INTERNATIONAL BUSINESS
(INBS)

INBS 250  Introduction to International Business  (3 credits)
Prerequisite(s): ECON 101 or ECON 102 or ECON 202. 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.

INBS 347  Export/Import Marketing Process  (3 credits)
Prerequisite(s): INBS 250. Restriction(s): Business Administration major
or Language, Business and Culture major. 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): INBS 349. Restriction(s): Business Administration major.
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 501  International Business: Concepts and Issues  (3 credits)
Prerequisite(s): ECON 501. Restriction(s): MBA degree students only. This
course offers students an in-depth introduction to international business
concepts and issues in addition to exposure to the fundamentals of
international business, students will become aware of the dynamics
of global business environment, international competition in both
the domestic and foreign markets as well as strategic issues in
international business management and operations. The course adopts
a critical approach; it presents both sides of an international business
issue. Greater emphasis will be placed on managerial implications of
information presented in the course. The course also includes discussion
of ethics and social responsibility in the conduct of 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 562 International Experience (1.5 credit)
Prerequisite(s): INBS 561. This course will focus on some of the economic, political and competitive factors and conditions impacting public and private sector performance in an increasingly global and volatile marketplace. In a 7 to 10 day experience in an emerging or developing country, students will be exposed to business leaders, policymakers, educators and entrepreneurs to assist students in understanding the complexities and dynamism of the global business environment. These concepts will include among other things, the consideration of commercial and non-commercial risk premiums; foreign market entry strategies; the politics of global business; the globalization of markets and manufacturing, currency and exchange rate fluctuations; inter and intra regional trade alliances and the performance of the firm in various markets.

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 577 Special Topics in International Business (1-3 credits)
Prerequisite(s): Departmental approval. Restriction(s): MBA degree students only. An in-depth study of a selected topic, issue, problem or trend in international business. The specific subject matter is not offered as an existing regular course or deserves more time-emphasis than is possible in a regular course. When offered, topics and prerequisites are announced in the course schedule book. May be repeated eight times for a maximum of 12 credits as long as the topic is different.

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.