IMS6304 - International Business Management

IMS 6304 (ENTP 6304) International Business Management (3 semester credit hours) The course analyzes global business environments, discusses international business operations in various markets of the world, and examines various theories that explain how the international trade and direct investment practices evolve. The course utilizes various cases to help students gain knowledge and learn necessary skills to evaluate and manage the challenges and opportunities businesses face in diverse global markets. Credit cannot be received for more than one of the following: ENTP 6304 or IMS 6204 or IMS 6304. Prerequisite: Non-MBA major.

(3-0) S