



COURSE INFORMATION SHEET

Note: If a more detailed, instructor/section-specific course information sheet is required, please contact the department.

DEPARTMENT:

Business Administration/Economics

COURSE:

BUS250 International Management and Marketing

COURSE DESCRIPTION:

This seminar has been designed to provide students with an opportunity to develop knowledge and understanding of the processes, procedures and challenges that arise in conducting business across national borders. Representatives from business or government involved in international trade will be invited to present information and conduct a discussion in various areas of international business expertise. This course is intended for students who are in the last semester of the degree program. Three class hours. 3 Credits.

COURSE PREREQUISITES:

BUS 104, MAR 200, ECO 111, ECO 112, ACC 101, ENG 101, three credits of foreign language, SOC 150 and GEG 211 or permission of instructor. SOC 150 and GEG 211 can be taken concurrently. Students in business programs other than International Business are not required to have the foreign language, SOC 150 and GEG 211 prerequisites for this course. Please contact the course instructor or department chair before registering for the course to discuss course expectations.

COURSE LEARNING OUTCOMES:

1. Discuss how the management functions of planning, organizing, leading and controlling are utilized in a global business enterprise.
2. Describe the issues and skills necessary to manage a successful multicultural workforce and market in a global economy.
3. Analyze how the global trade and investment environment can affect the success and profitability of a company's global strategy.
4. Choose the most effective market entry strategy to pursue global business opportunities.