

IB-International Business Courses

Courses

IB 320. Global Innovation. 3 Hours.

This course provides students with fundamental knowledge of world economies, the nature of innovation, and the cultural and country characteristics that drive innovation. Students engage in self-assessment and self-reflection to identify and develop their cultural intelligence. Furthermore, students learn research tools to conduct comparative analysis of countries based on the key success factors of an innovation "ecosystem."

Prerequisites: EC 211 [Min Grade: C]

IB 439. Global Business Communications. 3 Hours.

Discover current trends in verbal and non-verbal communication across cultures around the world and understand the relationship between intercultural communication theory and practice. Learners will gain confidence in areas of cultural intelligence and all forms of international communication. Specific topics include international business meeting etiquette, negotiation tactics, accepted design and composition of international business documents, and global business research.

Prerequisites: EH 101 [Min Grade: C] and EH 102 [Min Grade: C] and BUS 350 [Min Grade: C] or BUS 351 [Min Grade: C]

IB 490. Special Topics in International Business. 3 Hours.

Selected international business topics not covered in other international business courses.

IB 495. Business Study Abroad. 3 Hours.

Reach beyond the classroom with our business study abroad opportunities. Learners will be immersed in international markets, cultures, and strategies and will understand how cultural nuances impact decision-making, negotiation, and collaboration. This experience will enhance the student's appreciation of the unique challenges and rewards of doing business abroad.

Prerequisites: GPAO 2.00