

Spring 1-2003

## MGMT 465.01: World Trade and Commerce

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*University of Montana - Missoula*

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# World Trade and Commerce

## Course Syllabus Spring 2003

Instructor: Arnold Sherman  
Office: GBB 257  
Office Hours: by appointment  
Phone: 243-6982  
Email: arnie@mwtc.org

Text: *The Global Marketing Imperative*, by Michael R. Czinkota

Course Objective: To be a practical, hands-on approach to learning and understanding how to be successful in the new global marketplace.

Requirements:

- ? Class attendance and participation
- ? Computer research ability (Internet training will be provided if necessary)
- ? Written assignment
- ? Exam over text
- ? Final project participation

Class topics include:

- ? Global market scenario 2003
- ? Criteria for evaluating and interpreting market-specific information
- ? How to qualify foreign business partners
- ? Funding trade activities
- ? Negotiating for success
- ? Identifying and creating global business opportunities
- ? Learning how to apply available market access information and resources
- ? Profiles of model international projects and ventures
- ? Montana's role in the new global marketplace
- ? The evolution of global commerce

Grading:

? Class participation/ <u>attendance</u>	75
? Internet assignment 1	50
? Test over text	125
? Negotiation	100
? Written Assignment	<u>50</u>
<b>Total</b>	<b>400</b>

## WORLD TRADE AND COMMERCE

### Course Syllabus – Spring 2003

Class Date:

Assignments and Due Dates

Tuesday, Jan. 28 Thursday, Jan. 30	Introduction to class and the way we will work Class/ <b>Bio Sketch Due</b>
Tuesday, Feb. 4 Thursday, Feb. 6	Class Class, <b>Internet Assignment Due</b>
Tuesday, Feb. 11 Thursday, Feb. 13	Class Class
Tuesday, Feb. 18 Thursday, Feb. 20	Class Class
Tuesday, Feb. 25 Thursday, Feb. 27	Class Class
Tuesday, Mar. 4 Thursday, Mar. 6	Class Class
Tuesday, Mar. 11 Thursday, Mar. 13	Class Class
Tuesday, Mar. 18 Thursday, Mar. 20	Class Exam
Tuesday, Mar. 25 Thursday, Mar. 27	Spring Break Spring Break
Tuesday, Apr. 1 Thursday, Apr. 3	Class Project Work
Tuesday, Apr. 8 Thursday, Apr. 10	Class Project Work
Tuesday, Apr. 15 Thursday, Apr. 17	Class Project Work
Tuesday, Apr. 22 Thursday, Apr. 24	Class Negotiations
Tuesday, Apr. 29 Thursday, May 1	Negotiations Negotiations
Tuesday, May 6 Thursday, May 8	Class Last Class
Tuesday, May 13	Written Reports Due