

# International Business (IBUS)

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## **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).

Prerequisite(s): IBUS 5701.

## **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).

Prerequisite(s): IBUS 5701.

## **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).

Prerequisite(s): IBUS 5701.

## **IBUS 5714 [0.25 credit]**

### **Buyer Behaviour in International Markets**

Globalization and the divergent, crossvergent and convergent paradigms are used to explain and analyze the behaviour of buyers across different markets and cultures. Socio-cultural, psychological, organizational and other factors that guide purchase decision-making behavior in consumer and B2B markets are examined.

Prerequisite(s): IBUS 5701.

## **IBUS 5715 [0.25 credit]**

### **Foreign Markets: Selection, Assessment and Entry Strategies**

Selection and assessment of foreign markets suitable to corporate capabilities. Factors affecting the internationalization of firms, from SMEs and born globals to large multinationals. Methods for foreign market entry and service, from exporting, licensing, and franchising to JVs, M&As and greenfield investment.

Prerequisite(s): IBUS 5701.

## **IBUS 5716 [0.25 credit]**

### **Management of International Business**

Operating organizations across national and cultural boundaries adds complexity to the tasks that confront managers and requires specific skills. Topics discussed include motivation, leadership, communication and negotiation in a cross-cultural context as well as the pervasive effects of culture on interactions within and across firms.

Prerequisite(s): IBUS 5701.

## **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): IBUS 5701 and successful completion of all courses in the International Business concentration.