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## International Business (INBS)

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## International Business

ICMH604	Title	<p>Students survey current trends in the field, including the changing dynamics of the family structure; physical, emotional, and environmental stressors on the infant/child or on the caregiver; and external and communal stressors on the functioning of the family system. Special populations related to the developmental and emotional health of families include premature babies; adolescent parents; mothers suffering from depression; parents with developmental disabilities, mental illness or substance abuse; families who witness or experience violence; families suffering grief and loss; children in foster care; contemporary families. Students examine the impacts of both risk and resiliency on the relationship of the infant-parent dyad or family of these special populations. Students also analyze their own personal thoughts, reactions and interventions when working with families with these experiences. Practicum: Implications and Applications in Infant and Early Childhood Mental Health.</p>
ICMH604	Prerequisites Number and type of credits Course Description	<p>ICMH 501 and ICMH 502. 3 hours lecture. Students explore methods of intervention and support of infants, young children and families, including developmental interventions, dyadic psychotherapy and family support models. Students specifically investigate predominant therapeutic models in the field, including Child-Parent Psychotherapy, Brazelton Touchpoints model, the DIR/Floortime approach, and various play in family therapy techniques, as they relate to specific disorders of infancy and early childhood or to disruptions in family functioning. Through a fieldwork practicum placement, students apply observation, assessment and intervention skills in practice. They address fieldwork in class through reflective practice models of supervision and case discussion, including discussing the dimensions of the clinical relationship, the self of the worker, transference, counter transference, and socio-cultural factors of working with others.</p>
INBS250	Title Prerequisites Special Fee	<p>Introduction to International Business. ECON 101 or ECON 102 or ECON 202. Special fee.</p>

	Number and type of credits	3 hours lecture.
	Course Description	The course is designed to introduce undergraduate students to the dynamics of the global economy, international trade and investment and their linkages with the U.S. economy. Students will learn the fundamentals and interrelationships among the components of international business operations. An emphasis will be on the role of multinational institutions and the cultural, economic, legal, and political environments facing businesses.
INBS347	Title	Export/Import Marketing Process.
	Prerequisites	INBS 250, major within the School of Business. Starting Fall 2016: INBS 250; Business Administration major.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course covers all aspects of the export/import function from a marketing process standpoint. Topics include: export/import policies -- national and international environment; government programs and incentives to promote exports; tariff systems; choosing export markets and analyzing exports and imports; developing an export program; setting up an export organization; export/import financing; export/import documentation; export pricing; packaging, shipping, traffic and insurance.
INBS349	Title	International Marketing.
	Prerequisites	MKTG 240 or INBS 250. Major within School of Business, Spanish and International Business (SPIB) minor. Starting Fall 2016: MKTG 240 or INBS 250; Business Administration major, Spanish and International Business (SPIB) minor.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course reviews and compares the marketing efforts and specific strategies which firms employ in different cultural, political, economic, and legal environments. Students examine changing international markets, exploring how firms need to quickly adapt to global competition. Issues to be examined include global sourcing, international alliances, export regulation, regional trade areas, and the influence of multinational firms.
INBS352	Title	Economic Relations in Latin America.
	Prerequisites	INBS 250 or LALS 201. Major within School of Business, Spanish and

	Special Fee	International Business Minor, Latin American and Latino Studies Minor. Special fee.
	Number and type of credits	3 hours lecture.
INBS352	Course Description	In the context of global trade and investment initiatives, the course focuses on the motivation and gains from the operating regional trade agreements in the Western Hemisphere. Critical analysis of the North American Free Trade Agreement (NAFTA), the Central American Common Market (CACM), the Caribbean Community (CARICOM), the Andean Community (AC), and the Common Market of the South (MERCOSUR) receive special attention in this course. New initiatives in bilateral and multilateral trade agreements and their significance for global integration of Latin America are also highlighted in this course.
INBS356	Title	International Management.
	Prerequisites	INBS 250. Major within School of Business, Spanish and International Business (SPIB) minor. Starting Fall 2016: INBS 250; Business Administration major, Spanish and International Business (SPIB) minor.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	Managing organizations in foreign markets is much more complex than managing them in the domestic market. This course emphasizes international/cross-cultural management, including the impact of the foreign country's culture, legal system, government, economics, technology, and political system on entry strategies, organizational structures, leadership styles, motivation techniques, human resources management, and controls.
INBS358	Title	Finance in Latin America.
	Prerequisites	INBS 250. Major within School of Business, Spanish and International Business (SPIB) minor.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course is designed to provide a framework coupled with a "hands-on" approach relating to investments and overall exposure to Latin America economies. The perspective is that of the financial manager, responsible for real investments in the Latin America economies as well as investment

