

INTERNATIONAL BUSINESS (INBS)

INBS 250 Introduction to International Business (3 credits)

Prerequisite(s): ECON 101, ECON 102, ECON 202, or ECON 224. The course is designed to introduce undergraduate students to the dynamics of the global economy, international trade and investment and their linkages with the U.S. economy. Students will learn the fundamentals and interrelationships among the components of international business operations. An emphasis will be on the role of multinational institutions and the cultural, economic, legal, and political environments facing businesses. Satisfies SEEDS Analyzing Cultures and Societies student learning outcome in alignment with Diversity and Intercultural Competency value.

INBS 347 Export/Import Marketing Process (3 credits)

Prerequisite(s): INBS 250. Restriction(s): Majors within the School of Business; or Language, Business and Culture major; or by departmental approval. This course covers all aspects of the export/import function from a marketing process standpoint. Topics include: export/import policies – national and international environment; government programs and incentives to promote exports; tariff systems; choosing export markets and analyzing exports and imports; developing an export program; setting up an export organization; export/import financing; export/import documentation; export pricing; packaging, shipping, traffic and insurance.

INBS 349 International Marketing (3 credits)

Prerequisite(s): MKTG 240 or INBS 250. Restriction(s): Business Administration major, Spanish and International Business minor. This course reviews and compares the marketing efforts and specific strategies which firms employ in different cultural, political, economic, and legal environments. Students examine changing international markets, exploring how firms need to quickly adapt to global competition. Issues to be examined include global sourcing, international alliances, export regulation, regional trade areas, and the influence of multinational firms.

INBS 350 Cross-Cultural Behavior and Negotiation (3 credits)

Prerequisite(s): BUGN 295. This course builds on basic international business concepts to focus, primarily, on the benefits of understanding cross-cultural behavior and negotiation in today's global economy. The course examines the differences and similarities between cultures as well as effective communication strategies, as it pertains to specific cultures. The course discusses the leadership, negotiation, and communication competencies necessary to work collaboratively in a diverse environment. Managing multicultural teams, developing crosscultural skills, recognizing cultural differences, understanding complexities behind translation and interpretation, and global communication and negotiation styles are an example of some of the areas of concentration for this course.

INBS 440 International Retailing (3 credits)

Prerequisite(s): MKTG 300 or MKTG 307. Restriction(s): Business Administration majors only. A study of international retailing covering such areas as: (1) retail institutions modi operandi variations from country to country, (2) effects of economic growth, cultural, legal-political and technological environment, (3) the West versus less developed countries in Asia, Africa, Latin America and the emerging free Eastern Europe, (4) know-how of retailing: business concepts, operating policies, managerial dimensions, (5) foreign direct investments in retailing.

INBS 482 International Business Co-op Ed (3 credits)

Restriction(s): Senior standing or departmental approval; Business Administration majors only. Enhances students' in-class education by providing an opportunity for the students to connect their knowledge in international business with practice in the work place. Working with regional, national, or international profit or non-profit organizations for an extended period of time, students get to observe the international dimension of doing business abroad or at home. The students will need to submit a daily journal and monthly reports reflecting on their learning experience.

INBS 484 Senior Seminar in International Business (3 credits)

Prerequisite(s): INBS 347 or INBS 349 or MGMT 356; and ECON 370 or FINC 327; or departmental approval. Restriction(s): Senior Standing; Business Administration major with International Business concentration only. This capstone course integrates preceding international business courses and provides an overview of principles and techniques associated with the formulation and implementation of international business strategies and policies. Topics covered include foundations of international business strategy, business-level strategy and corporate-level strategy. Other issues addressed include international regional strategies, world-wide competitors, managing industry competition, leveraging resources, and the impact of technology on international business strategy. Meets the Graduation Writing Requirement for majors in Business Administration with a Concentration in International Business.

INBS 561 Emerging Trends in Global Markets (1.5 credit)

This course introduces graduate students to the dynamics of a global business environment and how government influences global trade and investment. The course explains how and why national cultures, countries and regions of the world differ regarding international business practices. It addresses the challenges and issues posed by managing a firm in a global business context. It also examines international business issues related to ethics, corporate social responsibility and sustainability, and explains the functions and forms of global monetary systems. Through individual as well as team assignments, the course strengthens students' ability to collect, analyze and interpret data for country evaluation, selection, entry modes, and other global business decisions.

INBS 575 Independent Study in International Business (1-3 credits)

Prerequisite(s): Departmental approval. Restriction(s): MBA degree students only. Under faculty guidance and supervision, this tutorial course is open to students who wish to pursue individual study and research in international business. Written permission of the instructor, appropriate department chair, and the MBA director must be secured prior to enrolling in this course.

INBS 581 International Marketing Management (1.5 credit)

Prerequisite(s): MKTG 561. Restriction(s): MBA degree students only. This course focuses on international marketing environments, functions, strategies and elements of the marketing mix. The course provides tools for identifying, assessing and exploiting international marketing opportunities and dealing with the challenges of marketing in foreign countries. Particular attention is given to the impact of social, cultural, economic, and political/legal forces on international marketing of goods and services. Contemporary issues and trends in international marketing are examined.