

# INTERNATIONAL BUSINESS (INBU)

## Courses

### INBU 3101 (3) Operations Management Global Seminar

Examines concepts, tools and techniques used in the management of operations. Focuses on how firms add value and compete with high quality products and efficient services. Emphasizes the use of models for designing and improving operations to deliver product and services. Based on an experiential learning approach that balances lecture with business visits to an international location. Credit can be granted for this course and MGMT 3100, but only one will count towards the major.

**Requisites:** Requires a prerequisite course of BCOR 1025 (minimum grade D-). Restricted to Business majors only.

**Grading Basis:** Letter Grade

### INBU 3300 (3) International Business and Management

This survey course takes a broad and comprehensive perspective on managing and operating in a rapidly growing global economy. Explores regional and national approaches to international management, including trade practices, country penetration strategies, international finance and accounting, marketing across cultures, global service and manufacturing operations, cultural and legal differences, ethical and sustainability issues and global competitive strategy.

**Requisites:** Requires a prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) or International Affairs (IAFS) majors with 52-180 units completed.

**Additional Information:** Departmental Category: Asia Content

### INBU 3301 (3) Doing Business in China

This survey course examines how to conduct international business in China. Explores all the major functional areas of international business as they apply to U.S. companies in China: marketing, human resources, operations, finance, accounting, government relations, cultural and legal differences, ethical and sustainability issues, and global competitive strategy. Open to non-business students.

**Requisites:** Restricted to students with 52-180 units completed.

**Additional Information:** Departmental Category: Asia Content

### INBU 3333 (3) Leading and Managing Across Cultures in Northern Europe

Explains the "whats" and the "whys" of cultural differences in international management as it covers leadership, motivation, communication, planning, decision making process, change, structure, organizational culture, strategy, negotiation, team work and international assignments in a multicultural environment and in a multidisciplinary context from the perspective of practicing managers. Students will meet with international business professionals from European companies.

**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 3006

**Requisites:** Restricted to students with 52-180 units completed.

### INBU 3450 (3) International Business and Marketing

Describes the economic, geographic, political and social forces that have shaped and continue to define global markets. Examines topics critical to success in international markets, including assessment of a firm's international capabilities, techniques for gauging the potential of international markets, international segmentation approaches and alternative arrangements for entering foreign markets. Compares and contrasts product, price, distribution, logistics, promotion and research decisions made in global versus domestic markets. Introduces students to financial arrangements characteristic of international marketing, including exchange rates and controls, balance-of-payment principles, import licensing agreements and tariffs.

**Equivalent - Duplicate Degree Credit Not Granted:** INBU 5100

**Requisites:** Requires prerequisite class of BCOR 2001 or BCOR 2201 (minimum grade D-). Restricted to Business (BUSN), Advertising (ADVT) or International Affairs (IAFS) majors with 52-180 units completed.

### INBU 4151 (3) International Operations in Hong Kong

Compares systems of production/operations management in the United States with those in Asia. Contrasts various regional and national approaches to business, quality management, labor practices, management styles, international competitiveness, productivity, distribution systems, trade practices, and strategies for penetrating foreign markets. Examines different sociocultural environments, government-business relationships, banking industries, operations strategies, and the potential for transferring industrial management practices and techniques between countries.

**Grading Basis:** Letter Grade

**Additional Information:** Departmental Category: Asia Content

### INBU 4200 (3) International Financial Management

Examines the financial policies and problems associated with firms doing business internationally. Topics include the foreign exchange environment, country risk, managing foreign exchange exposure, international working capital management, international capital budgeting, and international financial markets.

**Requisites:** Requires prerequisite or corequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

**Additional Information:** Departmental Category: Asia Content

### INBU 4825 (1-6) Experimental Seminar

Offered irregularly to provide opportunity for investigation of new frontiers in International Business Entrepreneurship.

**Requisites:** Restricted to students with 57-86 credits (Junior).

### INBU 4900 (1-12) Independent Study

Department instructor required. Departmental form required.

### INBU 4910 (3-6) Global Internship

Business programs must balance theory and practice in order to produce graduates who are not only proficient in the language of business, but also have hands-on experience in their areas of emphasis. Internships are an effective way of acquiring the practical experience that business graduates need. A global internship consists of a practical international experience that includes an academic component.

**Repeatable:** Repeatable for up to 6.00 total credit hours.

**Requisites:** Restricted to Business (BUSNU) majors only.

**Grading Basis:** Letter Grade

**INBU 4925 (6) Entrepreneurship and Empowerment in South Africa**

The EESA program is broken into two main elements. The first element consists of workshop sessions that address various aspects of an entrepreneurial venture and the consulting experience. The second element involves the actual field experience in the form of consulting interventions. Students will consult with two entrepreneurs, evaluate their venture and implement tangible deliverables that make the biggest impact.

**Requisites:** Restricted to students with 27-180 credits (Sophomores, Juniors or Seniors) only.

**INBU 5100 (3) International Business and Marketing**

Describes the economic, geographic, political and social forces that have shaped and continue to define global markets. Examines topics critical to success in international markets, including assessment of a firm's international capabilities, techniques for gauging the potential of international markets, international segmentation approaches and alternative arrangements for entering foreign markets. Compares and contrasts product, price, distribution, logistics, promotion and research decisions made in global versus domestic markets. Introduces students to financial arrangements characteristic of international marketing, including exchange rates and controls, balance-of-payment principles, import licensing agreements and tariffs.

**Equivalent - Duplicate Degree Credit Not Granted:** INBU 3450

**Additional Information:** Departmental Category: Asia Content