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BMGT 491.01: ST - World Trade Center Practicum

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Montana World Trade Center International Business Practicum MBA 695.01

MBA 695.01 (1-3 cr.)

Fall 2017

Location: MWTC Office, Ste. 257 GBB

Time: Tuesdays from 11AM- 12:30PM



School of **Business Administration**

Brigitta Miranda-Freer

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Office Hours:

by appointment

Course Description

Montana World Trade Center student practicum is available for 1-3 credits to upper level undergrad and graduate students. In addition to assisting with work for MWTC clients in building out export strategies/component parts thereof, we will have weekly* class sessions where students will have the opportunity to drill down on day to day issues of doing business internationally. We'll learn about effectively performing research on international markets, how to prioritize international opportunities/markets, qualifying and working with distributors, INCOTERMS, calculating landed costs, duties...and we'll develop an action plan for foreign market entry.

Course Learning Goals

After completing this course, a student will be able to:

- Learn and navigate best sources of international trade data;
- Construct export market matrices;
- Understand how to create/interpret things like export shipping documentation, letters of credit and INCOTERMS;
- Understand how to qualify and work with distributors;
- Calculate duties and landed cost, etc....;
- Develop an action plan for specific market entry.

Required Course Materials

No need to purchase anything. (You're welcome.) We will have reading from the following FREE publication

<https://www.export.gov/article?id=Why-Companies-should-export>

Course Grading Policies

Students' mastery of the course material is assessed through participation, submitted homework and client project work. This course must be taken for a letter grade. Plus grades are earned if within 2% of the next highest letter grade (e.g., 78% is C+). Minus grades are earned if within 2% of the next lowest letter grade (e.g., 81% is a B-). Extra credit is not available. If you would like to know how you're doing in the class, come see me during the semester. Practicum students are generally highly self-motivated and perform well in this class. Final course grades are non-negotiable.

TIMELY, THOUGHTFUL completion of all assigned work	75%
Final Exam	25%

Course Overview & Topics

Our class will be structured so that we cover several key topics during the semester. We'll meet for about 1.5 hrs. each week as a class. The rest of your work will be performed outside of class. Space permitting, you're welcome to be at MWTC to do your work. Most students work remotely and then come in to cover specific questions and attend our weekly class session.

Topics follow. And please note that this schedule is subject to change based on several factors, including some limited travel I'll inevitably have to do this fall.

Topic set #1: Why Export, Internal Evaluation, Market Evaluation, Market Research

Topic Set #2 Market Research Review, Wiser Trade

Topic Set #3 Finding, Qualifying & Working with Distributors

Topic Set #4 International Shipping & Export Documentation

Topic Set #5 Incoterms, Quotations

Topic Set #6 Methods of Payment, Review of Incoterms

Topic Set #7 Review of Group Project, Group Work on Export Market Ranking Matrix for XYZ Co.

Topic Set #8 Letters of Credit

Participation – Engage. Pay attention. Ask questions. Most importantly, *submit your work on time*. Leverage this opportunity to open some doors for you post-graduation.

Career Development – What's your value add for your current employer? What would it be if you could help your company to strategically identify best markets for your product or service and develop an action plan for market entry?

Mid-Term Exams – N/A

Comprehensive Common Final Exam – Yes. If you've paid attention in class and have done the reading as assigned, the final exam will not be difficult.

Course Assistance – Success in this course requires keeping up with the material and actually understanding it as it is covered. For this reason, completing homework in preparation for every class period is required. Falling behind or lacking an understanding of topics will become increasingly problematic as the course progresses, as material builds on prior concepts as we move along.

Drops and Incomplete Grades – Don't do it! Commit fully and succeed. But if you must... this course follows published UM policies on drop dates and incomplete grades.

Incompletes – Policy per the UM catalog: "Incomplete grades are not an option to be exercised at the discretion of a student. In all cases it is given at the discretion of the instructor within the following guidelines. A mark of incomplete may be assigned students when (1) the student has been in attendance and doing passing work up to three weeks before the end of the semester, and (2) for reasons beyond the student's control and which are acceptable to the instructor, the student has been unable to complete the requirements of the course on time. *Negligence and indifference are not acceptable reasons.*"

Behavior Expectations

Professionalism – Dress to demonstrate respect for MWTC's business clients. After all, you may work with them someday. (I'm pretty sure I saw a grad student entering the building in slippers and pajamas recently, so let me be clear, business casual.) Incorporate thoughtful content, proper grammar, spelling, punctuation, etc... in all correspondence.

Email -- According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their UM accounts. Email from non-UM accounts will likely be flagged as spam and deleted without further response. *You may see occasional emails coming from brigitta@mwtc.org and you are welcome to use this address for email correspondence with me. Email sent to brigitta1.miranda-freer@umontana.edu forwards to my MWTC account.

Exam Conduct – N/A

Academic Misconduct – If you really are confused about this, here's the policy [SoBA Professional Code of Conduct](#).

Disability Services for Students -- Students with disabilities will receive reasonable modifications in this course. The student's responsibilities are to request them from me with sufficient advance notice and to be prepared to provide official verification of disability and its impact from Disability Services for Students. Please speak with me after class or during my office hours to discuss the details. For more information, visit the website for the office of [Disability Services for Students](#) (found online at <http://www.umn.edu/dss/>).

Grievance Procedures – Don't wait until the end of the semester if something is wrong. Come talk to me so we can both get what we need out of this course. That said, the formal means by which course and instructor quality are evaluated is through the written evaluation procedure at the end of the semester.

Work & Schedule

-Class meetings Tuesdays from 11AM- 12:30PM with weekly assignments to complete. Project work will also be assigned depending on how many credits you need. Homework and client project work may be completed at MWTC, space permitting, or off site. Please note, however, that you should anticipate spending about 3- 3.5 hours per week AND PER credit on this class. In other words, if you are taking this class for 3 credits, you should anticipate spending about 10 hours/week on work for this class.