INTERNATIONAL BUSINESS

(6800)

6800:506 International Business with study abroad requirement (3 Credits)
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.

6800:605 International Business Environments (3 Credits)
Prerequisites: all MBA foundation courses. This course is intended to develop an understanding of the global business environment and the integrated functions of the multinational corporation.

6800:630 International Marketing Policy (3 Credits)
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.

6800:685 Multinational Corporations (3 Credits)
A course designed to develop an understanding of global businesses, their functions, structures, and strategic operations.

6800:690 Seminar: International Business (3 Credits)
A course covering major issues in international business.

6800:697 Independent Study: International Business (1-3 Credits)
(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.