

# INTERNATIONAL BUSINESS (IB)

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## Courses

### **IB 601. International Business Management. 3 Credit Hours.**

This course is designed to survey, analyze and appreciate the opportunities and challenges surrounding an international business environment. It focuses on the importance of cultural dynamics as well as legal, political, geographic, and environmental factors. Theories, information and research findings which are useful in understanding different aspects of managing multinational operations are discussed. It will provide a foundation for students interested in exploring career opportunities in international business.

### **IB 602. Global Human Resource Management. 3 Credit Hours.**

This course addresses the human side of management, with emphasis on what makes a manager effective in a global business environment. Readings, case analysis, experiential exercises, and intensive discussion build students' understanding and management skills. The course explores basic issues in management and special circumstances that arise when management must reach across cultural and national boundaries. The course focuses on three inter-related skill sets. The first is making good decisions; many managers rely on intuition to make decisions. We discuss the pros and cons of intuition, and ways to benefit from intuition without succumbing to the pitfalls. We also discuss ethical management, with attention to ethics in a global business context. The second skill set includes skills and knowledge needed to manage people and relationships. An effective manager is an able negotiator, knows how to successfully navigate the network of informal relationships, and understands what motivates people.

### **IB 603. International Marketing. 3 Credit Hours.**

This course provides managerial orientation to the topic of global marketing in today's complex, rapidly changing international business environment. A key focus is developing competitive advantage by creating customer value. Course participants will gain a fundamental understanding of marketing strategy and marketing analysis (i.e. customer, competitor and company analysis) as well as an appreciation of the basic strategic issues involved in market segmentation, market targeting, and market positioning in the international arena. The major tactics/ tools used by global marketers to facilitate the management of their international marketing plans (i.e. product development, pricing strategies, marketing communications, distribution management) are also examined. Throughout the course, an emphasis is placed on developing skills for entering new markets and sustaining or growing current markets.

### **IB 691. Directed Independent Study in International Business. 3 Credit Hours.**

This course is designed to allow an individual academic program to be tailored to fit the unique interests of a graduate student. At the initiation of the graduate student, the faculty member and the student will develop an academic plan that is submitted to the College of Business for final approval.