

INTERNATIONAL BUSINESS (IBUS)

IBUS 1305

Introduction to International Business and Trade

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course covers the techniques for entering the international marketplace. Emphasis is on the impact and dynamics of socio-cultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise.

Prerequisite: None.