

INTERNATIONAL BUSINESS (IBUS)

IBUS 301 - Introduction to International Business (3 Credits)

Provides an introduction to frameworks, tools, and factual knowledge useful for understanding the institutional and competitive environment and managerial challenges of firms engaged in international business. Restricted to business administration majors. International business majors excluded.

Prerequisites: MKTG 350, FINA 363.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 310 - Globalization and Business (3 Credits)

The business opportunities and threats for individuals, companies, and countries created by the growth of globalization, and how companies must operate in diverse foreign environments and engage in specialized transactions.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 401 - International Financial Management (3 Credits)

The financial management of a multinational business enterprise.

Prerequisites: ECON 222 and FINA 363.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 402 - International Marketing (3 Credits)

Cultural, legal, political, and economic factors affecting international marketing of products and services. Emphasis on differences in life styles, beliefs, attitudes, etc., and their influences upon marketing decisions.

Prerequisites: MKTG 350.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 403 - International Entrepreneurship (3 Credits)

Develop a business plan for a global startup, integrate international strategy into the business model and financing strategy, analyze the costs of internationalization.

Prerequisites: IBUS 310.

IBUS 405 - International Information Systems (3 Credits)

An examination of the challenges and opportunities associated with the development, management, and use of global information systems.

Cross-listed course: MGSC 405

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 406 - International Human Resource Management (3 Credits)

This course examines how human resources are managed within a global context. It examines how human resources are managed within global firms as well as across different cultural settings.

Prerequisites: MGMT 374.

Cross-listed course: MGMT 406

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 421 - Business Anthropology (3 Credits)

Analyze the relevance of anthropological theory for business, diverse business cultures, and their impact on global business practices.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 422 - Foreign Market Entry and Growth (3 Credits)

International market selection, global market entry, and growth and regional expansion strategies. Topics covered through readings, case studies, and an international marketing simulation game.

Prerequisites: IBUS 310.

IBUS 423 - Cross-Cultural Behavior and Negotiations (3 Credits)

Understanding of cross-cultural differences and their effects on individual behavior and business practices in organizations.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning, GLD: Professional and Civic Engagement Leadership Experiences

IBUS 424 - Exporting and Importing (3 Credits)

The conduct of international trade, including terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, support services, and trade facilitation.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 425 - Competitive Strategies in Developing Countries (3 Credits)

Strategies multinational companies use to compete in developing countries. Topics include management of political risk, impact of culture, and corporate responsibility and ethics.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 426 - Global Competitive Analysis (3 Credits)

The course examines how to leverage the competitive advantage of the firm to another country, access comparative advantages of another location, and link these two to create cross-country advantages.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 427 - Global Stakeholder Management (3 Credits)

Survey of the managerial, political, economic, sociological and psychological foundations of global stakeholder management and engagement through extant theory and case study examples of successful and failed stakeholder management strategies in various industries and multiple countries.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 428 - Islamic Economics and Finance (3 Credits)

Introduction to Islamic economics and financial systems and their relationship to multinational corporations and international business.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Diversity and Social Advocacy, GLD: Global Learning

IBUS 429 - Comparative Innovation Systems (3 Credits)

To analyze how innovation is approached by firms in different institutional climates around the world.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 430 - Research in International Business (3 Credits)

This seminar introduces students to research issues related to conducting studies in a cross-cultural setting. Students also develop an awareness of current international research programs.

Prerequisites: C or better in both IBUS 310, and MGSC 291.

Graduation with Leadership Distinction: GLD: Research

IBUS 431 - Intercultural Competencies for Working in International Teams (3 Credits)

How to recruit, lead, and collaborate more effectively in international teams by examining differences related to culture, work-values, economic climate, and career progression.

Prerequisites: IBUS 310.

Cross-listed course: MGMT 431

IBUS 432 - The Business Case for Services Offshoring (3 Credits)

How to formulate and present a professional judgment on a corporate initiative (like services offshoring) with a sound business case based on the elements of cost, benefit, risk, and strategic flexibility.

