

INTERNATIONAL BUSINESS (INBS)

INBS 250 - Introduction to International Business 3 Credits

Prerequisite(s): ECON 101 or ECON 102 or ECON 202. Special fee. 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 3 Credits

Prerequisite(s): INBS 250; Business Administration major. Special fee. 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 3 Credits

Prerequisite(s): MKTG 240 or INBS 250; Business Administration major, Spanish and International Business minor. Special fee. 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 352 - Economic Relations in Latin America 3 Credits

Prerequisite(s): INBS 250 or LALS 201. Major within School of Business, Spanish and International Business Minor, Latin American and Latino Studies Minor. Special fee. In the context of global trade and investment initiatives, the course focuses on the motivation and gains from the operating regional trade agreements in the Western Hemisphere. Critical analysis of the North American Free Trade Agreement (NAFTA), the Central American Common Market (CACM), the Caribbean Community (CARICOM), the Andean Community (AC), and the Common Market of the South (MERCOSUR) receive special attention in this course. New initiatives in bilateral and multilateral trade agreements and their significance for global integration of Latin America are also highlighted in this course. 3 hours lecture.

INBS 356 - International Management 3 Credits

Prerequisite(s): INBS 250; Business Administration major, Spanish and International Business minor. Special fee. 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.

INBS 358 - Finance in Latin America 3 Credits

Prerequisite(s): INBS 250. Major within School of Business, Spanish and International Business (SPIB) minor. Special fee. This course is designed to provide a framework coupled with a "hands-on" approach relating to investments and overall exposure to Latin America economies. The perspective is that of the financial manager, responsible for real investments in the Latin America economies as well as investment managers, responsible for investment portfolios in the markets of these economies. This course also discusses several outstanding problems of Latin America economies including foreign exchange risk, political risk, and country risk. 3 hours lecture.

INBS 370 - World Trade and Investment 3 Credits

Prerequisite(s): INBS 250. Major within School of Business. Special fee. A comprehensive overview of economic approaches to trade and investment in the global economy. The topics covered include trends in international trade and investment, causes and effect of trade and investment flows, multilateral institutions and world trading system, political economy of trade and investment policies, international payment accounts, multinational enterprises and foreign direct investment exchange rate determination, and international policy coordination. 3 hours lecture.

INBS 380 - Global Financial Environment 3 Credits

Prerequisite(s): INBS 250. Major within School of Business. Special fee. Understanding how foreign exchange markets work and how that knowledge applies to international investing and financing decisions. Determination of exchange rates and exchange rate risk. Linkages between foreign exchange rates, interest rates and inflation rates. Operations of spot and forward currency markets. Hedging, speculation and arbitrage strategies using currency. 3 hours lecture.

INBS 420 - Globalization and World Development 3 Credits

Prerequisite(s): INBS 370 or INBS 380 or FINC 327 or ECON 370. Major within School of Business. Special fee. In-depth analysis of current issues faced by developing countries in a continuously integrating world. Analyzes the effect of international trade and international financial markets on a country's development path and changes within. Highlights the role of industrialized nations and multilateral institutions in world development. 3 hours lecture.

INBS 430 - International Financial Markets and Investment 3 Credits

Prerequisite(s): INBS 370 or INBS 380 or FINC 327 or ECON 370. Major within School of Business. Special fee. This course focuses on the current developments and market structure of major international financial markets such as Euro currency, global bond, Euro credit and global equity markets as well as the risks and investment opportunities faced by business operating in these markets. 3 hours lecture.

INBS 440 - International Retailing 3 Credits

Prerequisite(s): INBS 349; Business Administration major. Special fee. 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. 3 hours lecture.

INBS 482 - International Business Co-op Ed**3 Credits**

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 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 INBS 356 and INBS 370 or INBS 380; and departmental approval. Senior standing; Business Administration major. Special fee. 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**3 Credits**

Prerequisite(s): ECON 501; M.B.A. degree students only. Special fee. 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 558 - Cross-Border Mergers and Acquisitions (MA's)**3 Credits**

Special fee. This course examines the trends, the determinants, and the performance of cross-border mergers and acquisitions (M&As). It proceeds to explore the impact on economic development of Foreign Direct Investments (FDI) through cross-border M&As as opposed to Greenfield investments, a competing foreign market entry mode. Finally, this course addresses the question of corporate strategy formulation to optimize net benefits of cross-border M&As. 3 lecture hours.

INBS 560 - Multinationals and Emerging Markets**3 Credits**

Prerequisite(s): INBS 501. Special fee. This course is designed to provide a theoretical framework coupled with a "hands-on" approach to identify opportunities, risks, challenges and strategies for doing business in emerging market economies. The perspective is that of the management of a Multinational Corporation (MNC), responsible for international business activities in emerging markets such as direct investments and/or financial investments. The topics covered include a background on emerging markets, their economic potential, risks and challenges specific to these markets, and the strategies for doing business in such environments. 3 hours lecture.

INBS 561 - Emerging Trends in Global Markets**1.5 Credit**

Special fee. This course introduces students to a dynamic global environment wherein managers will be responsible for effective strategic, organizational, and human capital management. Focus will be given to the contemporary trends including the expanding European Union, the increasing trade among the Americas, and the rapidly growing economies in Asia that present the managers with challenging strategic decisions in an increasingly integrated world. In addition, the growing competitive influence of technology will be discussed throughout the course. Concerns about corporate social responsibility will also receive due attention. 1.5 hours lecture.

INBS 562 - International Experience**1.5 Credit**

Prerequisite(s): INBS 561. Special fee. 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. Special fee. 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. May be repeated once for a maximum of 6.0 credits.

INBS 577 - Selected Topics in International Business**1-3 Credits**

Prerequisite(s): Departmental approval; INBS 501. MBA degree students only. Special fee. 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. Special fee. 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.