INTRODUCTION TO INTERNATIONAL BUSINESS (INBS 250)  
**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.

INTERNATIONAL MARKETING (INBS 349)  
**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 environments; 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.

CROSS-CULTURAL BEHAVIOR AND NEGOTIATION (INBS 350)  
**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 cross-cultural 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.

INTERNSHIP IN INTERNATIONAL BUSINESS (INBS 482)  
**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.

EMERGING TRENDS IN GLOBAL MARKETS (INBS 561)  
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.

INTERNATIONAL EXPERIENCE (INBS 564)  
**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.

INDEPENDENT STUDY IN INTERNATIONAL BUSINESS (INBS 575)  
**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. 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.