

SYLLABUS
Wright State University
College of Business and Administration
Department of Management

MGT 488: INTERNATIONAL TRADE MANAGEMENT

I. COURSE INFORMATION

Professor(s): Dr. Joseph A. Petrick
Associate Professor of Management
Ms. Amy E. Anderson
Director, International Trade Program

Office(s): 206 Rike Hall
120B Rike Hall

Phone(s): (513) 873-2428
(513) 873-2814

Office Hours: Tuesday 1:00-5:00; 7:00-8:00
Wednesday 2:00-6:00
Thursday 1:00-5:00; 7:00-8:00
Monday 10:00-3:00
Friday 10:00-4:00

Required Textbooks:

Fargo L. Wells and Karen B. Dulat. Exporting From Start to Finance. Second Edition. New York: Liberty Hall Press, 1991. (Code = WD)

U.S. Department of Commerce. A Basic Guide To Exporting. San Rafael, CA: World Trade Press, 1992. (Code = USC)

Recommended Textbooks:

Thomas E. Johnson. Export/Import Procedures and Documentation. Second Edition. New York: AMACOM, 1994. (Code = J)

Carolyn Hotchkiss. International Law For Business. New York: McGraw Hill, 1994. (Code = H)

II. COURSE OBJECTIVES

Students who pass this course will professionalize their handling of quality culture issues and must demonstrate a minimum of 60% proficiency in the following learning outcomes:

A. To conceptually understand the major export/import operations and their interrelationships for successful international trade management.

B. To increase awareness of the technical tools and resources needed for successful export/import operations.

C. To develop team skills in applying concepts to an International Trade Management Project.

III. COURSE REQUIREMENTS

A. Examinations:

To fulfill the first and second course objective there will be a midterm and a final examination, which will consist of a combination of objective questions and essays. The professor(s) will highlight key exam material prior to the test in order to focus student study habits. The final exam will not be comprehensive.

B. International Trade Management Team Project:

To fulfill the third course objective students are to pair off to complete an International Trade Management Team Project. The format for the project will be provided by the professor(s) but the goal is to apply export/import operational knowledge to real or simulated international trade challenges and produce a project report. The project report is to be no less than 10 pages and must adhere to the format guidelines provided by the professor(s). Each team is to provide an oral presentation on the International Trade Management Team Project, in addition to the written report, at the end of the quarter.

IV. COURSE POLICIES

A. Professional Behavior: Attendance and Participation

Regular class attendance and participation are expected and necessary to fulfill the course objectives and sustain the class professional rapport. The professors' attendance record is the official record. Latecomers will be marked absent unless they see the professor immediately after class and early leavers will be marked absent unless they see the professor before class; it is your responsibility to keep informed and inform the professor of any necessary absences. Professional behavior includes, but is not limited to, constructive participation, regular attendance (no more than 2 unexcused absences), oral and written preparedness, meeting deadlines and collegial communication. A maximum of 30 points may be subtracted from the total student point accumulation by the professors if this policy is violated.

B. Exam Make-up Policy:

Make-up exams will be kept to an absolute minimum. It is most equitable to take the original test with the rest of your classmates on the scheduled date and time. Rare exceptions to this policy will be made only with student notification (873-2428) prior to class. Any make-ups will normally be administered by the professor in his office within 2 days of the original exam or other comparable arrangement will be made within the 2-day time frame.

C. Selected University Policies:

The last day to drop a class without a record of "W" is _____. The last day to drop a class with a record of "W" is _____.

V. INSTRUCTIONAL MODE

The professor(s) will tailor their instructional styles to meet the learning styles of the class. This attunement to individual and group learning styles will be accomplished by varying the mix of lecture, discussion, video, group discussion, guest lecturers, and project feedback as the term progresses in order to meet the course objectives.

VI. GRADING POLICY

A. Evaluation: The course requirements are weighted as follows:

1. Exams (@100/exam)=200 points (50%)
2. Team Project=200 points (50%)

TOTAL=400 points (100%)

B. Grading Scale: The grading scales is as follows:

A=(90-100) -360 points or more
B=(80-89) -359-320 points
C=(70-79) -319-280 points
D=(60-69) -279-240 points
F=(0-59) -239-0 points

VII. CLASS ASSIGNMENT SCHEDULE

(All Assignments with an asterisk are optional)

Week Topics Assignments

1-Syllabus

-Introduction to International Trade Management WD: 1-2, 14-17
-Global Strategic Planning and International Trading J: 1-3*
Blocks H: 1-5*

2-Technical Tools for Export/Import Management WD: 3-6, 39-44

-INCOTERMS and Glossary
-National Trade Data Bank (NTDB)
-Government Programs for Export Assistance
-Guest Speaker
-Team Formation

3-Organizing for Export

-Assessing and Selecting Product/Service WD: 7-13
-Before the Sale Operations USC: 1-8
-Pricing, Promotion, Distribution and Trade Shows J: 4-6*
H: 6-7*

4-Export/Import Operations: Part I - Letters of Credit WD: 18-22

-Making the Sale USC: 9-11
-Contract Terms J: 7-9*
H: 8-9*