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MGMT 465.01: World Trade and Commerce

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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>
Total	400

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/**Bio Sketch Due**

Tuesday, Feb. 4
Thursday, Feb. 6

Class
Class, **Internet Assignment Due**

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