

INTERNATIONAL BUSINESS (IB)

IB 105. International Business Environment. 3 Credits.

This course provides an introduction to the worldwide business environment in which we live and work. The course reviews the cultural, social, political, geographical and economic factors that shape economic institutions and activities in the U.S. and other countries. Global business interactions also are studied. This course is geared primarily toward non-business majors.

Prerequisites: None

Offered: Every year, Fall and Spring

UC: Social Sciences, Intercultural Understand

IB 120. Introduction to Doing Business in the European Union. 3 Credits.

This course focuses on the fundamentals of business practice and business culture in Europe. Poland is used as a case study. The course introduces European business practices and principles in the context of the modern global economy. It includes topics of the European financial market, European regulation, Polish industrial structure, Polish political and economic systems, and history with a focus on the economic transformation and Poland's growing position of economic powerhouse in Europe today. The overarching objective of this course is to provide students with the basic but comprehensive skills and knowledge they need to get involved in international business with focus on EU/Poland. IB 120 is one of the courses that enable students to work toward the Global Business Affairs Polish Certificate or may be taken as a stand alone course.

Prerequisites: None

Offered: As needed

IB 201. Globalization and International Business. 3 Credits.

This course introduces students to issues concerning globalization and international business. Students examine the critical role of international trade and investment as well as the impact of multinational corporations on the globalization process. The challenges and opportunities of international business are covered in detail. Global issues such as poverty, economic development and education, and the formulation of sustainable, environmentally-friendly development strategies are addressed. Insights are drawn from social sciences disciplines such as economics, political science, sociology and cultural geography

Prerequisites: None

Offered: Every year, All

UC: Social Sciences, Intercultural Understand

IB 201H. Honors International Business. 3 Credits.

This course advances students' understanding of international business interactions and the global marketplace. Topics include: theories of international trade; theories of foreign direct investment and multinational corporations; globalization and the nature of international business; international organizations, international monetary systems and global financial market; foreign business environments; and management of international business opportunities and operations. The insights are drawn from economics, political science, psychology and other sources.

Prerequisites: Take FYS 101 or FYS 150.

Offered: As needed

IB 300. Special Topics in International Business. 3 Credits.

Prerequisites: Take IB 201.

Offered: As needed

IB 311. International Marketing. 3 Credits.

The course addresses environmental components of international marketing that affect business. Students learn about product, price, place and promotion in a global context. Additional topics include regional integration, emerging markets, global marketing strategies and research methods.

Prerequisites: Take IB 201 or IB 105

Offered: Every year, All

IB 313. International Marketing Research. 3 Credits.

Students learn to understand and satisfy marketing managers' information needs: demand potential, competition, regulations and accepted procedures in relevant business/geographic areas. Research design, quantitative and qualitative data collection, questionnaire design, data analysis, implications of results and written/oral reports are included. This methodological course assumes basic understanding of marketing in a global/multi-cultural environment. MA 170 prerequisite waived with Math Placement score of 4.0 or higher.

Prerequisites: Take IB 201; and MA 170 or MA 206 or equivalent.

Offered: Every year, Spring

IB 320. Introduction to Global Entrepreneurship. 3 Credits.

This course introduces students to the major topics in global entrepreneurship, including: 1) the critical roles of national governments, multilateral institutions and international agreements in shaping the rules and conditions that shaped global opportunities and challenges; 2) the role of international entrepreneurship in this complex global environment; and 3) issues concerning how to identify opportunities, build a start-up, manage its growth and resources in a global environment. The course introduces some important skills, such as country risk analysis, business model building and valuation of an international business opportunity. The course is taught by lecture, case analysis and experiential projects.

Prerequisites: Take IB 201.

Offered: Every year, Spring

IB 324. Negotiating Internationally. 3 Credits.

The course focuses on analyzing the international context of different dimensions of negotiations and related topics, such as communication, conflict, conflict resolution, group, power, influence, persuasion and mediation. Special emphasis is placed on understanding how culture influences the processes as well as styles of negotiation behavior of different nationalities.

Prerequisites: Take IB 201 or LE 225 or LE 370.

Offered: Every year, Fall

IB 335. International Finance. 3 Credits.

This course focuses on the financial management of multinational corporations. It includes topics of the global financial market, foreign exchange risk management, financing decisions, investment decisions and funds remittance/transfer decisions when firms operate in a competitive global economy and face currency risks, political and regulatory risks.

Prerequisites: Take IB 201, FIN 201.

Offered: Every year, Fall and Spring

IB 345. Global Supply Chain. 3 Credits.

This course covers issues related to the global procurement decision-making process from multiple perspectives, including strategy, tactical and operational. Topics may include, but are not limited to: order processing, quality control, value analysis, warehousing, inventory control, reverse logistics, green supply chain, offshoring and outsourcing, and international transportation, financing, risk, customs and incoterms.

Prerequisites: Take IB 201.

Offered: Every year, Spring

IB 352. International Management. 3 Credits.

This course addresses the theory and practice of strategic management and organizational behavior in a global environment with a specific emphasis on international human resource management. Additional topics include: cross-cultural communication, selection and management of expatriates, and global leadership skills. Students read and interpret international management research articles.

Prerequisites: Take IB 105 or IB 201.

Offered: Every year, Fall

IB 362. Cross-Cultural Business Research Part 1. 3 Credits.

This is the first of a two-part sequence (the second being IB 363). The objective of the IB 362- IB 363 series is to produce a hypotheses driven academic research poster which empirically addresses a cross-cultural/ international business issue. Due to the high intensity of interaction with the instructor, these courses allow limited enrollment and require an instructor interview and permission to register. IB 352 is recommended as a prerequisite.

Prerequisites: Take IB 201.

Offered: As needed

IB 363. Cross-Cultural Business Research Part 2. 3 Credits.

This course is the second of a two-part sequence. Building directly on IB 362, this course aims to complete an academic research paper that could be submitted to an international academic research conference. Working closely with the instructor, the student completes appropriate statistical analyses of the data collected and develop and write a literature review leading to research hypotheses, and methodology, a description of results, as well as a discussion section interpreting these results and including research limitations and suggestions for future research.

Prerequisites: Take IB 362.

Offered: As needed

IB 399. International Business Independent Study. 1-6 Credits.

Prerequisites: None

Offered: As needed

IB 401. International Strategy and Business Plan. 3 Credits.

Students develop a comprehensive business model for a country market-entry project. This macro-environmental/country assessment includes current events, industry analysis, marketing strategy, management strategy, corporate social responsibility decisions, global supply chain strategy, financial considerations, and critical success factors for implementation.

Prerequisites: Take MK 320, IB 335, IB 352

Offered: Every year, Spring

IB 488. International Business Internship. 3 Credits.

This internship in international business must be approved by the department chair and the dean in accordance with school regulations.

This course is graded on a pass/fail basis.

Prerequisites: Take IB 201.

Offered: Every year, All