INB—INTERNATIONAL BUSINESS AND STRATEGY

COLLEGE OF BUSINESS ADMINISTRATION

**INB U201 Global Environment of International Business**

4 SH

Focuses on the context within which international business functions. Offers students the perspective of an international manager dealing with geographic and cultural awareness; international business vocabulary; the roles of international and global institutions such as the International Monetary Fund (IMF), World Bank, and World Trade Association (WTO). Discusses regional and global trade agreements such as the European Union (EU), North American Free Trade Agreement (NAFTA), and Mercosur.

**INB U203 International Business and Global Social Responsibility**

4 SH

Introduces the student to forces and issues confronted in our era of rapid globalization. Managers must understand forces from interconnected social, political, and economic national environments that affect their company’s operations. At the same time they need to draw on their ethical foundations to address and act on social responsibility imperatives across national borders. Prereq. Second-semester freshman standing or above.

**INB U209 Global Environment of International Business**

4 SH

Does not count as credit for business majors. Counts as INB U201 for business minors only. Prereq. Sophomore standing or above.

**INB U301 Living and Working Abroad**

4 SH

Prepares BSIB students to live and work abroad as part of their degree program. Develops an awareness of the influence of culture on how people live, work, and manage. Helps develop the abilities of students to function effectively in situations of cultural diversity while studying abroad and in their co-op assignment in other countries. Prereq. BSIB students only; taken prior to studying abroad.

**INB U310 Cultural Aspects of International Business**

4 SH

Helps develop awareness of the hidden influence of culture on behavior, particularly with respect to management and management practices. With the increasing globalization of business, many managers find themselves being managed by, or collaborating with, people of different nationalities and cultures. Develops the ability to recognize, understand, and work with the cultural diversity that affects business conducted across national and cultural boundaries. Prereq. 64 SH toward degree.

**INB U501 Advanced Global Management**

4 SH

Applies the concepts and skills acquired in the other international business courses. Focuses on solving managerial problems in international and multicultural contexts and uses case analysis to focus on business strategy and policy related to international operations. Prereq. INB U310; BSIB students only.

**INB U520 International Innovation Management**

4 SH

Examines the market, resource, and product complexity faced by executives in managing international innovation with respect to new product development. Focuses on how companies’ top leaders handle these complexities to enable them to achieve their worldwide innovation objectives. Covers what enables companies to compete successfully in international markets, to defend their home market against international competitors, and to understand “international customer” needs. Addresses how, why, and when companies change their global innovation strategy. Prereq. INB U201 and MKT U201.

**INB U602 European Union and Globalization**

4 SH

Explores a range of economic, political, and social issues confronting the European Union, its member countries, its neighbors, and its trading partners. As it continues its remarkable process of economic integration with the introduction of a common currency, the European Union faces major challenges and opportunities. The powerful forces of globalization have created an anti-globalization backlash that is central to debates on the future of Europe. Through cases, library and field research, and guest speakers, students develop a deeper understanding of the problems and potential of European integration. Also allows students participation in a unique transatlantic, Internet-based virtual seminar with students and faculty of international business in Germany, France, Spain, and Ireland. Prereq. Honors program participation or permission of instructor.

**INB U921 Directed Study**

1 SH

**INB U922 Directed Study**

2 SH

**INB U923 Directed Study**

3 SH

**INB U924 Directed Study**

4 SH

Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. Prereq. Permission of instructor.