

# INTERNATIONAL BUSINESS (IBUS)

## Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

### **IBUS 3001. Introduction to International Business. 3 Credits.**

The international business environment, including social, cultural, political, technological, and institutional domains; multinational corporation strategic imperatives and organizational challenges, including financial, marketing, human resources, and other aspects of management. Prerequisites: ECON 1011 or HONR 2043; and ECON 1012 or HONR 2044.

### **IBUS 3001W. Introduction to International Business. 3 Credits.**

The international business environment, including social, cultural, political, technological, and institutional domains; multinational corporation strategic imperatives and organizational challenges, including financial, marketing, human resources, and other aspects of management. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement. Prerequisites: ECON 1011 or HONR 2043; and ECON 1012 or HONR 2044.

### **IBUS 3101. Global Financial Environment. 3 Credits.**

The international economic, trade, and financial environment in which global business operates and how developments in these areas affect business activity. Prerequisites: ECON 1011 or HONR 2043; and ECON 1012 or HONR 2044.

### **IBUS 3201. International Marketing Management. 3 Credits.**

Introduction to international marketing analysis and strategy, and the dynamic nature of international markets. Analysis of different types of international markets and formulation of strategies at the entry and global stages. Prerequisites: IBUS 3001.

### **IBUS 3301. International Business Finance. 3 Credits.**

Analysis of the international economic environment and its influence on corporate financial management of international operations. Prerequisites: BADM 3501, IBUS 3001 and IBUS 3101.

### **IBUS 4202. Regional Strategy for Multinationals. 3 Credits.**

The business, economic, investment, and market environments in different regions of the world; regional strategy framework for responding to business opportunities in regional markets. Prerequisites: IBUS 3001.

### **IBUS 4203. Foreign Market Analysis. 3 Credits.**

Project course involving market research for target market selection, market entry strategy, in-country marketing plan, and recommendations for strategy implementation in the target country. Focus on consulting process as ancillary component. Prerequisite: IBUS 3001, except by permission of instructor, and IBUS 3201.

### **IBUS 4302. International Banking. 3 Credits.**

Theory and practice of international banking; analysis of international commercial and investment banking from a management perspective; subjects include current international monetary and financial environment, money and capital markets, and topical problems of international banking from a management perspective. Prerequisite: IBUS 3001, except by permission of instructor, and IBUS 3301.

### **IBUS 4303. International Monetary and Financial Issues. 3 Credits.**

Risks facing the global financial and the international monetary systems and their macro-economic framework; role of financial oversight institutions, the dollar and of central banks; old and new economic players in the global system. Prerequisites: IBUS 3001 or permission of the instructor.

### **IBUS 4401. Managing the Multinational Enterprise. 3 Credits.**

The changing nature of the international environment and the resulting effects on strategy of U.S. and foreign multinational corporations. Prerequisite: IBUS 3001, except by permission of instructor.

### **IBUS 4402. Managing in Developing Countries. 3 Credits.**

Challenges of operating in developing countries; cross-country experience and case studies exploring issues of institutions, corruption, infrastructure, private-public partnerships, competition, regulation, and global standards. Prerequisites: IBUS 3001 or IBUS 3101.

### **IBUS 4402W. Managing in Developing Countries. 3 Credits.**

Challenges of operating in developing countries. Cross-country experience and case studies exploring issues of institutions, corruption, infrastructure, private-public partnerships, competition, regulation, and global standards. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement. Prerequisites: IBUS 3001 or IBUS 3002; or permission of the instructor.

### **IBUS 4403. Oil: Industry, Economy, and Society. 3 Credits.**

Multidisciplinary approach, related primarily to political economy and management, to oil and its effects on business, nation-states, and the world economy. Restricted to juniors and seniors who are familiar with economics measures and concepts at the level of ECON 1011 and ECON 1012.

**IBUS 4404. Global Energy. 3 Credits.**

Fundamental economics and politics of the energy business; effects on business decisions and strategies; conventional energy generation technologies and alternative technologies. Course equivalent or permission of the instructor may be substituted for the prerequisite. Restricted to juniors and seniors. Prerequisite: ECON 1012.

**IBUS 4900. Special Topics. 3 Credits.**

Experimental offering; new course topics and teaching methods. Prerequisite: IBUS 3001, except by permission of instructor.

**IBUS 4900W. Special Topics. 3 Credits.**

Experimental offering; new course topics and teaching methods. Prerequisite: IBUS 3001, except by permission of instructor.

**IBUS 4995. Independent Study. 1-12 Credits.**

Assigned topics. Admission by prior permission of advisor. May be repeated once for credit. Prerequisite: IBUS 3001, except by permission of instructor.

**IBUS 6201. International Marketing. 3 Credits.**

International marketing strategy formulation, including market entry, local market development, and global market integration; strategic challenge of global marketing formulation and local market adaptation, with attention to market conditions in mature, new growth, and emerging market environments; emerging trends.

**IBUS 6202. Regional Strategy for Multinationals. 0-3 Credits.**

Development of a framework to understand dynamic business, cultural, and economic environments in Asia and Latin America. Regional business strategies of multinational companies from outside and within Asia and Latin America that respond to business opportunities and challenges in these regions.

**IBUS 6290. Special Topics. 0-3 Credits.**

Topics vary by semester. May be repeated for credit provided the topic differs. Consult the Schedule of Classes for more details.

**IBUS 6297. International Management Experience. 1-6 Credits.**

May be repeated for credit.

**IBUS 6301. International Business Finance. 3 Credits.**

Analysis of major issues and developments in the international financial environment and their impact on multinational corporations and financial institutions.

