INTERNATIONAL BUSINESS (INTB)

INTB 335 International Marketing (3 crs)
Prerequisite: MKTG 330. Minimum junior standing.
  • Cross-listed with MKTG 335. Credit may not be earned in both MKTG 335 and INTB 335.

Principles, policies, and problems on marketing goods in international markets. Concepts, strategies, and policies of world trade and multinational firms.
Attributes: Foreign Culture, Undergraduate/Graduate Offering
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

INTB 345 Managing Global Organizations (3 crs)
Prerequisite: MGMT 340. Minimum junior standing.
  • Cross-listed with MGMT 345. Credit may not be earned in both MGMT 345 and INTB 345. BCOM 206 and BCOM 207 are recommended prior to enrollment in this course.

Examines issues in managing international operations including strategies, joint ventures/strategic alliances, organizational design, culture, human resources, and labor issues in addition to political and legal constraints operating across regional trading areas.
Attributes: Foreign Culture, Undergraduate/Graduate Offering
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

INTB 361 International Experience in India (3 crs)
  • Fifteen (15) hours of on-campus instruction required during the Fall semester prior to the Winterim study abroad. Students interested in taking this course need to contact the Management and Marketing Department and the Center for International Education before Sept. 15 in the Fall semester prior to the Winterim study abroad.

An interdisciplinary introduction to contemporary Indian business, culture, politics, history, religion and society that includes a three-week in-country experience.
Attributes: Foreign Culture, GE IIIG Social Science-Interdisciplinary Study, Undergraduate/Graduate Offering, Field Trip(s) Required, Special Course Fee Required Varies by Term/Section
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

INTB 362 International Experience in China (3 crs)
  • Fifteen (15) hours of on-campus instruction required during the Spring semester prior to the Summer interim term study abroad. Students interested in taking this course should contact the Management and Marketing Department and the Center for International Education before Feb. 1 in the Spring semester prior to the Summer Interim study abroad.

An interdisciplinary introduction to contemporary Chinese business, culture, politics, history, religion and society that includes a three-week in-country experience.
Attributes: Foreign Culture, GE IIIG Social Science-Interdisciplinary Study, Undergraduate/Graduate Offering, Field Trip(s) Required, Special Course Fee Required Varies by Term/Section
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

INTB 535 International Marketing (3 crs)
Prerequisite: Limited to MBA students.
  • Cross-listed with INTB 335 and MKTG 335/MKTG 535. Credit may only be earned in one of these courses.

Principles, policies, and problems of marketing goods in international markets. Concepts, strategies, and policies of world trade and multinational firms.
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

INTB 545 Managing Global Organizations (3 crs)
Prerequisite: Limited to MBA students.
  • Cross-listed with INTB 345 and MGMT 345/MGMT 545. Credit may only be earned in one of these courses. BCOM 206 and BCOM 207 are recommended prior to enrollment in this course.

Examines issues in managing international operations including strategies, joint ventures/strategic alliances, organizational design, culture, human resources, and labor issues in addition to political and legal constraints operating across regional trading areas.
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

INTB 561 International Experience in India (3 crs)
  • Fifteen (15) hours of on-campus instruction required during the Fall semester prior to the Winterim study abroad. Students interested in taking this course need to contact the Management and Marketing Department and the Center for International Education before Sept. 15 in the Fall semester prior to the Winterim study abroad. Cross-listed with INTB 361. Credit may not be earned in both courses.

An interdisciplinary introduction to contemporary Indian business, culture, politics, history, religion and society that includes a three-week in-country experience.
Attributes: Field Trip(s) Required
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0
INTB 562 International Experience in China (3 crs)

- Fifteen (15) hours of on-campus instruction required during the Spring semester prior to the Summer interim term study abroad. Students interested in taking this course should contact the Management and Marketing Department and the Center for International Education before Feb. 1 in the Spring semester prior to the Summer Interim study abroad. Cross-listed with INTB 362. Credit may not be earned in both courses.

An interdisciplinary introduction to contemporary Chinese business, culture, politics, history, religion and society that includes a three-week in-country experience.

Attributes: Field Trip(s) Required, Special Course Fee Required Varies by Term/Section
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0