	
05/01/03	Th	Market Transitions and Development	
05/06/03	T	Market Transitions and Development	
05/08/03	Th	Review for Final	
05/12/03	M	Final Exam 8:00 to 10:00 AM	
05/14/03	W	Final Exam 1:10 to 3:10 PM	