

# I B - International Business

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## International Business: I B

### Lower-Division Courses

#### **I B 119S, 219S, 319S, 419S, 519S, 619S, 719S, 819S, 919S.** **Topics in International Business.**

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the Department of Business, Government, and Society. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program. May be repeated for credit when the topics vary.

### Upper-Division Courses

#### **I B 320F. Foundations of International Business.**

Restricted to non-McCombs School of Business majors. Fundamentals of international trade and the international economy; international dimensions of several functional areas of business, including management, marketing, finance, and human resource management; theoretical, institutional, and functional foundations of international business. Three lecture hours a week for one semester. May not be counted toward the Bachelor of Business Administration degree. Only one of the following courses may be counted: Economics 339K, European Studies 348 (Topic 2: International Trade), International Business 320F, 350, 350S. Prerequisite: Forty-five semester hours of college coursework.

#### **I B 129S, 229S, 329S, 429S, 529S, 629S, 729S, 829S, 929S.** **Topics in International Business.**

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the Department of Business, Government, and Society. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program. May be repeated for credit when the topics vary.

#### **I B 332F. Topics in Foundations of International Business.**

Restricted to non-McCombs School of Business majors. Three lecture hours a week for one semester. May be repeated for credit when the topics vary.

#### **I B 137C. Introduction to Management in a Global Environment.**

Same as Management 137C. Restricted to students pursuing the global management minor. Develops students' skills in recognizing cultural tendencies, both in themselves and in new geographic locations; introduces observation and reflection techniques to maximize learning while abroad. Course must be taken before participation in the international experience component required by the Global Management Certificate. One lecture hour a week for one semester. International Business 137C and Management 137C may not both be counted. Offered on the letter-grade basis only.

#### **I B 237D, 337D. Global Management Capstone.**

Restricted to students pursuing the global management minor. Develops students' ability to process and articulate learning from intercultural

experience; develops skills in applying knowledge and strategies gained in one region/country to new cultural and geopolitical contexts. For each semester hour of credit earned, one lecture hour a week for one semester. Only one of the following may be counted: International Business 337D, 372 (Topic 12), 367C, Management 237D, 337 (Topic: Intercultural Management), 337 (Topic 3), 372T (Topic 1), 372T (Topic 11). Offered on the letter-grade basis only. Prerequisite: Completion of required international experience component of the Global Management Minor, and consent of instructor.

#### **I B 140S, 240S, 340S, 440S, 540S, 640S, 740S, 840S, 940S.** **Topics in International Business.**

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office or the school's BBA Exchange Programs. Credit is recorded as assigned by the study abroad adviser in the Department of Business, Government, and Society. University credit is awarded for work in an exchange program; it may be counted a coursework taken in residence. May be repeated for credit when the topics vary.

#### **I B 350. International Trade.**

Same as European Studies 348 (Topic 2). Study of the principles, policies, and problems of the international exchange of goods and investments. Three lecture hours a week for one semester. Only one of the following may be counted: Economics 339K, European Studies 348 (Topic 2), International Business 320F, 350, 350S. Prerequisite: Forty-five semester hours of college coursework.

#### **I B 350S. International Commerce Analysis.**

Study of the principles, policies, and problems of the international exchange of goods and investments. This course is used for classes taken on an approved study abroad program with the content equivalent of International Business 350. The equivalent of three lecture hours a week for one semester. Only one of the following may be counted: Economics 339K, European Studies 348 (Topic 2), International Business 320F, 350, 350S. Offered on the letter-grade basis only. Prerequisite: Consent of Instructor.

#### **I B 151S. Independent International Analysis.**

Restricted to students in a business major. Country analysis by independent study. Designed for marketing majors who participate on a McCombs summer faculty led program. Conference course. Offered on the letter-grade basis only. Prerequisite: Credit or registration for International Business 350S; and approval from the BBA Program Office before the first meeting of the course.

#### **I B 360D. International Security.**

Same as Government 360D. Explore the conditions and motivations behind the use of military force in world politics. Three lecture hours a week for one semester. Only one of the following may be counted: Government 360D, 360N (Topic 12), International Business 360D. Prerequisite: Six hours of lower-division coursework in Government.

#### **I B 362. Global Regulatory Strategy.**

Examine management of a firm in a rapidly evolving regulatory environment across the world as new technology reshapes social norms, legal rules, and society itself. Three lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Upper-division standing.

#### **I B 365. Finance and Global Business.**

Examine investments across sectors and countries in the face of a rapidly evolving world. Explore micro-investing to build a framework for analyzing different sectors across countries and how it applies to different countries around the world. Investigate macro-investing

to develop a broader understanding of how financial markets work in different countries. Three lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Upper-division standing.

### **I B 366. International Accounting and Transfer Pricing.**

Same as Accounting 366C. Discover how to price transactions between subsidiaries of multinational corporations buying and selling goods, services, intellectual property and other assets in light of tax obligations and other considerations. Three lecture hours a week for one semester. Only one of the following may be counted: Accounting 366C, 380K (Topic: International Accounting/Transfer Pricing), 380K (Topic: 32), International Business 366. Offered on the letter-grade basis only. Prerequisite: Upper-division standing.