		managers, responsible for investment portfolios in the markets of these economies. This course also discusses several outstanding problems of Latin America economies including foreign exchange risk, political risk, and country risk.
INBS370	Title	World Trade and Investment.
	Prerequisites	INBS 250. Major within School of Business.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	A comprehensive overview of economic approaches to trade and investment in the global economy. The topics covered include trends in international trade and investment, causes and effect of trade and investment flows, multilateral institutions and world trading system, political economy of trade and investment policies, international payment accounts, multinational enterprises and foreign direct investment exchange rate determination, and international policy coordination.
INBS380	Title	Global Financial Environment.
	Prerequisites	INBS 250. Major within School of Business.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	Understanding how foreign exchange markets work and how that knowledge applies to international investing and financing decisions. Determination of exchange rates and exchange rate risk. Linkages between foreign exchange rates, interest rates and inflation rates. Operations of spot and forward currency markets. Hedging, speculation and arbitrage strategies using currency.
INBS420	Title	Globalization and World Development.
	Prerequisites	INBS 370 or INBS 380 or FINC 327 or ECON 370. Major within School of
INBS420	Prerequisites	Business.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	In-depth analysis of current issues faced by developing countries in a continuously integrating world. Analyzes the effect of international trade and international financial markets on a country's development path and

		changes within. Highlights the role of industrialized nations and multilateral institutions in world development.
INBS430	Title	International Financial Markets and Investment.
	Prerequisites	INBS 370 or INBS 380 or FINC 327 or ECON 370. Major within School of Business.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course focuses on the current developments and market structure of major international financial markets such as Euro currency, global bond, Euro credit and global equity markets as well as the risks and investment opportunities faced by business operating in these markets.
INBS440	Title	International Retailing.
	Prerequisites	INBS 349. Major within School of Business. Starting Fall 2016: INBS 349; Business Administration major.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	A study of international retailing covering such areas as: (1) retail institutions modi operandi variations from country to country, (2) effects of economic growth, cultural, legal-political and technological environment, (3) the West versus less developed countries in Asia, Africa, Latin America and the emerging free Eastern Europe, (4) know-how of retailing: business concepts, operating policies, managerial dimensions, (5) foreign direct investments in retailing.
INBS482	Title	International Business Co-op Ed.
	Prerequisites	Senior standing or departmental approval. Starting Fall 2016: Senior standing or departmental approval; Business Administration majors only.
	Special Fee	Special fee.
	Course Description	Enhances students' in-class education by providing an opportunity for the students to connect their knowledge in international business with practice in the work place. Working with regional, national, or international profit or non-profit organizations for an extended period of time, students get to observe the international dimension of doing business abroad or at home. The students will need to submit a daily journal and monthly reports reflecting on their learning experience.

INBS484	Title	Senior Seminar in International Business.
	Prerequisites	INBS 347 or INBS 349 or INBS 356 and INBS 370 or INBS 380; and departmental approval. Senior standing. Major within School of Business. Starting Fall 2016: INBS 347 or INBS 349 or INBS 356 and INBS 370 or INBS 380; and departmental approval; senior standing; Business Administration major.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This capstone course integrates preceding international business courses and provides an overview of principles and techniques associated with the formulation and implementation of international business strategies and policies. Topics covered include foundations of international business strategy, business-level strategy and corporate-level strategy. Other issues addressed include international regional strategies, world-wide competitors, managing industry competition, leveraging resources, and the impact of technology on international business strategy. Meets the University Writing

INBS484	Course Description	Requirement for majors in Business Administration with a Concentration in International Business.
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INBS501	Title	International Business: Concepts and Issues.
	Prerequisites	ECON 501; M.B.A. degree students only.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course offers students an in-depth introduction to international business concepts and issues in addition to exposure to the fundamentals of international business, students will become aware of the dynamics of global business environment, international competition in both the domestic and foreign markets as well as strategic issues in international business management and operations. The course adopts a critical approach; it presents both sides of an international business issue. Greater emphasis will be placed on managerial implications of information presented in the course. The course also includes discussion of ethics and social responsibility in the conduct of international business.

