

International Business Course Descriptions

(Cameron School of Business)

INB 300. International Business (3) Prerequisites: ECN 222, ACG 203 and junior standing. Survey course of the importance of global issues as firms attempt to compete across the world. Key topics include: anticipating and preparing for global competition, understanding international trade theory and differences in political economies, reviewing global and regional economic integration, considering international market entry processes, and examining key cross-cultural issues affecting business operations.

INB 352. (MGT 352) International Management (3) Prerequisites: INB 300, MGT 350 and admission to Cameron School of Business. Study of management practices in the international business arena. Emphasis on the necessity of understanding global business interdependencies. Particular attention to developing sensitivity to other cultures, values, customs, and beliefs and their effects on business decisions and practices.

INB 377. (OPS 377) International Operations Management (3) Prerequisites: INB 300, OPS 370 and admission to Cameron School of Business. A study of global operations and logistics in the manufacturing and service sectors. Topics include organization of global operations, global manufacturing, global sourcing and logistics, global technology transfer, global risk management, and cultural and national comparisons of operations management practices. Case studies are used.

INB 426. (ECN 426) International Trade and Finance (3) Prerequisites: ECN 222, INB 300 and admission to Cameron School of Business. A consideration of international trade theory and international financial institutions, including comparative advantage, exchange rates and balance of payments problems.

INB 439. (FIN 439) Multinational Financial Management (3) Prerequisites: FIN 335, INB 300 and admission to Cameron School of Business. An examination of the issues affecting the financial managers of multinational corporations. Topics include managing foreign exchange risk, international financial decisions, and factors affecting foreign direct investment.

INB 442. (MKT 442) International Marketing (3) Prerequisites: INB 300, MKT 340 and admission to Cameron School of Business. Focus is on the special framework in which international marketing is conducted. Influence of international institutions, culture, stage of economic development, geography and demography are covered. Emphasis on multinational marketing problems and opportunities in an ever-changing world.

INB 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the International Program director and admission to Cameron School of Business.

INB 494. International Business Study Abroad (3) Prerequisite: Admission to Cameron School of Business. Any course related to the business enterprise that is taken in a country other than the United States. All study abroad must have prior advisor approval.

INB 498. Internship in International Business (1-6) Prerequisites: Senior status, consent of International Program director, and admission to Cameron School of Business. Involves the application of international business education in organizations participating in some level of international business activity.