

International Business (IBUS)

International Business (IBUS) Courses

IBUS 5701 [0.25 credit]

International Business

Managerial and strategic implications of differing international environments for a variety of business functions including structure and control, managing human resources, marketing, finance and logistics. Complexities of working across political and cultural boundaries.

Precludes additional credit for BUSI 5300 (no longer offered).

IBUS 5711 [0.25 credit]

International Marketing and Trade

Models for understanding factors that influence buyer decisions in different markets. Product adaptation, distribution networks, promotion practices, cross-border pricing strategy and regulatory and other limitations. The macro and micro effects of culture provide a connecting theme.

Precludes additional credit for BUSI 5301 (no longer offered).

IBUS 5712 [0.25 credit]

Business and Government in Emerging Economies

Projects in emerging economies often involve partnerships between businesses, local governments and foreign donors. Emerging forms of cooperation which address issues of poverty, infrastructure and education. The role of international firms in the process of economic transition.

Precludes additional credit for BUSI 5300 (no longer offered).

IBUS 5713 [0.25 credit]

Doing Business in the United States

The role of the United States as Canada's most important foreign trade partner. The U.S. as a distinct business environment. Regulatory structures, competitive environment, buyer behaviour and business culture in the U.S. and Canada.

Precludes additional credit for BUSI 5300 (no longer offered).

IBUS 5721 [0.25 credit]

Regional and Global Business Strategies

Concentration Integration

Regional and global business expansion strategies and how global interdependence and regional trade groups affect international investment and marketing strategies. Environmental and political factors that influence policy within and between trade blocs and how businesses participate in these processes.

Precludes additional credit for BUSI 5301 (no longer offered).

Prerequisite(s): successful completion of all courses in the International Business concentration. Students in the Minor in International Business must have successfully completed 0.75 credits from courses in the International Business concentration.

Summer session: some of the courses listed in this Calendar are offered during the summer. Hours and scheduling for summer session courses will differ significantly from those reported in the fall/winter Calendar. To determine the scheduling and hours for summer session classes, consult the class schedule at central.carleton.ca

Not all courses listed are offered in a given year. For an up-to-date statement of course offerings for the current session and to determine the term of offering, consult the class schedule at central.carleton.ca