

IB - International Business

Courses numbered 500 to 799 = *undergraduate/graduate*. (Individual courses may be limited to undergraduate students only.) Courses numbered 800 to 999 = *graduate*.

IB 561. International Economics and Business (3).

Cross-listed as ECON 672. Surveys the economic foundations of international trade, finance and investment. Includes foreign exchange markets, regional integration, trade theories and instruments, U.S. trade policies and treaties, multinational companies, immigration, as well as differences in cultural, political and economic systems. Includes current events. Prerequisite(s): ECON 201, 202, junior standing.

IB 600. International Management (3).

Overview of international business including strategy and organizational behavior. Equips students to manage effectively in an increasingly diverse global marketplace. Covers international strategy formulation, cross-border alliances, control and coordination systems in multinational organizations, social responsibility and ethics, culture and communication in global management, international negotiations, and management of global human resources. Prerequisite(s): IB 333.

IB 601. International Marketing (3).

Cross-listed as MKT 601. Problems and procedures of marketing in foreign countries. Includes the effects of foreign cultures and marketing systems on the design of marketing programs. Prerequisite(s): MKT 300 with a minimum grade of C+ (2.300), junior standing, advanced standing.

IB 603. Virtual International Consulting Experience (3).

Covers emerging topics within the field of international business. Whether someone works in a home office or abroad, business success in the ever more globalized and virtual world requires the skills to navigate through cultural differences and decode cultures foreign to their own. This class provides insights for working effectively and sensitively with one's counterparts in the new global marketplace. As a requirement of this course, each student completes a real-world consulting project as part of a virtual multicultural, global team. For undergraduate credit only. Prerequisite(s): junior standing.

IB 625. International Financial Management (3).

Cross-listed as ECON 674, FIN 625. Studies the international financial and monetary system, emphasizing currency markets. Also examines market instruments and techniques, including synthetic and derivative securities and their application to management of currency risk in international trade and finance. Prerequisite(s): FIN 340 with a grade of C or better, junior standing.

IB 690. Special Topics in International Business (3).

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 690A, 690B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course. Prerequisite(s): completion of or concurrent enrollment in all required IB courses, junior standing, advanced standing.

IB 690L. Study Abroad in France (3).

Establishes a foundation of international business fundamentals. Discusses the steps, principles and methods associated with international business.

IB 690M. Doing Business in Asia (3).

Develops awareness, skills and resources to understand entering and succeeding in Asian markets. Students get an overview of the economies of India, China, Southeast Asia, Japan, Vietnam and South Korea, followed by an analysis of the business protocols and management styles in these countries. Students then examine some of

the important Asian economies for similarities and differences. This includes India, China and Southeast Asia. Major trade partners and regional/global trade groups are also explored as they provide further windows of observation into these economies and valuable learning resources. This course focuses on four major topics: 1) markets, companies and management practices of Asia (including South, East and Southeast Asia), 2) business strategies for market entry and success, 3) major trade partners and regional/global trade groups in Asia, 4) sectors and national economies providing best opportunities.

IB 690N. Contemporary Issues in Global Business (3).

Cross-listed as MGMT 690Z. Covers emerging topics within the field of international business. Prerequisite(s): IB 333.

IB 836. International Business and Competitiveness (3).

An introduction to international business administration with particular attention to the development of multinational business strategies in light of the diverse economic, political, social and cultural dimensions of the environments that exist in both developed and developing areas of the world.

IB 891. Directed Studies in IB (1-6).

Arranged individual directed study in specialized content areas under the supervision of a faculty member. Prerequisite(s): departmental consent.