### **I B 366P. International Business Practicum.**

Restricted to international business majors or students pursuing the international business minor. Apply skills learned in International Business courses through group projects conducted in a professional setting. Work with a private or public enterprise. The equivalent of three lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Upper-division standing; a minimum of 45 hours of coursework; International Business 350 or 350S; and consent of instructor.

### **I B 367C. Intercultural Management.**

Same as Management 372T (Topic 1). Examine a conceptual framework and specific tools for interacting successfully in international teams, negotiations, and partnerships. Discuss cultural patterns characteristic of world regions and particular countries in terms of their implications for corporate management. Three lecture hours a week for one semester. Only one of the following may be counted: International Business 237D, 337D, 372 (Topic 12), 367C, Management 237D, 337 (Topic: Intercultural Management), 337 (Topic 3), 372T (Topic 1), 372T (Topic 11). Prerequisite: Upper-division standing.

### **I B 367D. Global Entrepreneurship.**

Explore how to start, manage, and exit a business in a global context. Examine aspects of global entrepreneurship including opportunity analysis, business planning, fundraising, competing in a global marketplace, and managing through crisis explored through practical experience and real-world examples. Three lecture hours a week for one semester. Only one of the following may be counted: International Business 372 (Topic: Global Entrepreneurship), 372 (Topic 11), 367D. Prerequisite: Upper-division standing.

### **I B 368. Global Value Chains.**

Investigate problems that complicate the operation of supply chains on a global scale, such as political risk. Three lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Upper-division standing.

### **I B 171T. Topics in International Business.**

One lecture hour a week for one semester. May be repeated for credit when the topics vary.

### **I B 372T. Topics in International Business.**

Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Upper-division standing; additional prerequisites vary with the topic.

**Topic 1: Global Political Economy.** Same as Business, Government, and Society 374. Explore how firms can successfully integrate their traditional strategies with non-market strategy in the global arena, including how to successfully engage with international non-market actors, such as foreign governments, regulators, political

parties, NGOs, and the media. Examine the necessary tools to craft successful, integrated firm strategies in diverse institutional and political environments. Three lecture hours a week for one semester. Only one of the following may be counted: Business, Government, and Society 374, International Business 372 (Topic 15), 372T (Topic 1). Additional prerequisite: Upper-division standing.

**Topic 2: Procurement and Supplier Management.** Same as Operations Management 360. Restricted to students in a business major. Explore strategic issues in procurement and supplier management; a review of competitive analysis and benchmarking; the purchasing role in fulfilling a firm's operational and competitive strategies; supplier evaluation, development, and relationship management; negotiating with suppliers for results; and commodity planning. Three lecture hours a week for one semester. Only one of the following may be counted: International Business 372 (Topic: Procurement/Supplier Mgmt), 372 (Topic 13), 372T (Topic 2), Operations Management 337 (Topic 3), 360. Additional prerequisite: Operations Management 334M, 235 or 235H with a grade of at least C-.

**Topic 3: Introduction to Global Finance and Business.** Explore how international finance operates in theory, mechanics, and current events. Examine how firms react to risks posed by international developments. Only one of the following may be counted: International Business 372 (Topic: Intro To Globl Fin And Busn), 372 (Topic 14), 372T (Topic 3).

**Topic 4: Global Net Zero Strategy.** Discuss the actions that firms around the world are taking regarding global warming, and whether these actions and innovations will keep the growth of global greenhouse gas emissions to zero. International Business 372 (Topic: Global Net-Zero Strategy) and 372T (Topic 4) may not both be counted.

**Topic 6: International Marketing and Consumer Behavior.** Only one of the following may be counted: International Business 372 (Topic 16), 372T (Topic 6), 372T (Topic 14), Marketing 372 (Topic 4), 372T (Topic 14). Only one of the following may be counted: International Business 372T (Topic 6), Marketing 354 (Topic 6), 354 (Topic 7), 372 (Topic 2), 372 (Topic 17).

### **Topic 8: Global Trade and Principles of Import and Export.**

Introduction to the world trading system and international trade policy. Examine the policies and realities of international economic relations for the United States and major U.S. trading partners, founding trade institutions and their impact on importing and exporting commerce, and a brief history of negotiating rounds, international negotiations, and the anatomy of a Free Trade Agreement. Learn the basics of importing and exporting in relation to the business world, how free trade policy (including institutions, free trade agreements, dispute resolution, etc.) affects normal commerce and trade flows, and key steps to export from the United States. International Business 372 (Topic: Glob Tra Princ of Imp/Exp) and 372T (Topic 8) may not both be counted.

### **Topic 14: Global Marketing.**

Same as Marketing 372T (Topic 14). Restricted to students in a business major. Only one of the following may be counted: International Business 372 (Topic 16), 372T (Topic 6), 372T (Topic 14), Marketing 372 (Topic 4), 372T (Topic 14). Additional prerequisite: Marketing 337, 337H, or 337N.

