

International Business (IB)

IB 3000. Introduction to International Business. 3 Hours.

An evaluation of country risks, distinguishing between different foreign business structures and practices, and critically evaluation cultural distinctions and their effects on individuals.

IB 3600. International Business and Culture. 3 Hours.

Cross-cultural experience through study abroad. Classroom topics include business practices, historical background, and social and cultural norms of the chosen country. In-country experiences include visits of companies, places of historical significance, and places of cultural significance. This course may be repeated once for credit in a different country,.

IB 3600H. Honors International Business and Culture. 3 Hours.

Cross-cultural experience for the Honors student through study abroad. Classroom topics include business practices, historical background, and social and cultural norms of the chosen country. In-country experiences include visits to companies, places of historical significance, and places of cultural significance. Student will write an analysis of the international business visited in a foreign country. This course may be repeated once for credit in a different country.

IB 4900. International Business Capstone. 3 Hours.

Prerequisite: IB 3000. Capstone course required of International Business majors. Strategic management concepts to integrate into the functions of International Business. Analysis of international business situations, diagnosis of international business problems and opportunities, and application of functional and strategic concepts to increase organizational effectiveness on the international scale are emphasized.