

**UNIVERSITY OF MASSACHUSETTS DARTMOUTH**  
**Charlton College of Business**  
**Department of Management & Marketing**  
**Summer 2009 On-Line Course Syllabus**

**Course:** MKT 672 – International Business & Multinational Enterprise  
**Professor:** Dr. D. Steven White  
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**PURPOSE:**

This comprehensive introduction to international business teaches you successful techniques for competing in the global business environment. Emphasis is placed on understanding the differences in national markets and business practices, assessing the appropriate market entry strategies and the successful management of global enterprises. The goal of this course is to provide you with a solid foundation on which to build your international business career.

**REQUIRED READING**

Ball, Donald A., Wendell H. McCulloch Jr., J. Michael Geringer, Michael S. Minor and Jeanne M. McNett (2008), *International Business*, 11<sup>th</sup> edition, New York, NY: McGraw-Hill/Irwin. ISBN: 0073530166. An e-book version is available via the McGraw-Hill site below.

**COURSE WEBSITE**

<https://learning.umassonline.net/webct/logon/2616605138221>

You will need to purchase an access code from McGraw-Hill (\$10.50) to get into the WebCT/Blackboard content on course website listed above (also available via the UMass-Dartmouth homepage MyCourses link). Follow the link below and select MH enhanced cartridge from the left menu bar.

[http://highered.mcgraw-hill.com/sites/0073530166/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073530166/information_center_view0/)

**COURSE PLAN**

This on-line course is asynchronous and is relatively straightforward. The course uses lectures, discussion and exercises to clarify the text and apply the material to real-world situations. Students are expected to read the assignments, read and listen to the power point presentations, participate in the discussion, take notes chapter quizzes and three on-line exams. There is a

purpose for each exercise and students will be held responsible for the material discussed, some of which will appear as test questions. Keeping up with the reading and quizzes is essential. Your active participation on the discussion board is required.

*Please do not ask for permission to do additional work to raise your grades. Just focus on doing well on the on-line chapter quizzes and exams.*

## **COURSE EVALUATION/GRADING**

Exam 1	25.00%
Exam 2	25.00%
Exam 3	25.00%
Chapter Quizzes	<u>25.00%</u>
Total	100%

## **QUIZZES & EXAMS**

You will have three exams. Each exam will cover about one third of the course. The questions on each exam will be based on the text, lectures and chapter quizzes. There are 21 chapter quizzes worth five points each. Therefore, there is a potential to earn bonus points (105 total).

Everyone must take all scheduled quizzes and exams.

*The exams consist of 50 multiple choice questions and are timed. Once you open an exam, you have 50 minutes to complete the exam. You can not start the exam and come back later to finish – the clock starts when the exam is first opened and ends 50 minutes later. Questions on the exam are randomized and appear individually.*

Both the quizzes and exams are available based on a set release time. Generally, quizzes are available the day that the chapter is assigned to almost the end of the summer session (30 June). Exams will be available from 7 am to 11:59 pm (Eastern) on the day that they are assigned.

## MKT 672- COURSE OUTLINE AND SCHEDULE

Summer 2009 On-Line

<u>Date:</u>	<u>Topic:</u>	<u>Readings/ Quiz:</u>
01 June	Course Introduction. Overview of International Business. Introduction of Self on Discussion Board.	
02 June	The Rapid Change of International Business	Chpt. 1
03 June	International Trade and Foreign Direct Investment. Theories of International Trade and Investment	Chpts. 2, 3
04 June	International Institutions from an International Business Perspective	Chpt. 4
05 June	Understanding the International Monetary System	Chpt. 5
08 June	Sociocultural Forces. Natural Resources and Environmental Sustainability	Chpts. 6, 7
09 June	<b>Exam #1 Chapters 1-7</b>	
10 June	Economic and Socioeconomic Forces	Chpt. 8
11 June	Political Forces	Chpt. 9
12 June	Legal Forces	Chpt. 10
15 June	Financial Forces	Chpt. 11
16 June	Labor Forces	Chpt. 12
17 June	International Competitive Strategies	Chpt. 13
18 June	Organizational Design and Control	Chpt. 14
19 June	<b>Exam #2 Chapters 8-14</b>	
22 June	Assessing and Analyzing Markets	Chpt. 15
23 June	Entry Modes	Chpt. 16
24 June	Export and Import Practices	Chpt. 17
25 June	Marketing Internationally	Chpt. 18
26 June	Global Operations and Supply Chain Management	Chpt. 19
29 June	Human Resource Management	Chpt. 20
30 June	Financial Management and Accounting	Chpt. 21
01 July	<b>Exam #3 Chapters 15-21</b>	