

INTERNATIONAL BUSINESS (I B)

I B 101 - International Intellectual and Cultural Events (1.0 hour)

Introduction to international events, other cultures, and the globalized nature of business environments. Presentations from various international groups on campus. Participation in international cultural events in the community. Pass/Fail.

I B 204 - Business in Chinese Culture (3.0 hours)

Core Curriculum: GPWC

Overview of sociocultural, religious, historical, economic, and political contexts as these impact ways that business is conducted in China. Examination of the blend of traditional value systems, Communist ideology, and global modernization as influences on contemporary commercial practices in and with China. In-country visits to observe cultural sites and business activities.

Prerequisite: ECO 100 or ECO 221 (or equivalent); sophomore standing.

I B 205 - Business in Indian Culture (3.0 hours)

Core Curriculum: GPWC

Overview of sociocultural, religious, historical, economic, and political contexts as these impact ways that business is conducted in India. Examination of the blend of traditional value systems and global modernization as influences on contemporary commercial practices in and with India. In-country visits to observe cultural sites and business activities.

Prerequisite: ECO 100 or ECO 221 (or equivalent); sophomore standing

I B 206 - Introduction to International Business (3.0 hours)

Core Curriculum: WI,GP,GS

Contemporary international business patterns; emphasis on how international is different from domestic. Management of strategic international activities for an exporting firm or a multinational corporation. How international business is affected by countries' social systems; the interface among nations, states, and firms conducting foreign business. Alternative ways that international business may evolve.

Prerequisite: Sophomore Standing or approval of Director of I B program

I B 323 - International Financial Management (3.0 hours)

Financial characteristics of international business. International exchange, liquidity, markets, investments, and banking, in context of historical development, environmental characteristics, economic factors, political systems, and legal constraints. Emphasis on exchange rate exposure management. Cross listed as FIN 323.

Prerequisite: ATG 158; ECO 222; junior/senior standing.

I B 391 - International Trade (3.0 hours)

Core Curriculum: GP,GS

Welfare implications of international trade; balance of payments; equilibrium and disequilibrium; external and domestic policy effects on the balance of payments and welfare; international trade and financial cooperation among nations. Cross listed as ECO 391.

Prerequisite: ECO 100 or 221; ECO 222; junior standing.

I B 400 - Topics in International Business (1.0-3.0 hours)

Topics of special interest which may vary each time course is offered.

Topic and prerequisites stated in current Schedule of Classes. Repeatable for a maximum of 6 hours credit under different topics.

Prerequisite: junior standing; consent of instructor.

I B 402 - Global Trade Management and Analysis (3.0 hours)

Overview of trade management issues, procedures, requirements, and strategies. Focus on global trade management, implementation of international marketing plans, effective global supply chains, and trade finance. Examination of influencing factors including cultural awareness, compliance with government regulations, use of technology, resources, and documentation. Cross-listed with ECO 519 and I B 502.

Prerequisite: I B 206 and junior standing; or 42 credit hours and declared International Business first major or approval of Director of I B program.

I B 446 - Global Marketing Management (3.0 hours)

Core Curriculum: EL

Covers the development of strategic and tactical marketing decisions in a global marketplace. Market potential analysis; alternative entry and expansion strategies; standardization versus adaption of product and promotion strategies; pricing, distribution, and sourcing strategies in global operations are discussed. Elements of an integrated global marketing in diverse national and regional economic, legal-political and cultural settings; multinational business organization and control issues. Prerequisite: IB 302 or approval of the Director of the IB program. Open to International Business majors only.

I B 498 - Independent Study in International Business (1.0-3.0 hours)

May be repeated for a maximum of 3 semester hours.

Prerequisite: junior/senior standing and approval of international business coordinator.

I B 502 - Global Trade Management and Analysis (3.0 hours)

Overview of trade management issues, procedures, requirements, and strategies. Focus on global trade management, implementation of international marketing plans, effective global supply chains, and trade finance. Examination of influencing factors including cultural awareness, compliance with government regulations, use of technology, resources, and documentation. Cross-listed with I B 402. The graduate level course will have additional requirements beyond those of the undergraduate course.

Prerequisite: I B 206 or consent of the Department Chair

I B 656 - International Business Administration (3.0 hours)

Impact of economic, cultural, legal/political, institutional, and competitive issues on the management of international and global business operations. Adjustment of strategic and tactical entry mode, marketing, production, human resources, and financial decisions to macroenvironmental constraints in selected world regions and markets. Case studies and reports.

Prerequisite: M L 620 or MTG 624 or consent of instructor; consent of director of graduate programs.

I B 658 - Topics in International Business (1.0-3.0 hours)

Topics of special interest which may vary each time the course is offered. Topic stated in current Schedule of Classes.

I B 660 - Readings in International Business (1.0-3.0 hours)

Individual readings for qualified students, under the guidance of a member of the faculty. Repeatable to a maximum of 3 credit hours.

Prerequisite: consent of instructor and director of graduate programs.