INBS558	Title	Cross-Border Mergers and Acquisitions (M&A's).
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	Special Fee	Special fee.
	Number and type of credits	3 lecture hours.
	Course Description	This course examines the trends, the determinants, and the performance of cross-border mergers and acquisitions (M&As). It proceeds to explore the impact on economic development of Foreign Direct Investments (FDI) through cross-border M&As as opposed to Greenfield investments, a competing foreign market entry mode. Finally, this course addresses the question of corporate strategy formulation to optimize net benefits of cross-border M&As.
INBS560	Title	Multinationals and Emerging Markets.
	Prerequisites	INBS 501.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course is designed to provide a theoretical framework coupled with a "hands-on" approach to identify opportunities, risks, challenges and strategies for doing business in emerging market economies. The perspective is that of the management of a Multinational Corporation (MNC), responsible for international business activities in emerging markets such as direct investments and/or financial investments. The topics covered include a background on emerging markets, their economic potential, risks and challenges specific to these markets, and the strategies for doing business in such environments.
INBS561	Title	Emerging Trends in Global Markets.
	Prerequisites	FINC 560.
	Special Fee	Special fee.
	Number and type of credits	1.5 hours lecture.
	Course Description	This course introduces students to a dynamic global environment wherein managers will be responsible for effective strategic, organizational, and human capital management. Focus will be given to the contemporary trends including the expanding European Union, the increasing trade among the Americas, and the rapidly growing economies in Asia that present the managers with challenging strategic decisions in an increasingly integrated world. In addition, the growing competitive influence of technology will be discussed throughout the course. Concerns about corporate social responsibility will also receive due attention.



INBS562	Title Prerequisites Special Fee Number and type of credits	International Experience. INBS 561. Special fee. 1.5 hours lecture.
INBS562	Course Description	This course will focus on some of the economic, political and competitive factors and conditions impacting public and private sector performance in an increasingly global and volatile marketplace. In a 7 to 10 day experience in an emerging or developing country, students will be exposed to business leaders, policy makers, educators and entrepreneurs to assist students in understanding the complexities and dynamism of the global business environment. These concepts will include among other things, the consideration of commercial and non commercial risk premiums; foreign market entry strategies; the politics of global business; the globalization of markets and manufacturing, currency and exchange rate fluctuations; inter and intra regional trade alliances and the performance of the firm in various markets.
INBS575	Title Prerequisites Special Fee Course Description	Independent Study in International Business. Departmental approval; INBS 501. MBA degree students only. Special fee. Under faculty guidance and supervision, this tutorial course is open to students who wish to pursue individual study and research in international business. Written permission of the instructor, appropriate department chair, and the MBA director must be secured prior to enrolling in this course. May be repeated once for a maximum of 6.0 credits.
INBS577	Title Prerequisites Special Fee Number and type of credits Course Description	Selected Topics in International Business. Departmental approval; INBS 501. MBA degree students only. Special fee. 1 - 3 hours lecture. An in-depth study of a selected topic, issue, problem or trend in international business. The specific subject matter is not offered as an existing regular course or deserves more time-emphasis than is possible in a regular course. When offered, topics and prerequisites are announced in the

		course schedule book. May be repeated eight times for a maximum of 12 credits as long as the topic is different.
INBS581	Title	International Marketing Management.
	Prerequisites	MKTG 501 or MKTG 561; MBA degree students only.
	Special Fee	Special fee.
	Number and type of credits	1.5 credits lecture.
	Course Description	This course focuses on international marketing environments, functions, strategies and elements of the marketing mix. The course provides tools for identifying, assessing and exploiting international marketing opportunities and dealing with the challenges of marketing in foreign countries. Particular attention is given to the impact of social, cultural, economic, and political/legal forces on international marketing of goods and services. Contemporary issues and trends in international marketing are examined.
INFO101	Title	Contemporary Business.
	Prerequisites	Can not be used for degree credit by Business Administration majors with more than 60 credits completed toward degree.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	The organization and operation of contemporary business are explored. Students study the operation of the free enterprise system, alternative economic systems, and the various functional areas of business: finance, management, production, and marketing.
INFO173	Title	Spreadsheet Modeling for Business Decisions.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course will emphasize analysis and solutions to contemporary business problems through the use of current version of Microsoft Excel. Recognizing
INFO173	Course Description	that the business world is technology-driven, affecting people both professionally and personally, extensive knowledge of application-based software is essential as the language of business. Students will be introduced to business decision modeling processes to strengthen their logical and analytical skills. Strong emphasis of the course will be to use Excel as