# International Business (INBS)

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INBS 250 - Introduction to International Business
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. 3 hours lecture.

INBS 347 - Export/Import Marketing Process
Prerequisite(s): INBS 250; Business Administration 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. 3 hours lecture.

INBS 349 - International Marketing
Prerequisite(s): MKTG 240 or INBS 250; 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. 3 hours lecture.

INBS 350 - Cross-Cultural Behavior and Negotiation
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. 3 hours lecture.

INBS 356 - Cross-Cultural Behavior and Management
Prerequisite(s): INBS 250; Business Administration major, Spanish and International Business minor. Managing organizations in foreign markets is much more complex than managing them in the domestic market. This course emphasizes international/cross-cultural management, including the impact of the foreign country's culture, legal system, government, economics, technology, and political system on entry strategies, organizational structures, leadership styles, motivation techniques, human resources management, and controls. 3 hours lecture. Offered as INBS 356 through Summer 2019. To become MGMT 356 effective Fall 2019.

INBS 440 - International Retailing
Prerequisite(s): INBS 349; Business Administration major. A study of international retailing covering such areas as: (1) retail institutions and operando 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. 3 hours lecture.

INBS 482 - International Business Co-op Ed
Prerequisite(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 workplace. 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
Prerequisite(s): INBS 347 or INBS 349 or MGMT 356 and ECON 371 or FINC 327; and departmental approval. Senior standing; Business Administration major. 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 University Writing Requirement for majors in Business Administration with a Concentration in International Business. 3 hours lecture.

INBS 501 - International Business: Concepts and Issues
Prerequisite(s): ECON 501; M.B.A. 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. 3 hours lecture.

INBS 561 - Emerging Trends in Global Markets
Prerequisite(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 workplace. 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. 1.5 hours lecture.
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, policy makers, 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. 1.5 hours lecture.

INBS 575 - Independent Study in International Business 3 Credits
Prerequisite(s): Departmental approval; INBS 501. 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 - Selected Topics in International Business 1-3 Credits
Prerequisite(s): Departmental approval; INBS 501. 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. 1 - 3 hours lecture.

INBS 581 - International Marketing Management 1.5 Credit
Prerequisite(s): MKTG 501 or MKTG 561; 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. 1.5 credits lecture.