

Introduction to International Business

Course code: GEB 3350

Total contact hours: 60 hours

Pre-requisite: None

Course Overview

Today, more than ever, the average individual can feel the interdependence of countries within the global economy and the impact on our daily lives. The clothes we wear, the cars we drive, the price we pay for a gallon of gasoline are daily reminders that we live in a global economy. What is also apparent is the direct link between business and politics and the impact one has on the other.

This course will focus on political, cultural, strategic, and structural issues in conducting global business in both developed and developing economies. The course will combine both theoretical concepts and practical applications of operating in a global environment. Moreover, because issues in this environment change rapidly, we will focus on current events by using national and international publications.

This is a practice-oriented course designed to help students achieve an understanding of how commerce is conducted in an increasingly global supply chain. We will utilize case studies, discussion of current events, student research, and class discourse to understand international trade's fundamental mechanisms.

By the end of the course, students will walk away with explicit knowledge of how business is conducted in the international forum and further develop basic analytical skills essential to good business case analysis, and gain the knowledge and a practical understanding of the issues and solutions leading to success in international business.