

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. Includes: Experiential Learning Activity
Precludes additional credit for BUSI 5300 (no longer offered).

IBUS 5711 [0.25 credit]

International Marketing and Trade

Product adaptation, distribution networks, promotion practices, cross-border pricing strategy and regulatory and other limitations. Trade trends and the macro and micro effects of culture provide connecting themes. Includes: Experiential Learning Activity
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. Includes: Experiential Learning Activity
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, and cross-regional buyer behaviour within the U.S. Comparative view of the business culture in the U.S. and Canada. Includes: Experiential Learning Activity
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. Includes: Experiential Learning Activity
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&A and greenfield investment. Includes: Experiential Learning Activity
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. Includes: Experiential Learning Activity
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. Includes: Experiential Learning Activity
Precludes additional credit for BUSI 5301 (no longer offered).
Prerequisite(s): IBUS 5701 and successful completion of all courses in the International Business concentration.