IBUS - International Business

Courses

IBUS 285 Directed Studies
Credits 1 to 3. 1 to 3 Other Hours.
Directed study of selected problems in international business not covered in other courses. May be taken two times for credit.
Prerequisites: Freshman or sophomore classification in business.

IBUS 289 Special Topics in...
Credits 1 to 3. 1 to 3 Lecture Hours. 0 to 3 Lab Hours.
Selected topics in an identified area of international business. May be taken two times for credit.
Prerequisites: Freshman or sophomore classification in business.

IBUS 301 Business Study Abroad
Credits 1 to 18. 1 to 18 Lecture Hours.
For students in approved programs abroad. May be repeated for credit.
Prerequisites: Admission to upper division in Mays Business School and selected for program; approval of study abroad coordinator and academic dean.

IBUS 401/MKTG 401 Global Marketing
Credits 3. 3 Lecture Hours.
I Survey of the aspects involved in marketing products and services in the international market; tariffs, cultural restrictions, business environment and legal restrictions.
Prerequisite: MKTG 321.
Cross Listing: MKTG 401/IBUS 401.

IBUS 402/MKTG 402 International Marketing: Study Abroad
Credits 3. 3 Lecture Hours.
Introduces marketing students to the facets of designing and implementing a marketing strategy in an international setting; provides a traditional classroom experience along with personal exposure to a variety of European cultures; facilitates understanding of the international marketplace in which these students will function.
Prerequisites: Junior classification; MKTG 321 or MKTG 409.
Cross Listing: MKTG 402/IBUS 402.

IBUS 403/MKTG 403 International Market Entry Strategies
Credits 3. 3 Lecture Hours.
A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in the preparation of a marketing plan for a good or service to be introduced and marketed in that country.
Prerequisites: MKTG 321; concurrent registration in IBUS 402/MKTG 402 or MKTG 102; junior or senior classification.
Cross Listing: MKTG 403/IBUS 403.

IBUS 445/ACCT 445 International Accounting
Credits 3. 3 Lecture Hours.
Introduction and examination of accounting issues unique to multinational enterprises and international business activity. Does not count towards the accounting requirement for the CPA exam.
Prerequisites: ACCT 315 or ACCT 327; FINC 341.

IBUS 446/FINC 445 International Finance
Credits 3. 3 Lecture Hours.
International business transactions, balance of payments and exchange rate systems, exchange rate risk and hedging techniques, sources of funding, relation to international financial institutions and capital instruments; foreign direct investment; international asset and liability management.
Prerequisite: FINC 351 and FINC 361.
Cross Listing: FINC 445/IBUS 446.

IBUS 450/MGMT 450 International Environment of Business
Credits 3. 3 Lecture Hours.
Broad survey of international business issues; analyzes the environment in which international businesses operate; introduces multinational enterprises, global competition, international organizations, treaties and international law, national trade policies and the determinants of competitiveness of firms in international markets.
Prerequisites: Admitted to upper division in Mays Business School.
Cross Listing: MGMT 450/IBUS 450.

IBUS 452/MGMT 452 International Management
Credits 3. 3 Lecture Hours.
An overview of international management to include international dimensions of organizational behavior, theory, strategy and human resource management; application of theoretical ideas to real-world situations through case analyses, presentations, projects and interactive class discussion.
Prerequisite: MGMT 450/IBUS 450 or IBUS 450/MGMT 450, or concurrent enrollment.
Cross Listing: MGMT 452/IBUS 452.

IBUS 453/MGMT 453 Emerging Economies: Brazil, Russia, India, China
Credits 3. 3 Lecture Hours.
Examination of present and future dynamics of the emerging economies of Brazil, Russia, India and China and their impact on the developing and developed worlds; importance of BRIC countries and their position in the world; history and development of these countries and the current business environment in each.
Prerequisite: MGMT 363.
Cross Listing: MGMT 453/IBUS 453.

IBUS 455 Asian Business Environment
Credits 3. 3 Lecture Hours.
The scope of business environments of Asia; geographical, demographic and cultural makeup; economic integration; human and cultural elements; financial and communication infrastructures; risk and market analysis; trade and investment patterns; Asian MNC’s.
Prerequisite: Admission to upper division in Mays Business School.

IBUS 456 European Integration and Business
Credits 3. 3 Lecture Hours.
History and institutional structure of the European Union; its regional cultures, values, economies and rifts; challenges faced by corporations and people in the region, including issues involving doing business with the European Union.
Prerequisite: Admission to upper division in Mays Business School.
IBUS 457/MGMT 457 Global Entrepreneurship
Credits 3. 3 Lecture Hours.
Practical issues associated with taking small- and medium-size business
global; includes importing and exporting, developing global strategies,
evaluating market opportunities, regional impact on economies and
people.
Prerequisite: Admission to upper division in Mays Business School.
Cross Listing: MGMT 457/IBUS 457.

IBUS 458 International Negotiations
Credits 3. 3 Lecture Hours.
Skill building strategies and exercises in communication, listening and
issue identification; how to negotiate globally; importance of knowing
people and cultures; practice and theory of effective negotiation;
awareness of diverse constructions of reality and communicating across
different groups.
Prerequisite: Admission to upper division in Mays Business School.

IBUS 459 Latin American Markets
Credits 3. 3 Lecture Hours.
Comparing and contrasting the Latin American, Canadian and U.S.
markets across different variables, including culture, economics, social
and legal aspects.
Prerequisite: MKTG 321.

IBUS 460 Academy for Future International Leaders
Credits 3. 3 Lecture Hours.
A practical orientation to international business and cultural issues to
prepare selected Texas A&M students for the international marketplace;
joint effort among all colleges at Texas A&M; designed to complement
any academic major by helping students gain a global perspective of their
chosen field of study.
Prerequisite: Junior or senior classification and selection for the Academy
for Future International Leaders.

IBUS 484 International Business Internship
Credits 1 to 4. 1 to 4 Other Hours.
International business internship with practicing professionals under the
direction of a faculty member.
Prerequisites: Admission to upper division in Mays Business School;
approval of department head.

IBUS 485 Directed Studies
Credits 1 to 6. 1 to 6 Other Hours.
Directed study on selected problems in the area of international business.
Prerequisites: Admission to upper division in Mays Business School and
approval of instructor.

IBUS 489 Special Topics in...
Credits 1 to 4. 1 to 4 Lecture Hours.
Selected topics in an identified area of international business. May be
repeated for credit.
Prerequisites: Admission to upper division in Mays Business School and
approval of instructor.