

# **INTERNATIONAL BUSINESS (IB)**

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## **Course Descriptions**

### **IB 100. International Business. 3 Credit Hours.**

International Business is a survey course which introduces a broad scope of international business concepts and issues. Throughout the course, students analyze the global environment in which international businesses operate. This course introduces the concept of globalization and its impact on multinational enterprises. Other topics covered include global competition, international organizations, treaties and theories of international trade, national trade policies, and the determinants of competitiveness of U.S. firms in international markets.

Prerequisites: Reading Proficiency