### **I B 373. Business in Emerging Markets.**

Only one of the following may be counted: International Business 372 (Topic 2), 373, Latin American Studies 322 (Topic 9), Middle Eastern Studies 341 (Topic 2). Prerequisite: Upper-division standing.

### **I B 375C. Supply Chain and Operations Management Strategy.**

Same as Operations Management 375. Restricted to students in a business major. Discuss the role of supply chain management to increase a firm's competitive performance and understand how that

performance affects the economy and society as a whole. Examine supply chain and operations design as well as environmental, social, and governance (ESG) issues. Explore the impact of new business models including e-commerce and automation; contracting; outsourcing and vertical integration, resiliency; and new delivery modalities. Three lecture hours a week for one semester. Only one of the following may be counted: International Business 367, 375C, Operations Management 367, 375. Prerequisite: Operations Management 334M, 235, or 235H; Operations Management 338; and credit or registration for Operations Management 368 or 370.

### **I B 376. International Finance.**

Same as Finance 376. Restricted to students in a business major. Explore the international financial environment, with emphasis on the factors affecting exchange rates and how exchange rate changes affect the firm. Three lecture hours a week for one semester. Finance 376 and International Business 376 may not both be counted. Prerequisite: Finance 357 or 357H.

### **I B 378. International Business Operations.**

Restricted to students in a business major. Establishment and conduct of international business operations: trade, investments, branch and subsidiary management, intermediary functions; case studies in international enterprise. Three lecture hours a week for one semester. Prerequisite: Upper-division standing; a minimum of 75 hours of coursework, including Economics 339K, International Business 350, or 350S; and credit or registration for one of the following: Accounting 366P, 367P, Business Administration 353, 366P, Business Analytics 366P, Finance 364P, 365P, 366P, International Business 366P, Management 347P, 366P, 367P, 369P, Management Information Systems 366P, Marketing 366P, Operations Management 366P, Real Estate 366P.

### **I B 179C, 379C. Independent Research in International Business.**

Restricted to students in a business major. Conference course. Only one of the following may be counted: Accounting 379C, Business Administration Honors 379, Business, Government, and Society 379, Finance 379C, International Business 379C, Legal Environment of Business 379, Management 379C, Management Information Systems 379, Marketing 379C, Operations Management 379, Risk Management 379. Prerequisite: Eighteen semester hours of coursework in business and economics, six of which must be upper-division; International Business 350; and consent of instructor. A student registering for this course must obtain written approval from the department chair's office, on forms provided for that purpose, before the first meeting of the course.

## **Graduate Courses**

### **I B 185E, 285E, 385E. Directed Studies in Global Management and Business Practices.**

Same as Management 185E. Same as Management 285E. Same as Management 385E. Study global business practices through lectures on campus and trips to international partner schools. The equivalent of one lecture hour a week for one semester. Only one of the following may be counted: International Business 385E, Management 185C and 385E. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

### **I B 395. Topics in Seminar: International Trade.**

Study of contemporary topics in international trade and investment theories, policies, and problems. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Offered on the letter-grade basis only. Prerequisite: Graduate standing; some topics also require consent of instructor.

**Topic 1: Global Strategic Management.** The changing global business environment and the ways multinational corporations compete in this environment. Case studies and readings, followed by a global management computer simulation. Offered on the letter-grade basis only.

**Topic 2: International Trade and Investment.** The basis for international trade, foreign exchange determination, balance of payments, and international trade and investment policy. Macro-level aspects of the international economy, which provide the basis for the functioning of the global economy. Offered on the letter-grade basis only.

**Topic 3: Global Business Operations.** Overview of management in a multinational context, focusing on the multinational corporation; the economic, political, and social environments in which it operates; and its basic managerial concerns with finance, management, marketing, and personnel. Includes an international operations computer simulation. Offered on the letter-grade basis only.

**Topic 4: Business in Developing Countries.** The traditional challenges to business in developing countries and the new challenges of market liberalization. Similarities and differences among countries and regions. Offered on the letter-grade basis only.

**Topic 5: Business in Japan.** Comprehensive examination of macro-level and micro-level issues involved in conducting business in Japan and in competing with the Japanese in the global marketplace. Macro-level issues include government industrial policy, interfirm relationships, and United States-Japan trade relationships; micro-level issues include management style, foreign expansion strategy, research and development strategy, and distribution practices. Offered on the letter-grade basis only.

**Topic 6: International Marketing Management.** An overview of international marketing, with emphasis on the multinational corporation. Subjects include the changing international environment, researching and entering foreign markets, and the marketing mix in international marketing. Offered on the letter-grade basis only.

**Topic 7: International Operations and Management.** International Business 395 (Topic: Internatl Operations and Mgmt) and 395 (Topic 7) may not both be counted. Offered on the letter-grade basis only.

## **Professional Courses**