TTM 591 (Graduate), FTM 491 (Undergraduate)
DOING BUSINESS INTERNATIONALLY: MEXICO
(Export Ready Program on Location)
SPRING SEMESTER 2016: Meeting March 8 - 14, 2016

Instructor: William D. Harazin
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Hours: By appointment

Student Learning Objectives: As Student Delegates this study abroad course will teach you about one of North Carolina’s trading partners - Mexico. You will learn about foreign culture and business environment, and this experience will expose you to Mexico, its culture, and the global textile business opportunities. Traveling with a Business Delegation from North Carolina (the Export Ready Program), you will get a first hand look at global business in action. You will meet with North Carolina Department of Commerce international trade specialists, United States commercial services personnel, other business and governmental leaders, and Chamber of Commerce’s.

Course Description: As part of the course, you will be involved with personnel representing North Carolina textile and other companies. This involvement includes completing a Research Project and Project presentation as part of the Spring 2016 course (undergraduate students will register for FTM 491; graduate students will register for TTM 591). Potential Research Project topics include trade show marketing strategies (identification, and validating effectiveness), trade opportunities, U.S. trade strategy for textile companies, and other global business project topics related to the North Carolina textile industry.

Format: The course will include extensive reading prior to the departure to Mexico, and attending several pre-departure classes on Mexico’s culture, business climate and traveling abroad. In addition you will be participating in discussions and lectures throughout the on-the-ground Mexico experience. Upon return, time will be spent preparing and presenting a paper on your designated Project.

Text and Assignments: There is no textbook. However, there will be required readings on Mexico’s culture and business environment as well as readings on “Doing Business in Mexico” during the early part of the semester in preparation for the on-the-ground Mexico experience. It is imperative that the material be thoroughly read prior to the departure to Mexico so that the student will be well-versed Mexico’s culture, history and business environment in order to participate in ongoing discussions throughout the Mexico adventure. The readings will be designated throughout the early part of the semester.

Exams and Course Paper: There will be no exams. However, grades will be based upon your participation as a DBI Delegate and your required paper and presentation on your designated Mexico project. In addition, the Student Delegates will be required to actively participate in the Delegation activities both here and in Mexico and to make a presentation on their designated Project towards the end of the semester along with a group presentation on their Mexico experience.

Disabilities: Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 515-7653. For further information, please see: http://www.ncsu.edu/provost/offices/affirm_action/dss/.

Academic Integrity: University standards of academic integrity will be enforced and the text of which can be found at: http://www.ncsu.edu/provost/academic_regulations/integrity/reg.htm.