Prerequisites: IBUS 310.

IBUS 433 - Economic Globalization: Leadership and the Transnational Mindset (3 Credits)

Explore evolving and emerging issues facing international business leaders in the 21st century to develop a greater understanding of economic globalization and the intersection of the public, private, and non-profit sectors and their interrelationship with particular emphasis on security.

Prerequisites: IBUS 310.

IBUS 434 - Social Networks and Global Leadership (3 Credits)

Survey of social network theories and evidence, such that you are able to better identify, build, and navigate the social settings in which your career unfolds. Concepts are applied to several case studies of multinational enterprises to illustrate the network coordination challenges of global business.

Prerequisites: IBUS 310.

IBUS 435 - Market Development and Global Strategy (3 Credits)

Theoretical and comparative empirical perspectives on the roles of state and business in the development of emerging markets, sociopolitical frameworks of economic reform, and the impact of business strategies on development.

Prerequisites: C or better in IBUS 310.

IBUS 436 - Risk Management and Security Strategies in International Business (3 Credits)

An interdisciplinary understanding of how multinational enterprises interact with political, sociocultural and economic environments worldwide and the ability of leaders to develop effective strategies in navigating complex security risks.

Prerequisites: IBUS 310 for IB Majors; FINA 341 for Finance Majors.

IBUS 441 - Business in Latin America (3 Credits)

Discussion of the contemporary business environment of and business practices in the countries of Latin America.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 442 - Business in Asia (3 Credits)

Discussion of business environments and business practices in countries in Asia.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 443 - Business in Europe (3 Credits)

Discussion of business environments and business practices in the countries from Western, Central, and Eastern Europe and Russia.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 444 - Business in Africa (3 Credits)

Discussion of business environments and business practices in the countries of Africa.

Prerequisites: IBUS 310.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 490 - Specialized Study in International Business (0-12 Credits)

Topics in international business. Reading and research on selected topics in the practices in the international business environment. Course content varies and will be announced in the schedule of courses by title.

Graduation with Leadership Distinction: GLD: Research

IBUS 519 - Social Networks and Global Leadership (3 Credits)

A survey of social network theories and evidence that provide theoretical, empirical and practical examples of how different social network configurations achieve different function goals. Concepts are applied to case studies of multinational enterprises to illustrate the network coordination challenges of global business.

Prerequisites: C or better in IBUS 310.

IBUS 521 - Ethnographic Methods in International Marketing (3 Credits)

Analyze the relevance of anthropological theory for business, diverse business cultures, and their impact on global business practices.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 541 - Business in Latin America (3 Credits)

Discussion and analysis of business environments and business practices in the countries of Latin America.

Prerequisites: IBUS 310 for Undergraduates.

Prerequisite or Corequisite: DMSB 714 or IBUS 705 or IBUS 707 for Graduate Level.

IBUS 542 - Business in Asia (3 Credits)

Discussion and analysis of business environments and business practices in the countries of Asia.

Prerequisites: IBUS 310 for Undergraduates.

Prerequisite or Corequisite: DMSB 714 or IBUS 705 or IBUS 707 for Graduate Level.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 543 - Business in Europe (3 Credits)

Discussion and analysis of business environments and business practices in the countries of Europe.

Prerequisites: IBUS 310 for Undergraduates.

Prerequisite or Corequisite: DMSB 714 or IBUS 705 or IBUS 707 for Graduate Level.

IBUS 544 - Business in Africa (3 Credits)

Discussion and analysis of business environments and business practices in the countries of Africa.

Prerequisites: IBUS 310 for Undergraduates.

Prerequisite or Corequisite: DMSB 714 or IBUS 705 or IBUS 707 for Graduate Level.

Graduation with Leadership Distinction: GLD: Global Learning

IBUS 590 - Specialized Study in International Business (0-3 Credits)

Topics in international business. Reading and research on selected topics in the practices in the international business environment.

Prerequisites: C or better in IBUS 310.