

## **International Business**

<b>International Business Certificate</b>	<b>Credit</b>
Courses	
• Legal Aspects of International Business	0.5
• International Finance	0.5
• International Logistics	1.0
• International Business Negotiations	1.0
• International Marketing	1.0
• Global Human Resources	0.5
<b>TOTAL</b>	<b>4.5</b>

### **Certificate Course Descriptions**

#### ***Legal Aspects of International Business***

This course deals with the public international law that provides the regulatory context in which international commerce takes place. After an overview of the international economic order, we look in depth at the law of the World Trade Organization. The course addresses the rules with respect to tariffs, quantitative restrictions, subsidies, discrimination, dispute settlement, government procurement and other matters that concern international trade in both goods and services.

#### ***International Finance***

The objective of this course is to acquaint students with macro and micro aspects of international finance. At the macro level, coverage will include theories of direct investment, the international monetary mechanism, foreign exchange markets, and repercussions from balance of payments difficulties. Micro level materials will include problems of doing business internationally and a survey of public and private foreign and international finance institutions.

#### ***International Logistics***

An examination of the many differences between domestic and international supply chain management activities and functions. Considerable emphasis is placed upon the importance of ocean shipping and air transportation and their impact on international trade and global trade patterns. Other topics covered include INCOTERMS the use of EDI (electronic data interchange) in international transactions, the management of ocean carriers, the import/export process, the role of international agents and forwarders, and international sourcing decisions.

#### ***International Business Negotiations***

Negotiation and dispute resolution in the international business environment will be analyzed. Negotiation techniques and practices, negotiation team building and international negotiation issues, as well as alternative dispute resolutions as applied to legal issues within the business environment are the focus of this course. This course uses

the theory and research on effective negotiating strategies to build students' understanding of, and skills for, managing differences and negotiation situations. The course considers, among other topics, the issues of negotiating across functions, between levels, across national and cultural differences, over race and gender differences, and between organizations.

***Global Marketing Issues***

This course is primarily focused on the issues and concerns of marketing on a global basis. Emphasis will be placed on understanding the role of culture, language and customs in making decisions on where and to whom to market your products or services. Case studies will give the students material to assess both successful and unsuccessful marketing initiatives. Students will develop and present a marketing plan for a specific country that will include an environmental scan, market potential, costs and overall strategy. The ethical concerns and issues of corporate responsibility when operating in other countries and cultures will also be examined.