**IBUS 6302. Seminar: International Banking. 3 Credits.**

Evolution in international banking and other international financial institutions. Functioning of international banking operations, public policy issues and regulatory issues in international banking, and the effect of international banks on national monetary policies.

**IBUS 6303. External Development Financing. 3 Credits.**

Institutions, instruments, and theory of external development financing; financial flows to developing countries; development finance and the role of international and regional development banks; policies, methods, and practices of the World Bank, the IMF, and others; technical assistance, training, capacity building, and role of institutions in sustained development. Prerequisites: MBAD 6242 and MBAD 6243; or ECON 6283 or ECON 6284.

**IBUS 6304. Financial Crises and the Global Economy. 3 Credits.**

The causes of a financial crisis and how various countries have responded to their specific crises; the relationship between financial crises and other economic developments, particularly in emerging market and developing economies; how global financial arrangements have evolved to help manage the risks of contagion. Recommended background: graduate-level study in macroeconomics.

**IBUS 6305. Global Investment Banking. 3 Credits.**

Examination of investment banking as practiced in a global context from a strategic perspective using case studies and readings. Topics covered include securities underwriting and derivatives instruments, risk management, and business development strategies. Prerequisites: MBAD 6242 and MBAD 6243; or ECON 6283 or ECON 6284.

**IBUS 6307. International Portfolio Management. 3 Credits.**

Theory and practice of international investment. Portfolio construction and optimization. Effects of exchange rate changes on portfolio risk and return. International asset pricing models and trading institutions. Prerequisites: MBAD 6234; and MBAD 6243 or ECON 6284.

**IBUS 6308. Intl Reporting and Contrl. 1.5 Credit.****IBUS 6309. International Accounting. 1.5 Credit.****IBUS 6310. Intl Fin. Reporting Standards. 1.5 Credit.****IBUS 6400. Oil: Industry, Economy, and Society. 3 Credits.**

Multidisciplinary approach to the study of oil and its effects on business, nation-states, and the world economy, based primarily on political economy and management perspectives. Topics include the oil industry, the global oil environment, and the potential effects of oil on a society. (Same as IAFF 6378).

**IBUS 6401. International Business Strategy. 3 Credits.**

Discussion of the changing nature of the international environment and the resulting impact on strategy of both U.S. and foreign multinational corporations. Various aspects of strategy are considered, including marketing, production, and financial strategy. The focus of discussion is at the company level.

**IBUS 6402. Managing in Developing Countries. 3 Credits.**

Challenges of operating in developing countries. Cross-country experience and case studies exploring issues of institutions, corruption, infrastructure, private-public partnerships, competition, regulation, and global standards.

**IBUS 6403. International Business Negotiations. 3 Credits.**

Theories and application in International Business Negotiations (IBN). Formulation of concepts and frameworks; development of systematic approaches to planning for and conducting IBN. Integration of functional, environmental, and institutional contexts facing negotiators internationally. Prerequisites: MBAD 6242 and MBAD 6243; or ECON 6283 or ECON 6284.

**IBUS 6404. New Global Competitive Framework. 3 Credits.**

How industries develop sustained competitive advantages within the global framework. The European Union's "single market" and the Economic-Monetary Union; the transformation of formerly centrally planned economies; the changing Japanese economy and emerging Pacific Basin, with implications for the U.S. economy, industries, and firms. Prerequisites: MBAD 6242 and MBAD 6243; or ECON 6283 or ECON 6284.

**IBUS 6405. Legal Aspects of International and Multinational Business. 3 Credits.**

Legal environment of international and multinational business including legal systems, antitrust laws, regulation of direct investment, international arbitration and expropriation; topics of current interest. Prerequisites: MBAD 6242 and MBAD 6243; or ECON 6283 or ECON 6284.

**IBUS 6500. Global Currency and Stock Trading. 1.5-3 Credits.**

Linkages of global events and risks and their impact on financial markets; foreign exchange market trading philosophies, techniques, strategies, and rules. Real-time practical training in trading major currencies, stocks, and managing an emerging markets portfolio in the GWSB Capital Markets Trading Room. Restricted to students in the World Executive MBA program.

**IBUS 6501. International Finance. 1.5 Credit.**

The international financial environment; balance of payments and exchange rate regimes; exchange rate determination; interest rate parity and the foreign exchange market; purchasing power parity and other international parity conditions; fundamental hedging techniques to manage foreign exchange exposure in international transactions. Restricted to students in the World Executive MBA program.

**IBUS 6995. Directed Readings and Research. 3 Credits.**

Supervised readings or research in selected fields within business administration. Permission of the instructor required prior to enrollment. May be repeated once for credit.

**IBUS 6999. Thesis Seminar. 3 Credits.**

No fixed content.

**IBUS 8311. Seminar: Public-Private Sector Institutions and Relationships. 3 Credits.**

An analysis and critique of alternative theoretical frameworks for describing, understanding, and predicting the nature, values, and actions of American public and private institutions. Problems, potentials, and alternatives for structuring public and private institutional arrangements to meet the needs of society. Same as SMPP 8311.

**IBUS 8361. Colloquium on International Business. 3 Credits.**

Examination of selected topics in international business, with emphasis on major new theoretical and empirical developments. Topics vary by semester. May be repeated for credit provided topic differs. Consult the Schedule of Classes for more details.

**IBUS 8397. Doctoral Seminar. 1-3 Credits.**

No fixed content.

**IBUS 8900. Thesis Research. 3 Credits.**

No fixed content.

**IBUS 8998. Advanced Readings and Research. 1-12 Credits.**

May be repeated for credit. Restricted to doctoral candidates preparing for the general examination.

**IBUS 8999. Dissertation Research. 1-12 Credits.**

May be repeated for credit. Restricted to doctoral candidates.