

# INTERNATIONAL BUSINESS (INTB)

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## **INTB 506 International Business with Study Abroad Requirement (3 Units)**

Prerequisites: Admission into a graduate program of study. A basic course in international business which can also provide a platform for more specialized international business courses. Students majoring in IB are required to participate in an approved Study Abroad Program. Foreign students must choose a country other than their home country to satisfy the study abroad requirement. Students will prepare and submit a detailed examination of the business environment visited. (Formerly 6800:506)

## **INTB 601 Global Immersion (1-3 Units)**

Provides an opportunity for students to participate in faculty led global immersion/study abroad program, which will cover international management and business practices. Unique aspects of local culture are also studied. This study abroad course will focus mainly on a single country/region. (Formerly 6700:601)

## **INTB 605 International Business Environments (3 Units)**

This course is intended to develop an understanding of the global business environment and the integrated functions of the multinational corporation. (Formerly 6800:605)

## **INTB 630 International Marketing Policy (3 Units)**

Explores the problems of formulating and implementing marketing strategies and tactics within complex and changing multinational organizations and international markets. A planning framework is emphasized. (Formerly 6800:630)

## **INTB 670 Global Business Market Analysis and Resource Allocation (2 Units)**

The course provides an analysis and understanding of the micro/macro political, economic and cultural forces impacting business decision-making and resource allocation of firms operating in a global market. (Formerly 6750:670)

## **INTB 685 Multinational Corporations (3 Units)**

A course designed to develop an understanding of global businesses, their functions, structures, and strategic operations. (Formerly 6800:685)

## **INTB 690 Seminar: International Business (3 Units)**

A course covering major issues in international business. (Formerly 6800:690)

## **INTB 697 Independent Study: International Business (1-3 Units)**

(May be repeated for a total of six credits) Prerequisites: Graduate standing and permission of instructor. Focus on special topics of study and research in international business on an independent basis. (Formerly 6800:697)