

# INTERNATIONAL BUSINESS (INTL BUS)

## INTL BUS 200 – INTERNATIONAL BUSINESS

3 credits.

Technology, privatization, deregulation and other government policies, and growth of a mass culture are among the factors that drive global business today. Introduction to the key concepts necessary to understand the functioning of global markets and the inherent issues managers face in planning and executing international business strategies for products, services and investments.

**Requisites:** (ECON 101, 102, or 111); or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## INTL BUS/FRENCH 313 – PROFESSIONAL COMMUNICATION AND CULTURE IN THE FRANCOPHONE WORLD

3 credits.

Study and analysis of the culture and sociology of professional environments in the French and Francophone worlds, including government, international organizations, NGO's and business. Students develop communication skills through interactive teaching methods in multimedia labs.

**Requisites:** FRENCH 228 or 311

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

## INTL BUS/FRENCH 314 – CONTEMPORARY ISSUES IN BUSINESS, GOVERNMENT AND NGOS

3 credits.

Cultural study of contemporary Francophone Africa, focusing on issues in government, organizations and enterprise. Exploration of cultural and professional relations between Francophone Africa and France, the European Union, and the United States.

**Requisites:** FRENCH 228, 311, or INTL BUS/FRENCH 313

**Course Designation:** Frgn Lang - 5th + semester language course  
Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## INTL BUS/GEN BUS 320 – INTERCULTURAL COMMUNICATION IN BUSINESS

3 credits.

Develops awareness and knowledge of cultural influences on business. Focuses on various attitudes toward work, time, material possession, business, and the relationship of these attitudes to different social, religious, philosophical, and educational backgrounds of business people from cultures around the world.

**Requisites:** Sophomore standing or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## INTL BUS/SPANISH 329 – SPANISH FOR BUSINESS

3 credits.

Spanish lexicon and linguistic style for management, banking, accounting, capital investment, personnel and office systems, production of goods and services, marketing, finance, and import/export; includes translation and interpretive activities.

**Requisites:** SPANISH 311

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

## INTL BUS 365 – CONTEMPORARY TOPICS

1-3 credits.

A course for the exploration of subject areas possibly to be introduced into the business curriculum.

**Requisites:** Sophomore standing or declared in undergraduate Business Exchange program

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2024

## INTL BUS 399 – READING AND RESEARCH-INTERNATIONAL BUSINESS

1-6 credits.

Individual work suited to the needs of undergraduate students may be arranged both during regular sessions and the intersession periods.

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2012

## INTL BUS/M H R 403 – GLOBAL ISSUES IN MANAGEMENT

3 credits.

Focuses on the strategic management required in global business. Topics include environmental analysis, global strategy, and subsidiary control. The aim of the course is to develop special skills that are required to manage international firms.

**Requisites:** Sophomore standing, not open to graduate students

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## INTL BUS/MARKETNG 420 – GLOBAL MARKETING STRATEGY

3 credits.

Structure of foreign trading; commercial facilities available to exporters and importers; application of economic analysis in marketing decisions; contemporary trends in international economy affecting foreign trade policies and practices.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**INTL BUS/REAL EST 430 – INTERNATIONAL REAL ESTATE**

3 credits.

Analysis of international real estate and related transaction issues, especially in foreign countries which are visited as part of the course; survey of land use patterns and regulations, ownership rights, types of leases, transfer procedures, mortgage system, tax matters, currency risks, and geographical diversification issues.

**Requisites:** URB R PL/A A E/ECON/REAL EST 306 or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Fall 2015

**INTL BUS/FINANCE 445 – MULTINATIONAL BUSINESS FINANCE**

3 credits.

Application of financial theory to the operations of multinational firms; survey of the international financial environment; determinants of international portfolio and direct investment capital flows; management of foreign exchange position and hedging strategies; evaluation of foreign investment projects (multinational capital budgeting); international financial structure decisions; multinational credit institutions and capital markets; taxation of international business.

**Requisites:** FINANCE/ECON 300 and (MATH 213, 222, or 276), or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**INTL BUS 450 – STUDY ABROAD IN INTERNATIONAL BUSINESS**

1 credit.

Engage in activities that aim to translate and integrate the study abroad experience. Build international business and global competencies while connecting with others engaged in an immersion experience. Enrollment limited to declared Certificate in International Business students during their study abroad semester.

**Requisites:** Consent of instructor

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**INTL BUS/A A E/ECON 462 – LATIN AMERICAN ECONOMIC DEVELOPMENT**

3 credits.

A historico-institutional analysis of development problems in the principal Latin American countries, with attention to differentiation of national growth patterns and alternative development strategies.

**Requisites:** A A E 215, ECON 101, or 111

**Course Designation:** Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**INTL BUS/FINANCE 745 – MULTINATIONAL BUSINESS FINANCE**

2-3 credits.

Theory of business finance as applied to the operations of multinational firms; financial analysis and control of foreign investment decisions; working capital management; multinational credit institutions and capital markets; special accounting problems and trends in international monetary affairs.

**Requisites:** FINANCE 700

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**INTL BUS 765 – CONTEMPORARY TOPICS**

1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum.

**Requisites:** Graduate/professional standing or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2024

**INTL BUS 766 – GLOBAL BUSINESS MANAGEMENT**

2 credits.

Focuses on the acquisition of knowledge and the development of skills over a broad range of issues related to global management. The overall goal is to improve global competence by discussing: why organizations "go global;" global business venture options; the impact of foreign business activities on host countries; how to conduct a "CAGE" analysis; how to identify and mitigate global risks; issues related to CSR and corruption for foreign business activity; the role of labor codes; ways to manage a global work force; the role of "global cadres;" and the roles and management of expatriates. Country/region knowledge explored will encompass Asia, Africa, South America, and Europe.

**Requisites:** Declared in Business: General Management, MBA

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**INTL BUS 767 – GLOBAL LEARNING EXPERIENCE**

2 credits.

Visit host countries to improve global competence by discussing and experiencing key issues for US organizations doing business in the host countries. A key component will be the integration, in a global context, of the knowledge and skills from the MBA coursework in marketing, finance, international business, operations, economics, accounting, strategy, and leadership. The techniques learned and practiced can be used in the future to competently research and understand global business issues for any part of the world.

**Requisites:** Declared in Business: General Management, MBA

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**INTL BUS 799 – READING AND RESEARCH-INTERNATIONAL BUSINESS**

1-6 credits.

Individual work suited to the needs of graduate students may be arranged both during regular sessions and the intersession periods.

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2011